

OUR NETWORK, YOUR OPPORTUNITY.

bauma CONEXPO AFRICA, Johannesburg,
Gallagher Convention Centre, Midrand,
October 13-16, 2021



Sub-Saharan Africa's Leading Trade Fair for Construction,
Building Material, Mining, Agriculture & Forestry
Machines, Machinery and Vehicles.

Foreword

Building on the foundation of the first three editions, bauma CONEXPO AFRICA 2021 has been re-engineered yet again to give African industry stakeholders more of the product categories and opportunities they want access to.

bauma CONEXPO AFRICA was carefully planned in collaboration with industry leaders, making it the premier event for the industry by the industry. In line with this, the next trade show has been expanded beyond construction machinery, building material, machines, mining machines and construction vehicles, and will now also include agricultural and forestry equipment and machinery, to deliver a one-stop overview of the latest services and solutions available across the infrastructure development and construction value chain. We have also expanded our pan-African focus and we will host buyer and diplomatic delegations from across sub-Saharan Africa to boost trade opportunities.

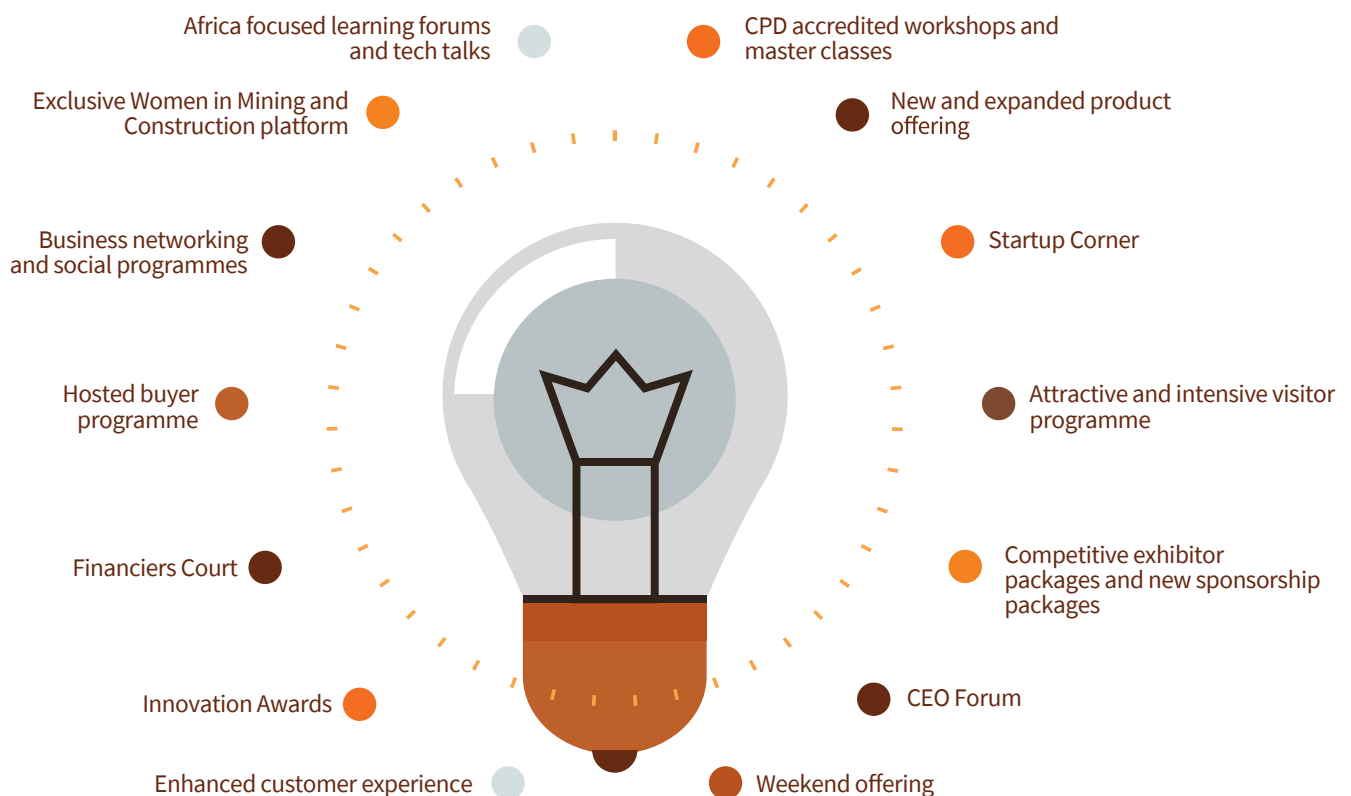
bauma CONEXPO AFRICA 2021 will feature a high-level Africa Forum, a strong supporting programme including CPD accredited Workshops and Masterclasses, Tech Talk Forum sessions, University Innovation Awards and sessions dedicated to emerging entrepreneurs and women in the industry, making this edition of bauma CONEXPO AFRICA our most comprehensive and far-reaching show yet.

We believe a participation in bauma CONEXPO AFRICA 2021 will help stakeholders find new business opportunities and products that help them to do business more efficiently and cost-effectively, and so grow more profitable.

Get to bauma CONEXPO AFRICA 2021 and help build a prosperous new Africa!

Suzette Scheepers, CEO - Messe Muenchen South Africa

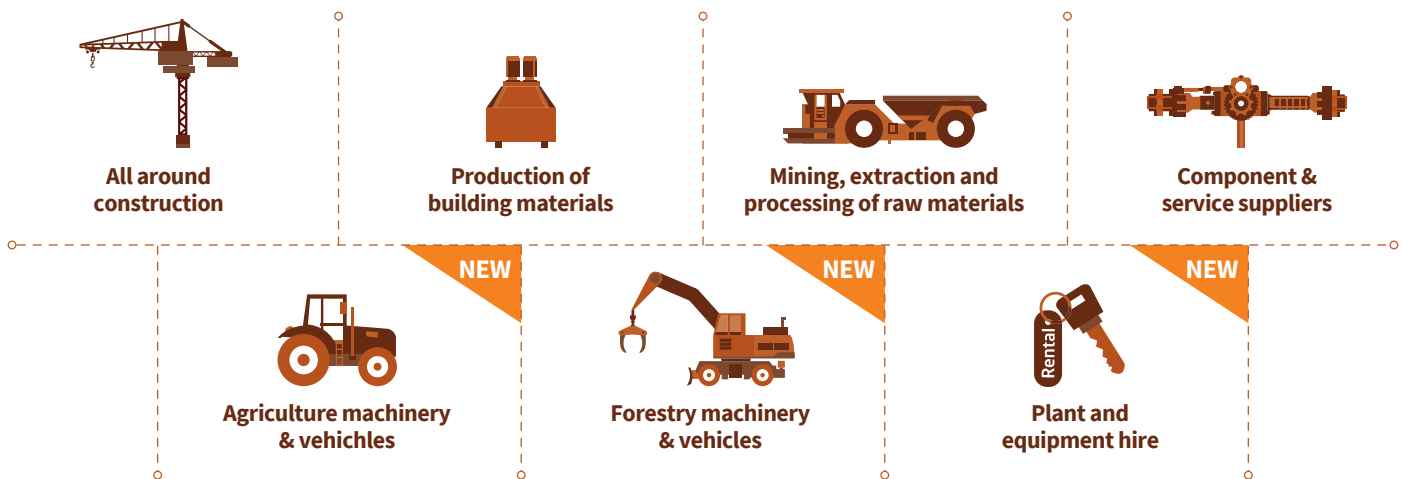
2021 highlights



→ **Book now to secure your space!**

Who will attend

Exhibitors from the following sectors



Visitor Sectors

- Construction & Engineering firms
- Mines & Mining Companies
- Procurement Authorities & Tender Boards
- Finance /Investment Houses & Development Agencies
- Municipalities & Local Government Associations
- Government Departments/Ministries
- Road Development Agencies
- Agriculture & Forestry Boards/ organisations
- Trade Associations & Chambers of Commerce
- Housing Boards & Authorities

Visitor Functions

- C-Level and Senior Executives
- Senior Buyers
- Senior Purchasing, Procurement & Supply Chain Executives
- Government Officials
- City/town Engineers and Planners
- Civil, Structural & Construction Engineers
- Contractors
- Head of Operations & Production
- Infrastructure Delivery Managers
- Local Economic Development Managers
- Project Leads
- Building Services Directors
- Building Developers
- Chief Mining Engineers & Planners
- Construction Engineers
- Farm Owners and Managers
- Health and Safety Managers
- Maintenance Managers
- Mine Operators & Owners
- Safety Directors
- Senior Mine Managers
- Site Managers
- Technical Services Managers
- Agricultural & Forestry Contractors
- Architects & Designer
- Finance & Investment Managers
- Forestry Owners and Managers
- Investment Managers
- Machine Operators
- Process Engineers and Managers Consultants
- Prospectors & Surveyors
- Research & Development Managers
- System Installers & Integrators



"bauma CONEXPO AFRICA 2018 was the perfect platform for GiGi Investments to showcase our group offerings to over 14,000 local and regional visitors and potential customers. The event was very well organized and professionally run. The wide ranging audience, spanning the construction, mining and machinery industries meant that we had the opportunity to personally demonstrate our fire suppression, pumping, dredging and compressed air technologies directly to decision makers. An awesome event."

Graham Russell, Group CEO, GiGi Investment Group

"KAESER is very satisfied with the results of this exhibition. We could sign a lot of orders and found many new customers which will help KAESER to grow further in Africa, especially in South Africa,"

Marco Angermüller, International Sales Department / Manager Product Support at KAESER KOMPRESSOREN



➔ **Book now to secure your space!**

Reasons to exhibit at bauma CONEXPO AFRICA

Maximise your brand awareness to the entire value chain and highlight your solutions to a captive audience



Position your brand as a legitimate resource for industry solutions and maintain a competitive edge in your field

Solidify your company's industry presence



Discover opportunities for valuable product-related partnerships and strategic marketing alliances

Engage with industry decision makers from the Sub-Saharan Africa region that are looking to learn and source international solutions for the African market



Meet key players, thought leaders and buyers in the sector

Boost your lead generation through a customised and targeted visitor marketing strategy



Learn industry trends and developments through the supporting programme

Benefit from bauma CONEXPO AFRICA's broad marketing platforms



Gain global exposure via local and international media

Additional Benefits



High impact marketing campaigning exclusive to exhibitors



Competitive rates for increased ROI



Loyalty offer - book for two editions and save

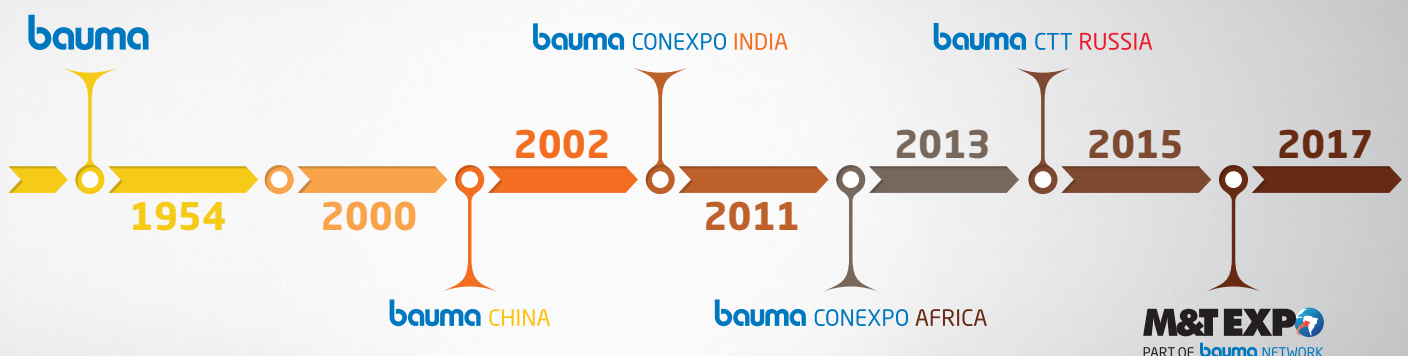


Complimentary outdoor space - minimum space booking applies



High end sponsorship opportunities for enhanced brand visibility

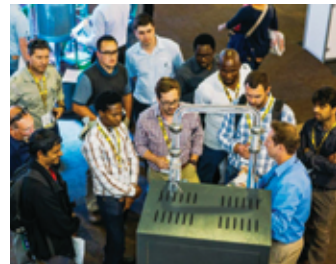
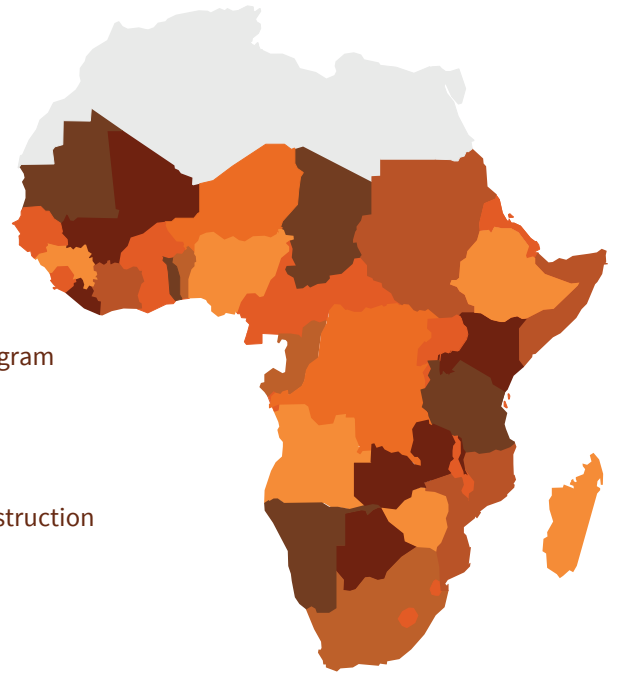
Join the network with over 50 years' experience in connecting global competence











The re-engineered experience!

A trade fair for Africa

- ➔ Learn how to do business in Africa
- ➔ Insight into the challenges and developments on the African continent
- ➔ Programme content has been developed in collaboration with industry experts in the Sub-Saharan region. Explore content information on the website: www.bcafrica.com/supporting-program
- ➔ African delegations will consist of decision makers and buyers from the region
- ➔ Meet the African women making a difference in mining and construction
- ➔ Network with emerging African SMME contractors
- ➔ Check out innovations by African start ups
- ➔ Enjoy the African themed experience!



More to enjoy

-  bauma CONEXPO AFRICA Golf Day
-  Prestigious Exhibitor Dinner
-  Daily networking hours
-  Selfie Tower and Hall of Fame
-  The miniature city
-  Catering facilities & braai area
-  Demo shows
-  Exclusive Weekend Entertainment

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Layout overview

bauma CONEXPO AFRICA 2021



| | | | | |
|-------------|-------------------|--------------------------------|-----------------|--------------------|
| KEY: | ENTRANCE / EXIT | ESTATE RESTAURANT / FACILITIES | FINANCIER COURT | GAUTRAIN BUS STOP |
| | INDOOR EXHIBITION | LEARNING / CLASSROOM FORUM | MEETING AREA | OUTDOOR EXHIBITION |
| | PARKING | REGISTRATION | VIP PARKING | |

New layout - new opportunities!

- Designated digging and demo areas
- Meeting and networking facilities
- One entrance and exit for guided visitor traffic
- Optimised hall layout
- Practical loading bay facilities

About the Venue

Gallagher Convention Centre is the premier events venue in Gauteng. Established in 1993, Gallagher is a benchmark for the events industry. Conveniently located in Midrand, between Johannesburg and Pretoria, Gallagher is known for its distinctive character, style and superior service offering. The venue is accessible to exhibitors and visitors by road transport and Gautrain.

Stand allocations on first come first serve basis.

EARLY BIRD
CATCHES
THE WORM!



Contact us to secure your space.

South Africa

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bauma
APRIL 4 - 10, 2022, MUNICH

bauma CONEXPO AFRICA
OCTOBER 13 - 16, 2021, JOHANNESBURG

bauma CHINA
NOVEMBER 22-25, 2022, SHANGHAI

bauma CTT RUSSIA
MAY 25 - 28, 2021, MOSCOW

bauma CONEXPO INDIA
2022, NEW DELHI

M&T EXPO
PART OF **bauma NETWORK**
2022, SÃO PAULO

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