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Press Release

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Final Report

bauma 2022 prominently features industry's power to innovate and exceeds expectations

- **Around 3,200 exhibitors from 60 countries**
- **More than 495,000 visitors from over 200 countries**
- **Industry expectations greatly surpassed**

When the grounds of Messe München become the center of the construction machinery industry for seven full days, bauma is finally taking place again. A total of around 3,200 exhibitors from 60 countries (2019: 3,684 exhibitors from 63 countries) and more than 495,000 visitors from over 200 countries (2019: 627,603 visitors from more than 200 countries) came to Munich for the world's leading trade fair for construction machinery, building material machines, mining machines, construction vehicles and construction equipment held from October 24 through 30. The proportion of international visitors was around 50 percent.

The top 10 exhibitor countries were, in this order: Germany, Italy, Turkey, Great Britain and Northern Ireland, the Netherlands, France, the U.S., Austria, Spain and China. The share of international exhibitors was nearly 65 percent.

Stefan Rummel, the CEO of Messe München responsible for the event, is pleased: "This bauma has again stoked enthusiasm and fascination! After the world fundamentally changed following the last bauma, we're really thrilled that bauma 2022 demonstrates the trade fair remains a powerhouse of the construction-equipment industry thanks to our customer's great variety of innovations, good business deals and many visitors from all over the world."

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Press Release | October 30, 2022 | 2/4

Industry expectations greatly surpassed

And this is because bauma displayed its usual strength even in these unsettled times, as Domenic Ruccolo, CSO of Wirtgen Group and Senior Vice President of Sales, Marketing and Product Support for Global Construction Equipment at John Deere confirms: “The WIRTGEN GROUP’s joint trade show appearance with John Deere was a resounding success. The interest in our company and our innovative and sustainable products was simply overwhelming. Our participation in the industry leading trade fair bauma was the most successful in the history of the WIRTGEN GROUP.” Steffen Günther, a member of the Board of Directors of Liebherr, also expresses his satisfaction: “bauma proved to be a very successful trade fair for us. We generated a lot of enthusiasm among the large audience. The conversations were outstanding. We’re already looking forward to the next bauma trade fair now.” Fred Cordes, Chairman of the Management Board at Zeppelin (CAT), adds: “bauma was long overdue — as demonstrated by the overwhelming rush of visitors to our booth and the extraordinary interest in Cat construction machinery and Zeppelin services.”

And in terms of business deals as well, bauma proved once again it is THE platform for the industry. Alexander Greschner, Chief Sales Officer at Wacker Neuson Group, says: “Visitors flocked to our stand, and we had a lot of very good discussions. From the very first day we were able to achieve sales success on the same level as 2019 and beyond.” Alexander Schwörer, owner of PERI, had a similar experience, saying: “The entire team was very keen to see how the trade fair would develop in these difficult times. But even after the first day it was clear to see that this bauma would be a complete success. What’s particularly noteworthy to mention is the quality of the conversations we had during the week of the trade fair: They were exceptional in all respects. And something I certainly want to mention: We signed a number of very attractive contracts right at the trade fair. In short, bauma 2022 more than exceeded our expectations.”

These are assessments the co-CEOs of Messe München, Stefan Rummel and Dr. Reinhard Pfeiffer, like to hear: “In these challenging times, bauma has sent a

Press Release | October 30, 2022 | 3/4

strong signal to the trade-fair sector: Industries need precisely such in-person events like bauma where everyone can directly experience products and hold personal conversations.”

A focus on topics of the future

But bauma did not just showcase its strength as a business platform; the trade fair also lived up to its leadership claim in setting topics for the event. Franz-Josef Paus, Managing Director of Paus Maschinenfabrik GmbH and Chairman of the bauma Advisory Board says in summary: “We’re very satisfied with how bauma went. The trade fair was enormously popular among our customers and guests. Digitalization and automation are topics that dominate the trade fair, and this trend is irreversible.” Joachim Schmid, Managing Director of the Construction Machinery and Building Material Association of the German Engineering Federation (VDMA) echoes this, saying: “The exhibitors are offering solutions to address current challenges related to CO₂ neutrality as well as tackling the issue of skilled worker shortages with automation and digitalization. This is the future. You see this with the traditional companies and with the nearly 50 startups at the trade fair for the first time.” Andreas Klauser, CEO at PALFINGER, aptly brings things to a close by stating: “As the world’s leading trade fair, bauma gives exhibitors and visitors an opportunity to already experience the future today.”

The next bauma will be held in Munich from April 7–13, 2025.

Additional information about bauma as well as photo and video material are available online at <https://bauma.de>

About bauma

bauma is the world’s leading sector event for construction machinery, building material machines, mining machines, construction vehicles and construction machinery. With a total exhibition area of 614,000 square meters, it is the largest trade fair in the world. bauma takes place every three years. The next event will be held in Munich from April 7–13, 2025.

bauma NETWORK

In addition to holding the world-leading bauma trade fair, Messe München has a wealth of experience when it comes to organizing other international construction machinery trade fairs. For example, Messe München also organizes bauma CHINA in Shanghai, and partners with the Association of Equipment Manufacturers (AEM) to organize bauma

Press Release | October 30, 2022 | 4/4

CONEXPO INDIA in Greater Noida/Delhi. In March 2017, the M&T EXPO was added to the bauma NETWORK in the form of a license agreement with SOBRATEMA (Brazilian Association of Technology for Construction and Mining).

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.