

Exhibitor statements – bauma 2025

- In alphabetical order -

Alexander Fickers, CEO, Faymonville

“What an incredible week at bauma in Munich! Countless inspiring conversations with customers and partners from all over the world have made this event a true highlight. It’s exciting to see how our trailer solutions are meeting the industry needs across the globe. bauma once again reminded us: Innovation thrives where people come together with vision, enthusiasm and drive.”

Alexander Greschner, Chief Sales Officer, Wacker Neuson Group

“bauma continues to be a highlight for us, because it shows how the industry is developing. This is where we see trends – and set them! Anyone who has visited our stand at bauma knows that there is a special atmosphere here. The visitors are enthusiastic and every day you can experience what it is that makes us as the Wacker Neuson Group so unique: Innovation, team spirit, passion and a trusting partnership with our customers. bauma offers us a fantastic platform to engage with visitors and inspire them with the solutions from our strong Wacker Neuson and Kramer brands.”

Steffen Günther, a member of the Board of Directors of Liebherr-International AG

“At bauma, we showcase a number of important future topics, such as drive technology and autonomy. For us, bauma is much more than just a trade fair – it is the platform where the future of the industry is made tangible. My personal highlight is our bauma motto, “Hands on the future”. For us, this is not just a phrase, but an attitude; one that is also well received by our customers. We are a reliable partner and bauma is an opportunity for us to come together with customers and partners to jointly find solutions for the construction site of the future.”

Daniel Härter, ZF Friedrichshafen AG, Industrial Technology Division, SVP Off Highway

“Participating in bauma 2025 in Munich is very important for our company, as it gives us the unique opportunity to meet customers from all over the world in one place and hold in-depth discussions. This year we saw a high quality of visitors, especially from Asia, which enabled us to meet new potential customers. The topics of climate neutrality, cybersecurity and alternative drive concepts are very important to us this year, as our products provide answers to precisely these challenges. These focal points underline bauma’s status as the industry’s leading trade fair and also give us valuable insights into future developments.

Robert Hauser, CEO, Doka

“The joint trade fair appearance of Doka and other brands of our parent company, the Um-dasch Group, was a complete success. The interest in our innovations and further developments for formwork and scaffolding was overwhelming. We were particularly pleased with the

strong response to our revolutionary digital platform Doka 360, which we presented for the first time at bauma. With this, we have struck a chord with the construction industry. For us, bauma is the most important platform for advancing future topics. In our view, the 2025 edition was all about digitalization and automation. bauma brings the world of the construction industry together – from North America to Asia. Nowhere else do we have so many high-quality discussions with the most important customers worldwide in such a short time – we only get this at bauma! It really draws a crowd. There were many more visits to our stand than usual. We were delighted by the great interest! In short: it was the most successful bauma for us to date.”

Martin Herrenknecht, Founder and Chairman of the Board of Management of Herrenknecht AG

“bauma is an indispensable platform for us. It brings together decision makers in the industry from all over the world – and as a technology leader, this is exactly where we want to be. The quality of visitors was particularly high this year: there were lots of concrete project inquiries and good discussions. The big issues were clear: digitalization, automation and sustainable solutions for the infrastructure of the future. My personal highlight was the direct feedback from our customers on our latest innovations.”

Bernd Holz, Executive Vice President, Ammann

“We were very pleased by the attendance at the Ammann stand. We also noticed that visitors were eager to discuss technology – specifically, Ammann’s Connected Worksite and our new Electric Paver eABG 4820. Feedback is a key reason we have a presence at bauma. Yes, it’s a chance for customers to see what we offer. But it’s also an opportunity for us to hear from those who are in the field every day. Their input is extremely valuable.”

Lukas Jungbauer, Communication Lead, Doosan Bobcat

“bauma serves as a pivotal platform for Bobcat to unveil our latest innovations, engage with industry professionals, and strengthen relationships with dealer partners, customers and suppliers. Our presence underscores our commitment to advancing construction equipment technology and understanding market needs. The caliber of visitors at bauma was exceptional, comprising industry leaders, decision makers, and skilled professionals. At bauma, key industry topics included sustainability, electrification, and autonomous machinery. bauma’s uniqueness lies in its global reach and comprehensive focus on construction machinery and innovations. It provides an unparalleled opportunity to experience the latest industry advancements firsthand and fosters a collaborative environment for sharing insights. bauma exemplifies excellence as a leading trade fair, consistently setting industry standards. Its meticulous organization and diverse exhibitor participation make it an indispensable event for construction professionals worldwide. bauma was a resounding success for Bobcat, reinforcing our dedication to innovation and industry leadership.”

Thomas Kaeser, Chairman, Kaeser Compressors

“bauma is the largest and most important trade fair for the construction and mining industries. It addresses the entire industry – end consumers, dealers and rental companies alike. It also presents all the technical innovations, market strategies and market requirements. The visitor quality is excellent. Almost 90% of visitors are characterized by specific, short- or medium-term needs. bauma’s main topics are different drive systems, such as combustion engines, electric drives and battery drives; electrification of the construction site; and digitalization as

the basis for increased efficiency and an even higher level of quality for processes in the construction sector. It's possible to experience all the technical and process-oriented topics in the construction and mining sector in one place. bauma is the world's only truly leading trade fair for all innovative topics, and offers intensive contact with existing customers and great potential for new customers."

Andreas Klauser, CEO, PALFINGER

"bauma 2025 is the perfect setting to show what PALFINGER is doing for its customers today – and what we are working on for tomorrow. With our comprehensive range of hardware, software and services, we have impressively demonstrated that we offer the best solutions for our customers. bauma also always creates unique opportunities for personal exchange. The fact that our two trade fair stands have become a popular and sought-after meeting point for customers, partners and the international trade audience is therefore a special highlight for me."

Volker Knickel, CEO, Wirtgen Group

"The Wirtgen Group and John Deere are thrilled by the feedback from our customers – especially regarding our digital solutions in the field of Smart Automation. Their trust, which is also reflected in the sales successes at the show, is overwhelming and serves as motivation at the same time. bauma was the ideal platform to showcase holistic solutions for our customers' production systems in line with our motto Smarter. Safer. More Sustainable."

Toshitaka Matsuo, Managing Director and President, Kubota

"bauma is an important event to understand industry trends and societal interests. We feel that all visitors are very excited. For a while, negative news has dominated in Europe, but the news about government fiscal spending announced before this bauma event has become a topic that attracts many attendees. It is an all-in-one trade fair that gathers all players involved in the European construction machinery industry, and it remains highly valuable even in this web-centric era. Despite the current economic environment, it is wonderful that companies are working on the development of new products, and many new products that are likely to attract end-users have been announced."

Luca Nutarelli, Secretary General, Unacea

"The Italian industry was present at bauma this year with over 500 exhibitors, ranking first among foreign exhibitors. This figure clearly reflected the strength, diversity, and vitality of the sector represented by Unacea, the Italian construction equipment association. From bauma, the world's most important trade fair, we expected a full immersion of meetings that allowed us to better understand what the future held, both in terms of technological trends and market developments."

Joachim Schmid, Managing Director of the Construction Machinery and Building Material Association of the German Engineering Federation

"The trade fair is a great success and, in some cases, exceeds the business expectations of our member companies. The upcoming formation of a new government with the recently published coalition agreement and the expected investment packages are providing positive momentum, as is the trend to focus more strongly on the European market. Despite the uncertainties surrounding tariffs, we do not see any reluctance to invest and can assume that the trade fair will be as successful as in 2019."

Holger Schulz, Managing Director, Zeppelin (CAT)

“The who’s who of the German, European and international construction and extraction industries meets at bauma. Once again, it demonstrated its status as a leading trade fair and proved to be the beating heart of the industry. As one of the three largest exhibitors, we feel that the seven days of the fair are a pure adrenaline rush. For us, bauma is the best sales platform in the world.

The optimistic mood among visitors should be emphasized, not least due to the announced special funds and investment packages, as well as special depreciation. The international specialist audience ranges from small, medium-sized family businesses to large construction groups, and includes decision makers and construction machinery operators. I am particularly pleased with the visit from the school groups and young talents. As such, bauma is also an attractive job fair for recruiting young talent and skilled workers.

There are also visitors from outside the industry who want to experience the fascination of construction machinery and technologies live.

Sustainability – the sustainable operation of construction machinery and construction sites with the latest drive systems and energy storage solutions – remains an important topic. In addition, there is also the entire area of networked construction sites and networked construction machinery.”

Christian Schwörer, CEO, PERI SE

“bauma 2025 was a complete success for PERI. We impressed our visitors with our innovations in formwork, scaffolding and civil engineering and provided lots of inspiration. The focus was clearly on our digital solutions – they shaped numerous expert discussions and confirmed the high relevance of digital technologies for the future of construction processes. The number of visitors was higher than in 2022, and the quality of the discussions was consistently high. We were able to initiate specific projects directly on site and conclude several contracts. One particular highlight was the bauma Innovation Award for our customer Adam Hörnig, which he won with one of our products. As a result, the VCT cantilever system was very much in the spotlight and ensured an intensive professional exchange. In conclusion, bauma 2025 exceeded our expectations – it was a significant milestone for PERI in 2025 and shows once again that we provide the right answers to the challenges of the industry with innovation, engineering expertise and customer proximity.”

Erich Sennebogen, business owner, Sennebogen

“bauma 2025 showed a strong heart of the industry – with SENNEBOGEN representing its green core. We are delighted with the positive atmosphere in the sectors, which we hadn’t expected in this form. For this reason, bauma can be a positive stimulus for a revival in the construction industry, as well as in the material handling sectors, both in Germany and internationally. The quantity and, above all, the quality of visitors is outstanding. For this reason, bauma 2025 underlines that it is rightly the undisputed leading trade fair across all sectors. Congratulations to everyone involved in this success.”

Carl Slotte, Head of Sales Region Europe, Volvo CE

"This year in particular, bauma was of great significance for Volvo Construction Equipment: our fully electric machine line-up was met with tremendous enthusiasm – especially the world premiere of our electric hauler. The quality of visitors was impressive: highly knowledgeable, open to innovation, and genuinely interested in sustainable solutions. Our dealers had

numerous high-value conversations – a clear indication of the relevance of our topics. No other trade fair combines international reach, technological innovation, and practical relevance quite like bauma – that’s what makes it so unique. The strong response to our electric solutions was one of our major highlights and a clear signal that we’re on the right path toward zero-emission construction.”

Kevin Smith, General Manager, Ditch Witch

“Every three years we have the dates for bauma circled on our calendars. As one of the premier construction shows in the world, bauma provides us a wonderful opportunity to hear direct feedback and receive input from our international customers and dealers. Additionally, we love having the ability to reach our European colleagues to display and talk about the innovations and technology advancements we’re bringing to the industry.”

Wolfgang Sochor, CEO, HAWE Hydraulik

“bauma 2025 has impressively demonstrated that trends such as CO₂ reduction and alternative drives have established themselves in the industry. With our wide range of electrification products and a case study on the use of artificial intelligence in hydraulics, we were able to hold lots of interesting discussions with specialist visitors and gather valuable feedback from the market. AI can help us to operate our systems in a particularly efficient and resource-saving manner, significantly reduce energy consumption and thus also reduce our carbon footprint.”

Toshiaki Ujiie, President and CEO, Tadano Group

“bauma offers the perfect stage to present our latest technologies and solutions to a global audience. It is an invaluable event that enables us to exchange ideas directly with our customers and industry experts.”

Mehmet Varlik, Managing Director SCHWING/Stetter Group

“bauma 2025 surprised us with an extraordinary level of international public interest from the very first day of the trade fair. The quality of the discussions and the joint strategies developed from this demonstrate that bauma is still the leading trade fair for the entire industry. The great interest in innovations and thus in the new technologies that will shape and mold everyone’s future, harmonizes perfectly with this year’s motto ‘ENGINEERING FUTURE’. For this reason we are looking forward to the future and, of course, especially to participating in bauma 2028.”

Hans Jörg Vollert, Managing Partner, Vollert Anlagenbau

“In a difficult market environment, bauma is once again demonstrating that it is the world’s leading trade fair. There is no other place where I can meet and exchange ideas with so many board members, managing directors and decision makers from the industry in such a short space of time.”