

PRESS RELEASE

## **Sustainable Solutions Take Center Stage at bauma CHINA 2024**

September 1, 2024

**After a four-year break, bauma CHINA 2024 is ready to make a triumphant comeback and is expected to break all previous records. With over 3,400 exhibitors from 32 countries and regions and an anticipated attendance of more than 200,000 trade visitors from around 130 countries, the trade fair is gearing up to be an unparalleled gathering in the industry. Spanning an expansive 330,000 square meters of exhibition space, bauma CHINA 2024 will be held from November 26 to 29 at Shanghai New International Expo Centre, showcasing the cutting-edge intelligent, digital and green products and trends of the construction machinery industry.**

At present, the preparations for bauma CHINA 2024 are in full swing and steadily progressing. The much-discussed booth allocation work is nearing completion. As the booth area booked by the registered companies has far exceeded the total exhibition area of the Shanghai New International Expo Center, this year's booth arrangement is extremely arduous, and **nearly 700 companies** are on the **waiting list**. The organizer would like to express its heartfelt thanks to all the companies that have supported and participated in bauma CHINA! The organizer will seize the time, actively coordinate, maximize the utilization rate of the exhibition hall, try its best to satisfy the wishes of all enterprises, so that more enterprises can participate in this industry event and show their style.

As a flagship event of the industry, bauma CHINA 2024 has gained unprecedented attention from enterprises at home and abroad. Domestic enterprises participating in the exhibition include **XCMG, Sany, Zoomlion, SDLG, Longking, Shantui, CRCHI, Dingli, Lovol**, etc. In addition to **the three national pavilions of Germany, Italy and Turkey**, international companies also include **Caterpillar, Wirtgen, Herrenknecht, Bonfiglioli, Terex, Manitou, Manitowoc, Bomag, Ammann, Skyjack, Haulotte, Hidromek**, etc., comprehensively presenting the whole ecology of the industrial chain such as construction vehicles, earthmoving machinery, road machinery, lifting machinery, construction equipment, mining machinery, building materials machinery, transmission and fluid, construction vehicle accessories and intelligent solutions. **From the analysis of the registered exhibitors, the growth of the attachment sector is particularly rapid, becoming a new "focus" of the industry, the demand for high-altitude platform products is stable, and the excavator market is gradually picking up.**

At this year's bauma CHINA, the spotlight will shine on the latest advancements in smart, digital, electric, new energy, and sustainable solutions within the construction machinery industry. Two new themed areas have been integrated into the exhibition layout, with a dedicated focus on intelligent management and cutting-edge new energy technologies. These specialized zones will serve as hubs for exhibitors to showcase a wide array of products and solutions encompassing industrial automation, sensors, software, AR/VR

technology, communication and navigation systems, as well as breakthroughs in electrification, hybrid power, fuel cells, and new energy powertrains.

The innovative products and solutions presented by exhibitors are expected to exemplify their commitment to sustainable development principles. Moreover, a series of accompanying conferences scheduled during the trade show will delve deep into this overarching theme, offering insights into pioneering achievements and best practices in sustainability within the industry.

In addition, the bauma CHINA 2024 Global Buyer Invitation Program has been fully launched, and it is expected to invite more than 200,000 professional visitors from all over the world to gather in Shanghai. **In just three weeks after the opening of the visitor pre-registration channel, a large number of overseas visitors from Malaysia, Russia, India, the Philippines, Thailand, Turkey, Indonesia, Singapore and other countries and regions have actively registered.** This upsurge not only highlights the high expectations of global buyers for the exhibition, but also indicates that with the in-depth promotion of the "Belt and Road" initiative, Saudi Arabia's "Vision 2030" vigorously invested in infrastructure, and the accelerated implementation of Indonesia's mining plan, the countries along the New Silk Road, Southeast Asia, and the Middle East have huge demand for construction machinery products and broad market prospects.

>> bauma CHINA 2024 visitor pre-registration is open now! [Click here to register for a free visit](#)