

# THE HEARTBEAT OF OUR INDUSTRY

bauma, Munich, April 7-13, 2025



HELP SHAPE THE  
INDUSTRY AS AN  
EXHIBITOR IN 2025

34<sup>th</sup> Edition of the World's Leading Trade Fair for Construction  
Machinery, Building Material Machines, Mining Machines,  
Construction Vehicles and Construction Equipment

[bauma.de/en](https://bauma.de/en)     

**bauma**

# More than a leading trade fair: The heartbeat of our industry.

## bauma 2022

Internationality and innovation: bauma 2022 once again brought together exhibitors and visitors from all over the world, featuring the industry's power to innovate with exciting new products. Thus, bauma remains the world's most important industry meeting and the ideal

platform for sharing forward-looking experiences and trends, promising networking and, of course, successful business deals. 95% of our exhibitors firmly believe that the world's leading trade fair bauma will be just as important in the future. Be there in 2025 and join us in pole position.

## Key facts

**3,227**

exhibitors  
from 60 countries

**495,132**

visitors  
from more than 200 countries  
and regions

**614,000 m<sup>2</sup>**

Exhibition space



### Gross area



**200,000 m<sup>2</sup>**  
Halls

**414,000 m<sup>2</sup>**  
Open-air ground

### International key players on site



The highest  
density of innovation  
in the industry



## What bauma offers you:

### More image:

Presence at the largest and most important industry event

### More insights:

Complete overview of all markets, innovations and trends

### More internationality:

International hub with global network

### More business:

Contacts with decision-makers with high willingness to invest

# The entire industry and its innovations.

The exhibition areas of bauma are as diverse as the industry itself:

- Construction and utility vehicles
- Concrete/mortar preparation and processing
- Construction machinery and attachments
- Formwork and scaffolding
- Handling machines and attachments
- Site equipment
- Special machinery for road construction, maintenance and repair
- Tunneling, roadway support and excavation
- Drilling
- Mining, raw material extraction and processing
- Lifting equipment, material handling equipment and solutions
- Construction materials production
- Construction equipment/tools and special systems
- Components, systems and services
- Occupational safety and security

## One trade fair. Countless highlights.

In addition to what the exhibitors show at their booths, bauma is also known for a comprehensive and interesting supporting program. In 2022 this included particular highlights such as the bauma Innovation Hall LAB0, the bauma Innovation Award 2022 and of course the live demonstrations from exhibitors, as well as the THINK BIG! student event.

### bauma FORUM

From keynotes to panel discussions to university presentations and start-up pitches: Experts explored the key topics of bauma 2022 from various perspectives at the **bauma FORUM**.

### VR Experience

As part of the **VR Experience**, visitors were able to immerse themselves in the digital construction site.

Use cases:

Automated machine movements, local networking via a special 5G campus network, construction progress monitoring using drones, model-based construction site management from as-planned to as-built.

### Live demonstrations

bauma means construction machinery up close. Exhibitors presented their innovative and groundbreaking vehicles, machines and components—live and in action.

### Start-up Area

A total of 46 **start-ups** presented their brand-new products and ideas for the future in the bauma Innovation Hall LAB0.

### MiC 4.0

The **MiC 4.0** working group presented their universal, uniform and manufacturer-independent data interface between attachment tools and construction machinery, which will soon be available to all manufacturers who may be interested.

### THINK BIG!

The industry needs young talent. For this reason, bauma 2022 hosted the **THINK BIG!** student event. There was a lot for the students to experience here, as well as the opportunity to watch trainees from various companies at work.

### Science Hub

Ten universities presented the latest developments in their research in the areas of the five key topics and demonstrated impressive prototypes.

### Innovation Award

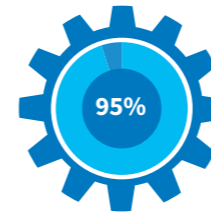
The Innovation Award ceremony took place for the thirteenth time in the run-up to bauma. The prize was awarded to research and development teams from companies and universities that are bringing practical leading technology to market readiness while focusing on resources, the environment and people.



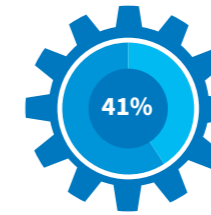
# The leading role of bauma. Key role mining.

## Mining meets business.

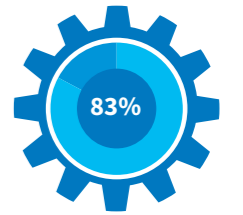
bauma Mining is the leading platform for the mining industry. It brings together international key players from the mining and construction industries, and presents a wide range of relevant technologies and trends of the mining industry. The importance of this area remains high, both for visitors and for the exhibitors themselves.



Trade visitors of the mining area rated the offering “excellent”, “very good” or “good”.



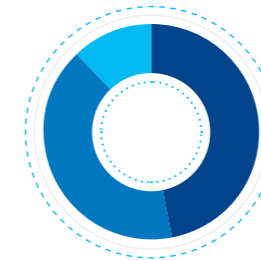
Exhibitors gave an overview of the comprehensive offering in the mining area.



Exhibitors from the mining industry rated the integration of the mining area as “excellent”, “very good” or “good”.

**132,000**

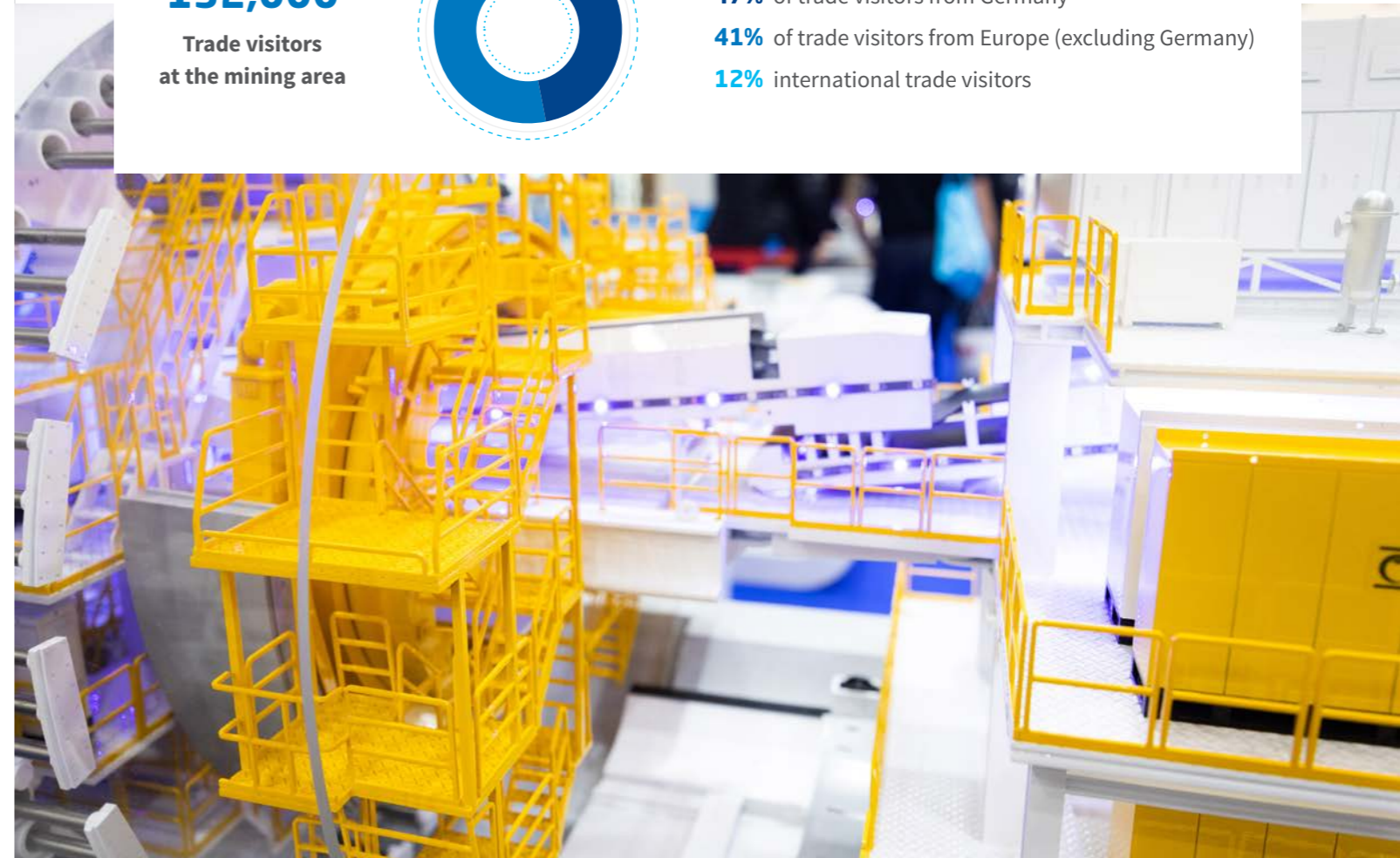
Trade visitors at the mining area



**47%** of trade visitors from Germany

**41%** of trade visitors from Europe (excluding Germany)

**12%** international trade visitors



# The industry platform for your success.

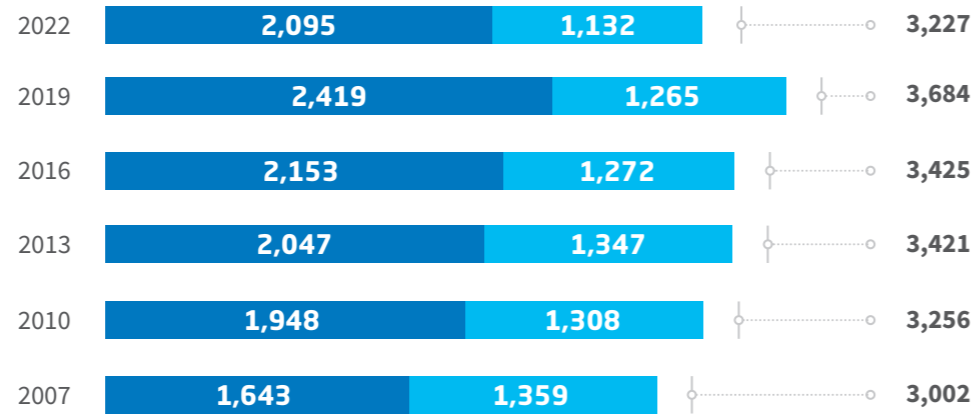
## Exhibitor survey

Whether it's image building, presenting innovations or intensive networking—bauma 2022 once again presented a platform for our exhibitors to achieve their own individual goals.

In short: Excellent ratings in a wide variety of areas.

## Development of exhibitor numbers

- Exhibitors from Germany
- Exhibitors from outside of Germany
- Total exhibitors



## Assessment from exhibitors



### Achieving exhibitor goals



Read statements about bauma 2022 from our customers: [bauma.de/voices](https://www.bauma.de/voices)

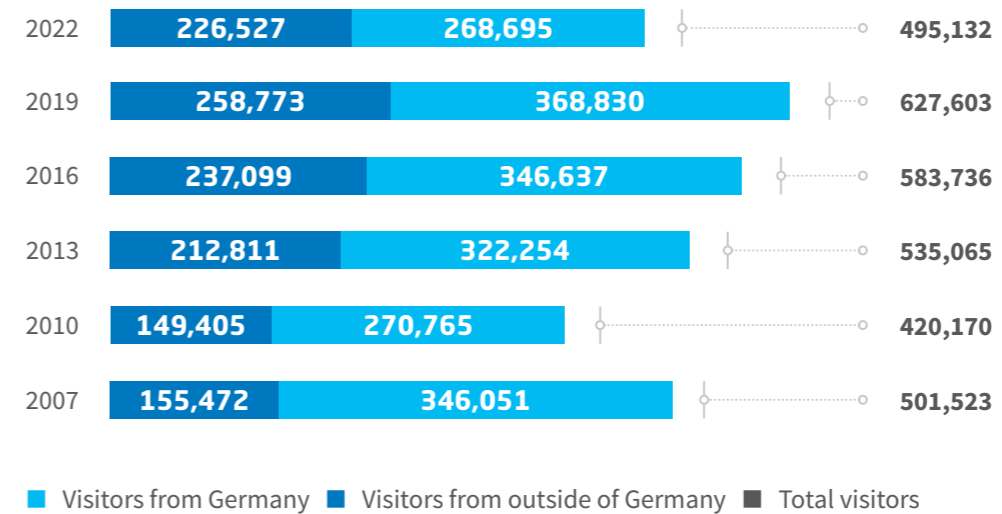
Survey points were rated "excellent", "very good" or "good". The survey points marked with \* were rated "of course", "probably yes" or "maybe".  
Source: GMM Gelszus Messe-Marktforschung

# Excellent prospects: Visitor satisfaction is 97%

## Visitor survey

What did trade visitors to bauma 2022 enjoy most? The range of offerings and the presentation of innovations. But bauma was once again able to obtain excellent ratings in many other areas, thus confirming its leading role in the industry and in the minds of the specialist audience.

## Distribution of visitors by origin

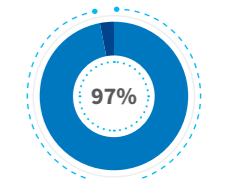


## Achieving visitor goals

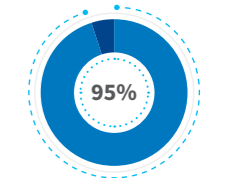
- 97% Preparing investments
- 97% Making concrete investments
- 97% Information on new products and innovations
- 96% Establishing new business relationships
- 96% Fostering existing business relations
- 95% Expanding specialist knowledge

Survey points were rated "excellent", "very good" or "good". The survey points marked with \* were rated "very big", "big" or "medium".  
Source: GMM Gelszus Messe-Marktforschung

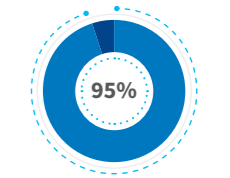
## Assessment from the visitors



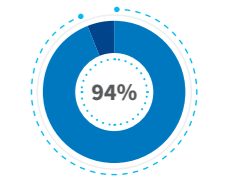
Likelihood to recommend



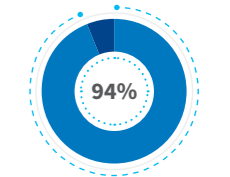
Advantage compared to competition\*



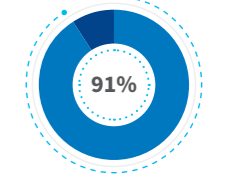
Likelihood to revisit



Internationality of exhibitors



Benefits to visitors



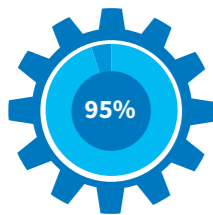
Presenting innovations



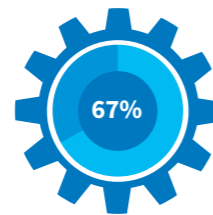
# Our location: Munich. Our radius: worldwide.

## International orientation

bauma is a world-leading trade fair in the truest sense of the word. Even taking part just once, you get direct access to all markets in the world and the most important key players in the industry. But the visitors themselves also represent global relevance: There were 495,132 visitors, around 50% of them from abroad.

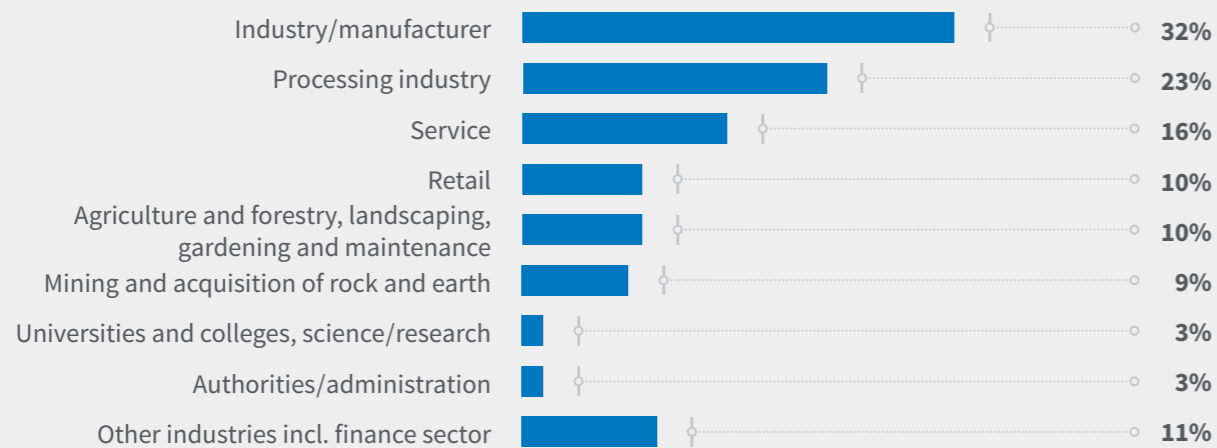


**Repeat visits**  
(personal or company)



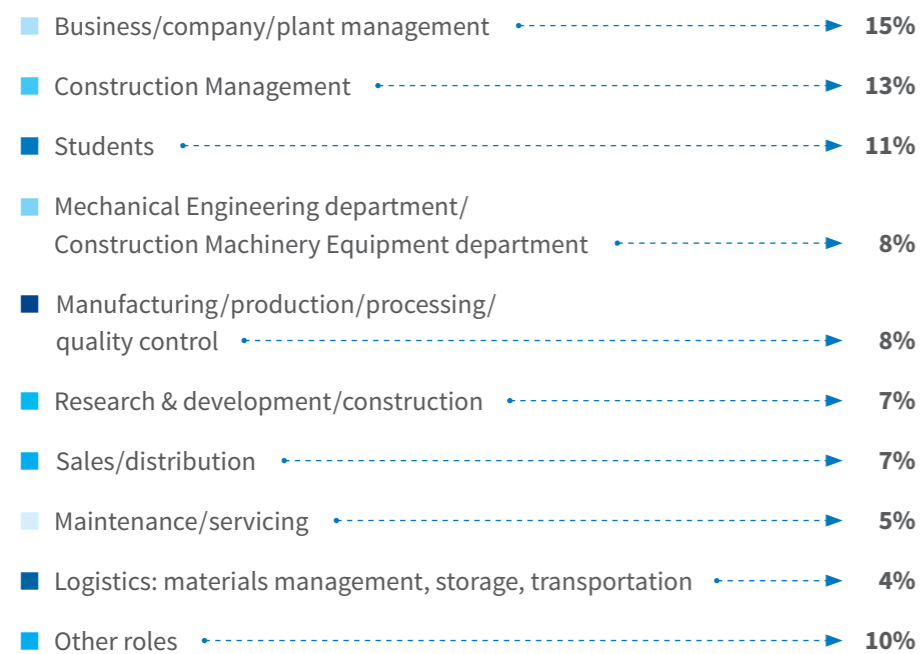
**of all trade visitors are decision-makers,**  
25% of which are vital

## Trade visitors by sector

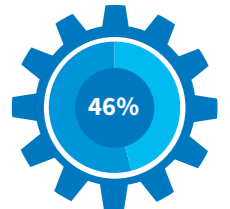
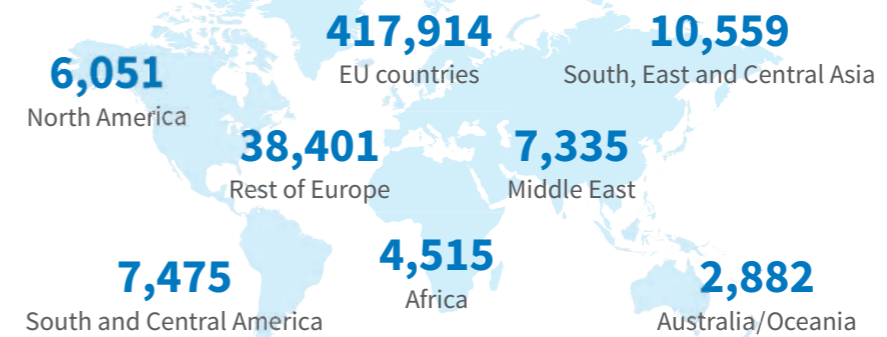


Multiple choices possible

## Trade visitors by role



## Visitors by continent



**International visitors**

## Top 30 exhibitor countries internationally

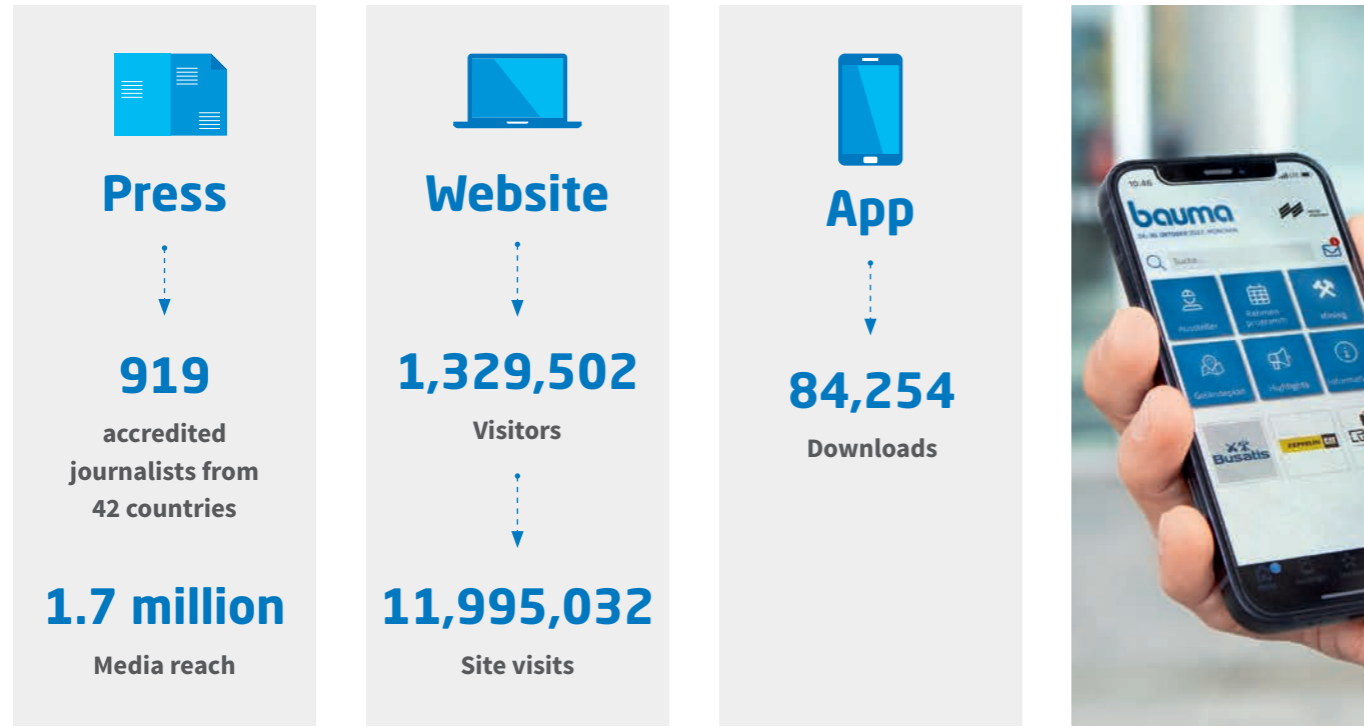
Italy	583	Spain	88	India	43	Taiwan	9
Turkey	231	People's Republic of China	86	Czech Republic	35	Bulgaria	8
Great Britain/ Northern Ireland	116	Finland	61	Belgium	34	Slovenia	6
Netherlands	117	South Korea	54	Denmark	32	Slovakia	6
France	115	Sweden	48	Canada	29	Norway	5
USA	97	Switzerland	50	Japan	13	Romania	5
Austria	91	Poland	47	Portugal	13	Israel	5
				Ireland	10	Australia	4

## Top 30 visitor countries internationally

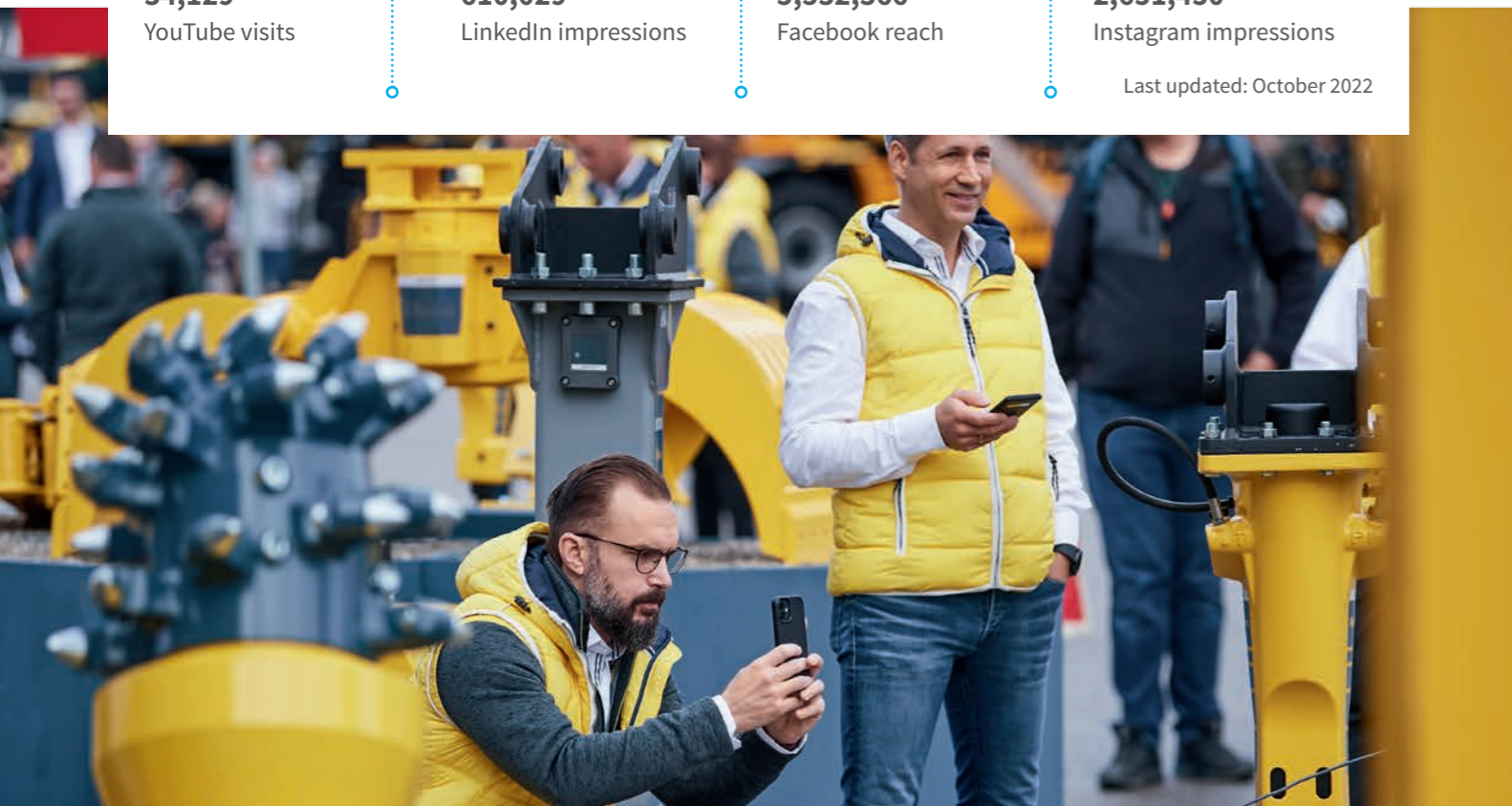
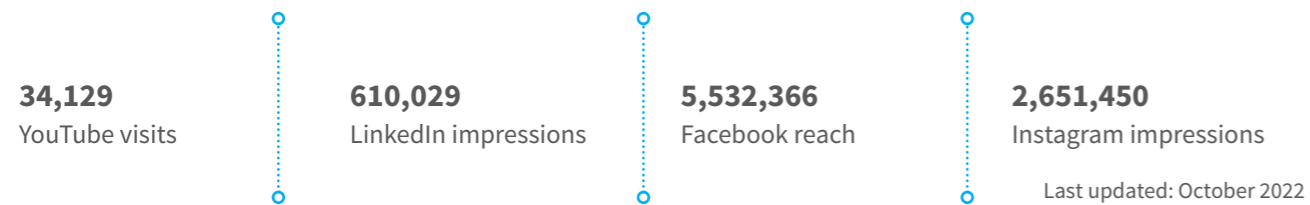
Austria	39,449	Belgium	5,448	Turkey	3,593	Brazil	2,228
Italy	25,229	Czech Republic	5,130	Norway	3,463	Portugal	1,986
Switzerland	18,423	Sweden	5,045	Romania	3,303	India	1,882
France	13,777	Spain	4,748	Croatia	2,928	Canada	1,868
Netherlands	10,172	Denmark	4,292	Slovenia	2,872	Slovakia	1,813
Poland	6,122	USA	4,180	Ireland	2,722	Iceland	1,745
Great Britain and Northern Ireland	5,678	Israel	4,176	Hungary	2,414	Japan	1,586
		Finland	3,894	Australia	2,401		

# Wide reach. Even wider scope.

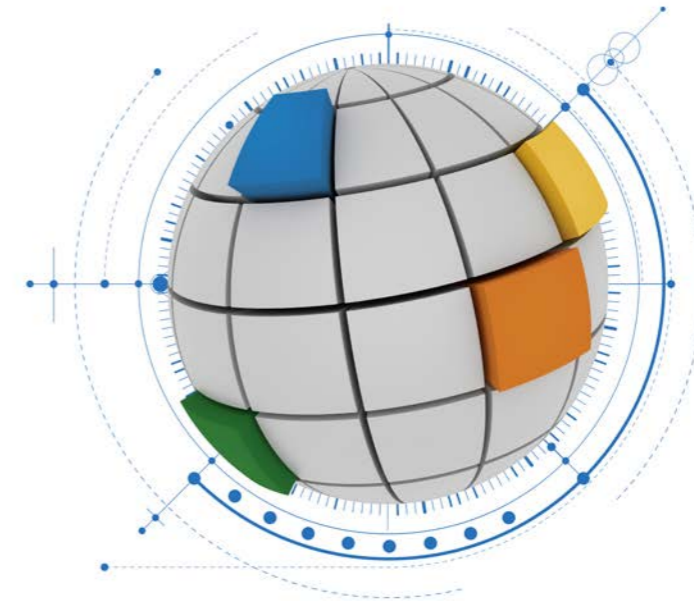
## Media presence



## Social media



# bauma NETWORK



THE WORLD'S LEADING BRAND IN THE  
CONSTRUCTION MACHINERY AND MINING INDUSTRY

## The heartbeat of the industry.

### Welcome to bauma 2025.

#### Date

April 7–13, 2025

#### Location

Messe München

#### Contact

Tel. +49 89 949-11728  
exhibiting@bauma.de

#### Registration

→ [bauma.de/application](https://bauma.de/application)

#### Follow us

Be well connected and comprehensively informed—  
with bauma social media.



#### Partners

Construction Machinery and Building Material Association  
of the German Engineering Federation (VDMA)  
VDMA Mining  
Committee for European Construction Equipment – CECE

#### Further information

→ [bauma.de/en](https://bauma.de/en)

**bauma**

[bauma.de/en](http://bauma.de/en)