

Nov. 24-27, 2026 | Shanghai New International Expo Centre (SNIEC), China

Nov. 23-26, 2026 | Shanghai World EXPO Exhibition & Convention Center (SWEECC), China

[www.bauma-china.com](http://www.bauma-china.com)

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## Press release

# bauma SHANGHAI 2026: Expands to a “One Show, Two Venues” Format

- Expanded exhibition scale with the additional venue SWEECC in Shanghai
- Jointly held at SWEECC (Nov. 23-26, 2026) and SNIEC (Nov. 24-27, 2026)
- Creating a broader and more comprehensive industrial ecosystem platform

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**As the benchmark event for Asia’s construction machinery industry, bauma SHANGHAI 2026 has announced a landmark strategic upgrade with the launch of its groundbreaking “One Show, Two Venues” concept. The trade fair will be held across two venues in Pudong, Shanghai: the Shanghai World Expo Exhibition & Convention Center (SWEECC) from November 23 to 26, 2026, and the Shanghai New International Expo Centre (SNIEC) from November 24 to 27, 2026.**

Stefan Rummel, CEO of Messe München responsible for the event, commented on this transformative step: “The expansion to two venues marks a defining milestone for bauma SHANGHAI. Beyond increasing scale, the new venue (SWEECC) creates a dedicated platform for next-generation construction solutions – bringing together global innovators, accelerating knowledge exchange, and actively shaping the future of the industry.”

Su Zimeng, Chairman of the China Construction Machinery Association, highly praised the strategic upgrade: “The construction machinery industry is rapidly moving toward intelligent, electrified, green, and international development. Leveraging world-class trade fairs to foster technological innovation, global cooperation, and cross-industry integration will effectively drive the industry to achieve high-quality growth.”

Evan Sha, President China & Chief Executive Officer of Messe Muenchen Shanghai, added: “The dual-venue expansion of bauma SHANGHAI 2026 represents far more than an increase in exhibition scale; it continues our long-standing commitment to quality, professionalism, and industry leadership. Operating under a unified brand identity and show concept, both venues will integrate to deliver a more comprehensive, full-spectrum ecosystem platform

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that strengthens global collaboration across the entire construction machinery value chain.”

### **Dual-Venue Expansion: Powering a Full-Spectrum Industry Ecosystem**

After a period of cyclical adjustment, China’s construction machinery industry has returned to solid growth. According to the China Construction Machinery Association, key enterprises recorded a 10.5% year-on-year increase in revenue in 2025, while maintaining a steady growth rate of 8.44% in the first quarter of 2026.

Against this backdrop, demand from exhibitors for bauma SHANGHAI 2026 has surged, with applications for booths from both domestic and international companies exceeding expectations. Industry leaders – including Komatsu, LiuGong, and Sunward Intelligent – have already confirmed their return. The launch of the “One Show, Two Venues” format has generated significant interest and active participation from leading brands in the sector.

The new venue’s programme will open with the inaugural bauma SHANGHAI 2026 Construction Machinery Technology & Innovation Conference, co-organized with the China Construction Machinery Association at SWEECC on November 23. SWEECC will be open from November 23 to 26, 2026, while SNIEC will run from November 24 to 27, 2026.

Both venues adhere to the same exhibition concept and product portfolio, providing a broader platform for industry showcases, networking, and business exchange. The addition of SWEECC will not only significantly increase exhibition capacity but also create more opportunities to present cutting-edge technologies and innovation-driven solutions. Key highlights will include dedicated exhibition zones for new energy technologies, intelligent equipment, and digital solutions that will shape the future of construction machinery. These will be complemented by live demonstration areas, high-level forums, and an extensive lineup of industry networking events.

### **Integrated Operations to Enhance Visitor Experience**

In order to provide comprehensive support for the dual-venue format, bauma SHANGHAI will strengthen its integrated operational framework in several key areas, including visitor promotion, inter-venue coordination, and on-site services. The aim is to improve operational efficiency, attract high-quality trade visitors, and enhance the overall experience for attendees. Visitor promotion strategies will shift from broad-based outreach to more targeted engagement. Leveraging

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the bauma NETWORK, the organizer will actively invite trade buyer delegations from Southeast Asia, the Middle East, Africa, Europe, and the Americas. Within China, promotional efforts will also be expanded across the entire upstream and downstream industrial supply chain.

To ensure seamless access between the two venues, bauma SHANGHAI 2026 will implement a “One Badge, Two Venues” policy. Complimentary shuttle bus services will run regularly between the two locations, supported by enhanced metro guidance and upgraded on-site wayfinding. Official digital tools, such as the WeChat Mini Program and 24/7 AI customer service, will further help visitors plan their routes efficiently.

As it enters a new stage of expansion and strategic development, bauma SHANGHAI 2026 will continue to strengthen its role as a key driver of innovation, collaboration, and value creation within the industry. This November, Pudong in Shanghai will once again become the focal point for Asia’s construction machinery industry.

For more information about bauma SHANGHAI, please visit the official website:

[www.bauma-china.com](http://www.bauma-china.com)

#### **bauma NETWORK**

Messe München brings extensive expertise to organizing international trade fairs worldwide, including the construction machinery sector. It organizes bauma SHANGHAI and bauma CONEXPO INDIA in Greater Noida, near Delhi. In March 2017, the bauma NETWORK was expanded through a licensing agreement with SOBRATEMA (Brazilian Association of Technology for Construction and Mining) to include M&T EXPO in Brazil. Messe München continues its global growth strategy and announces the inaugural edition of bauma SAUDI ARABIA, scheduled for March 2027, in Riyadh, in cooperation with dmg events. bauma in Munich remains the largest trade fair in the world in terms of exhibition space.

#### **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 14 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 its 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. As a result, Messe München serves as an important economic driver, triggering purchasing power effects in the billions.