

Press Release | October 30, 2025

Messe München and dmg events bring bauma to Saudi Arabia for the first time in 2027

Messe München continues its global growth strategy and announces the inaugural edition of bauma SAUDI ARABIA, scheduled for April 2027 in Riyadh. This international offshoot of the world's leading trade fair for construction machinery and mining will be launched in the Kingdom of Saudi Arabia in cooperation with dmg events as exhibition organizer and local project partner. Both companies have signed a Memorandum of Understanding (MoU) to this effect.

It is agreed between both parties that editions of the Big 5 Construct Saudi will focus on construction materials, building design and fitout from 2027 onwards, whereas bauma SAUDI ARABIA will focus on construction machinery and vehicles, building material machines and mining machines.

With its ambitious reform program "Vision 2030," Saudi Arabia is positioning itself as one of the most dynamic growth markets in the Middle East. A key focus lies on strategic investments in infrastructure projects. The construction sector alone is expected to reach a volume of around €130 billion by 2030. As the country relies heavily on imported goods, this creates ideal conditions for bauma and its clientele. As the world's leading platform for machinery, technologies, and services in the construction and mining sectors, bauma connects international suppliers with investors and decision-makers from business, politics, and academia.

The partnership between Messe München and dmg events offers numerous advantages: dmg events is a strong local partner with extensive expertise in planning and executing trade fairs in the Middle East, and brings a broad regional network to the table. Messe München, on the other hand, is one of the most experienced global trade fair organizers, with a strong international network and deep industry expertise in the field of construction and mining equipment trade shows.

"The economic momentum in Saudi Arabia is tremendous. With bauma SAUDI ARABIA, we are becoming part of it, showcasing innovations and technologies for our customers and driving investment. At the same time, we are strengthening our international presence and securing Munich's position as a trade fair location," said Messe München CEOs Stefan Rummel and Dr. Reinhard Pfeiffer in a joint statement.

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Matt Denton, President, dmg events added, “With over 40 years of the Big 5 championing the Middle East construction market in Dubai and 15 years of Big 5 Construct Saudi shining a spotlight on the burgeoning Saudi Arabian market, we are pleased to enter into another exciting chapter with Messe München and bauma in Saudi Arabia.

Saudi Arabia as a key focus market

Saudi Arabia is emerging as a strategic focus market for Messe München. In January 2026, the Kingdom will host IFAT, the world’s leading trade fair for environmental technologies. bauma SAUDI ARABIA will be Messe München’s second proprietary event in the region, scheduled to take place in April 2027 at the Riyadh Front Exhibition & Conference Center.

The trade fair will offer exhibitors from the sectors of construction machinery, building material machines, mining equipment, construction vehicles, and construction tools visibility in a dynamic market environment and open up attractive business opportunities.

Messe München brings extensive expertise in organizing international trade fairs worldwide, including in the construction machinery sector. It organizes bauma CHINA in Shanghai and bauma CONEXPO INDIA in Greater Noida near Delhi. In March 2017, the bauma NETWORK was expanded through a licensing agreement with SOBRATEMA (Brazilian Association of Technology for Construction and Mining) to include the M&T EXPO in Brazil. The bauma in Munich remains the largest trade fair in the world in terms of exhibition space.

Messe München

As one of the world’s leading trade fair organizers, Messe München showcases the world of tomorrow at around 90 trade fairs worldwide. These include twelve leading global trade fairs such as bauma, BAU, IFAT, and electronica. The portfolio covers trade fairs for investment and consumer goods as well as for new technologies. Together with its 1,300 employees in the group and its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the USA. With an international network of subsidiaries and foreign representatives, Messe München is active worldwide. More than 150 events each year attract around 50,000 exhibitors and approximately three million visitors domestically and abroad. This makes Messe München a key economic driver, generating purchasing power effects worth billions.