

Munich, February 27, 2025

## Press Release

### bauma supporting program

### Focus on key topics

- **Key notes and panel discussions on key topics**
- **Presentation of the nominees and winners in the bauma FORUM**
- **The Innovation hall: bauma LAB0**

As an international meeting place for the industry, bauma is not only a showcase for the latest technologies, but also a platform for professional conversations and the discussion of key future topics. The world's leading trade fair for construction machinery, building material machines, mining machines, construction vehicles and construction equipment will be held from April 7 to 13, 2025, at the Munich exhibition center.

An essential part of the supporting program is the bauma FORUM, which will offer numerous presentations in the Innovation hall bauma LAB0 from April 7 to 11, 2025. Organized by Messe München in cooperation with VDMA Construction Machinery and Building Material Plants and VDMA Mining & Minerals, the key topics of bauma will be examined from different perspectives over five days. Experts from politics, industry and science will discuss current challenges and present technical developments.

### bauma FORUM: platform for knowledge transfer

The bauma FORUM will focus on specialist presentations, panel discussions and exhibitor contributions. Representatives of the European Commission and the European Parliament as well as leading trade associations such as CECE, HDB and VDMA will provide political and regulatory insights. Industry representatives will display technological innovations. In addition, universities such as the Frankfurt University of Applied Sciences, TU Clausthal, RWTH Aachen, TU Dresden,

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TU Munich, TU Braunschweig and FH Münster will showcase current research projects.

### **Highlights in the bauma FORUM**

Each day of the bauma FORUM will be dedicated to one main topic. On Monday, April 7, the panel discussion Climate Neutrality – Strategy, Investment, Roadmap will focus on the climate-neutral construction site. Klara Geywitz, the German Minister for Housing, Urban Development and Building, is expected to attend, among other people. Another highlight on the first day of the trade fair will be the presentation of the nominees and winners of the bauma Innovation Award 2025. The prize is being awarded for the 14th time. It honors innovative developments in the categories of climate protection, digitalization, machine technology, construction and research.

On April 8, the Mining Challenge will take center stage. Hildegard Bentele, a member of the European Parliament, will explain the impact of the EU Critical Raw Materials Act in this context. Participants will also discuss how these goals can be achieved in a subsequent panel discussion.

On Wednesday, April 9, everything will revolve around the key topic of alternative drive concepts – including the keynote address titled “Between performance and sustainability – are there any viable alternatives to a diesel engine?” by Bert van Hasselt, CEO NewTech at DEUTZ. The opportunities, limits and infrastructure of alternative drive systems will then be examined and discussed.

Ralf Lüddemann, a member of the STRABAG Executive Board and Co-Chair of MiC 4.0, will give a keynote address on Thursday, 10 April, on the key topic of connected construction and show why the digitalization and networking of construction machinery, construction processes and people are becoming increasingly important. The subsequent panel discussion will focus on a standardized digital language for construction machinery from different manufacturers.

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On the Friday of the fair, Dr. Katharina Knapton-Vierlich, Head of Unit for Construction at the European Commission, will offer insights into European construction policy. Her presentation titled “European construction policy – political priorities of the European Commission” will be dedicated to sustainable construction, as will the subsequent panel discussion.

### **Innovation hall bauma LAB0**

In addition to the bauma FORUM, the Innovation hall bauma LAB0 will include other themed areas:

- **Start-up Area:** Almost 50 young companies will present their latest solutions on the key topics of bauma. The top 25 start-ups will showcase their innovations in short presentations at the bauma FORUM.
- **Science Hub:** Universities and scientific institutes will provide information about current research and invite visitors to exchange ideas with open stands and exhibits.
- **MiC 4.0:** The construction machinery industry needs digitalization and standards to remain competitive. The MiC 4.0 working group has refined its project since bauma 2022. The results will be presented in the Innovation hall bauma LAB0.
- In cooperation with the Construction Future Lab and Messe München, the VR Experience Zone at bauma 2025 will offer an interactive exhibition on future topics in the construction industry. Construction robotics, alternative drives, additive manufacturing and digitalization will be brought to life through demonstrations and multimedia content.

The bauma FORUM and the Innovation hall bauma LAB0 will be open from Monday, April 7 to Friday, April 11.

### **Focus on young talent: THINK BIG! at bauma**

The THINK BIG! careers event, which offers secondary school students the opportunity to learn about careers in the construction machinery industry, will be part of bauma once again. In cooperation with VDMA Construction Machinery and Building Material Plants and Messe München, trainees and specialists will

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present hands-on activities. On the Workshop Live! stage, machines will be explained, and insights into everyday working life will be given to attract girls in particular to technical professions.

**You will find more information about the entire supporting program at**

**<https://bauma.de/en/trade-fair/program/>**

#### **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 to 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 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**

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, and electronica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and the affiliated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, triggering purchasing power effects in the billions.