

bauma SHANGHAI 2026

Nov. **24-27**, 2026 | SNIEC, Shanghai, China

Nov. **23-26**, 2026 | SWEECC, Shanghai, China



**One Show,
TWO VENUES!**

Be Part of It!



International Trade Fair for Construction Machinery,
Building Material Machines, Mining Machines and
Construction Vehicles.

www.bauma-china.com

bauma SHANGHAI

One Show, Two Venues

New Venue: Shanghai World Expo Exhibition & Convention Center (SWEECC)



bauma SHANGHAI 2026
Projected Scale

400,000m²

Exhibition Space

4,000

Exhibitors

Two Venues

SWEECC + SNIEC

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.

Space Expansion · Full-Industry Upgrade · Global Business Empowerment

Against a backdrop of strong industry recovery and accelerated globalization, booth bookings for bauma SHANGHAI 2026 have far exceeded expectations, outgrowing the capacity of the original venue. To meet this strong demand, bauma SHANGHAI has introduced the One Show, Two Venues format — creating an even larger platform for global companies to enter, connect and collaborate within China's market.

Consistent Quality Standards · Unified Product Portfolio

With the dual-venue expansion, bauma SHANGHAI significantly scales up its exhibition capacity. Leveraging the global brand equity of bauma, both venues adopt a unified show concept and product portfolio, showcasing the complete industrial ecosystem covering construction machinery, mining & building materials equipment, drive and fluid technology, components and supporting services.



Globalization & Innovation-Driven China's Construction Machinery Market Enters a New Structural Growth Cycle

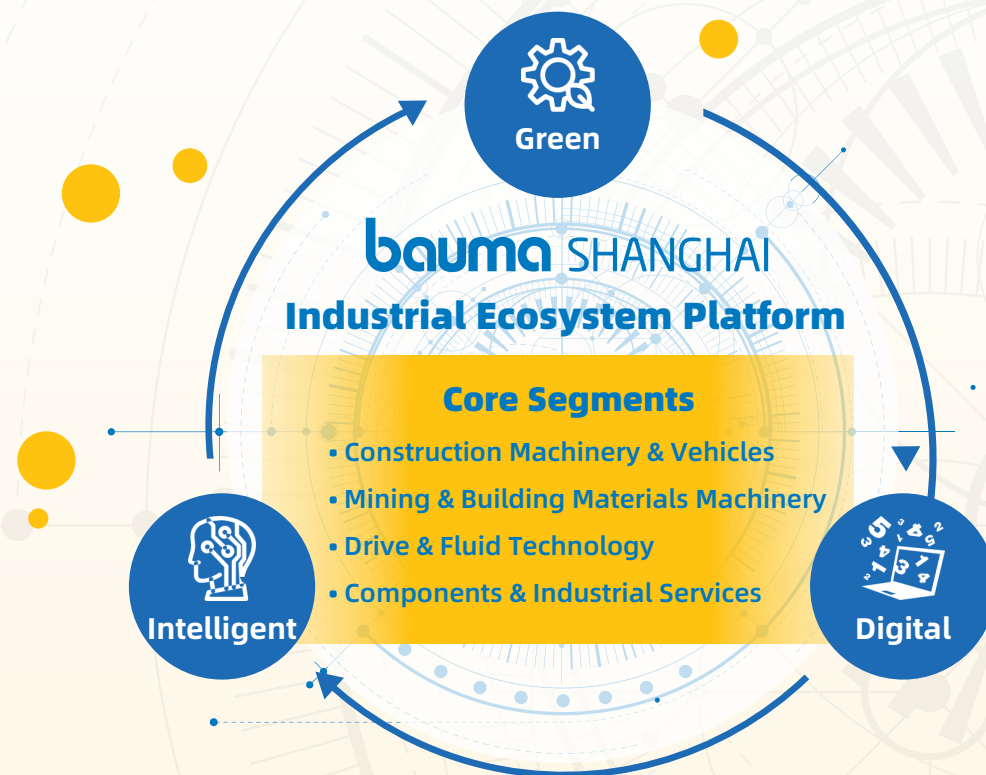
The Chinese construction machinery market is rapidly advancing toward high-end, intelligent, green, integrated, and international development, with deepening technological and industrial convergence. A fundamental shift is underway: Chinese manufacturers are evolving from equipment suppliers into full-lifecycle solution providers, operating simultaneously in both China's domestic market and global markets, and driving high-quality growth across the industry.

China's Domestic Market

- After a period of cyclical adjustment, China's construction machinery market has entered a clear recovery phase.
- Robust investment in large-scale infrastructure and water conservancy projects, together with equipment replacement cycles and green transition policies, has strengthened overall industry confidence.
- Key enterprises achieved 10.5% revenue growth in 2025 and 8.44% steady growth in Q1 2026.
- Domestic sales of core products increased 7.75% in 2025 and 7.41% in Q1 2026.

China's Export Performance

- China's construction machinery exports have posted double-digit growth for three consecutive years.
- Leading manufacturers now derive 40%-60% of their revenue from overseas, demonstrating the rising global competitiveness of Chinese brands.
- Overseas revenue of Chinese manufacturers reached USD 60.169 billion in 2025 and USD 16.066 billion in Q1 2026, representing 24.3% year-on-year growth.
- High-value products, including excavators, loaders and cranes, continue to expand their market presence across Europe, Southeast Asia, the Middle East, Latin America, Africa and Belt & Road regions.



Beyond Trade

Building a Full Industrial Ecosystem

SWEECC Highlights

Industrial Ecosystem Zone

- New Energy Technology & Equipment
- Construction Machinery Technology & Innovation
- Global Market Expansion Solutions



Live Demonstration

- Multi-application attachment live demos
- 5G cloud operation & remote control experiences
- Digital construction site simulations



Accompanying Programs

- High-Level Industry Forums
- Exhibitor Product Launches



Forum Program at SWEECC

bauma SHANGHAI 2026 Technology & Innovation Summit

Co-organizer: China Construction Machinery Association (CCMA)

Hot topics: Global Green & Intelligent Tech Trends, Practical Implementation Paths, Industry-University-Research Collaboration, China's Unique Industrial Solutions

2026 Construction Machinery Electrification & Green Development Summit

Co-organizer: China Council for the Promotion of International Trade Machinery Industry Sub-Council (CCPIT-MSC)

Hot topics: Large-Scale Electrification, Charging & Swapping Infrastructure, Full-Lifecycle Green Management

2026 Construction Machinery Attachments Summit

Co-organizer: China National Construction Machinery Corporation (CNCMC)

Hot topics: Attachment-Machine Integration, Intelligent Control Innovation, Application in Niche Sectors, Global Market Access

bauma SHANGHAI 2026 Marketing & Globalization Summit

Co-organizer: China Construction Machinery Association (CCMA)

Hot topics: Global Market Dynamics, Overseas Branding, Localized Operations, Scalable Global Business Frameworks



Integrated Dual-Venue Operations

Driving High-Quality Visitor Engagement

Global Outreach & Engagement



Local Industry Powerhouse

Strategic partnerships with top-tier Chinese associations and trade media for high-impact domestic market penetration.



The Global bauma NETWORK

Tap into the worldwide bauma NETWORK to drive targeted international buyer outreach and global awareness.



Precision Digital Marketing

Data-driven, multi-channel campaigns engineered to maximize the show's visibility and overall audience engagement.



Database Marketing

Leveraging 20+ years of compiled industry data to directly target and invite qualified global decision-makers.



Targeted Visitor Recruitment

01

China Market Access

Full supply-chain coverage and expanded buyer pools, featuring customized dual-venue tours.

02

Global Buyer Missions

Curated delegations mobilized from Southeast Asia, the Middle East, Africa, Europe, and the Americas via the bauma NETWORK.

03

Summit-Driven Connections

Precision outreach targeting industry decision-makers, tech innovators, and corporate VIPs attending concurrent events.

Dual-Venue Connectivity



Complimentary Shuttle Buses

High-Frequency, continuous service operating throughout the show period for seamless cross-venue transit.



Direct Metro Access

Metro Lines 7 & 8 seamlessly connect both venues.

Optimized On-Site Services



One Badge, Two Venues

A single, unified entry pass grants seamless access to both locations.



Streamlined Wayfinding

Upgraded, multilingual signage and dedicated on-site staff ensure smooth cross-venue transit.



Smart Planning Tools

Seamlessly navigate via our WeChat Mini Program, 24/7 AI customer service, and printed guides designed for flawless route planning.



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China Construction Machinery Industry Association (CCMA)

China Council for the Promotion of International Trade

Machinery Industry Sub-Council (CCPIT-MSC)

China Industrial Construction Machinery Co., Ltd. (CNCMC)



For further information, please visit:

www.bauma-china.com

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