

Press release | October 22, 2024 |

Successful bauma CHINA trade fair: Messe München extends contract for the leading international trade fair

- Messe München CEOs Dr. Reinhard Pfeiffer and Stefan Rummel: China is an important growth and focus market for Messe München
- Asia's largest construction machinery trade fair breaks all records in November
- Bavaria's Minister of Economic Affairs Aiwanger: The international event is also a great opportunity for Bavarian companies

Bavaria's Minister of Economic Affairs Hubert Aiwanger, together with Messe München's CEOs Stefan Rummel and Dr. Reinhard Pfeiffer, has signed the contract to extend the construction machinery trade fair bauma CHINA. In Beijing, with representatives of the most important Chinese industry associations from the construction sector, they signed the contract extension for bauma CHINA for the next ten years until 2034. bauma CHINA is the most important and largest event for the construction machinery industry in Asia. It has been held in Shanghai by Messe München since 2002.

Aiwanger, who is also Vice Chairman of the Supervisory Board of Messe München: "It is of great importance to secure the successful bauma CHINA trade fair over the long term. The innovative Messe München has been demonstrating its quality as a global organizer of major trade fairs for many years. This international event in Shanghai is also a great opportunity for Bavarian companies in the construction machinery industry to make contact and initiate business with companies all over the world."

"China is an important growth and focus market for Messe München," say both CEOs Stefan Rummel and Dr. Reinhard Pfeiffer: "Messe München gains a dual benefit from this commitment. bauma CHINA is the gateway to the large Asian and Chinese market. And, in turn, that brings exhibitors and visitors from the Far East to the trade fairs in Munich."

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bauma CHINA is the largest capital goods trade fair in Asia and the second largest construction machinery trade fair in the world after bauma in Munich. Messe München is currently preparing for an unprecedented industry gathering in Shanghai, as bauma CHINA once again breaks all records when it is next held from November 26 to 29, 2024: 3,400 exhibitors from 32 countries and more than 200,000 visitors from around 130 countries are expected. The demand for stand space far exceeds the exhibition space at the SNIEC exhibition center (330,000 square meters). Almost 700 companies are on the waiting list. The key to the success and growth of bauma CHINA also lies in the long-term cooperation with the most important Chinese industry associations for the sector.

At 614,000 square meters, the parent trade fair bauma in Munich is the largest trade fair in the world in terms of floor space. Messe München holds a total of four construction machinery trade fairs: in Munich, China, India, and Brazil. The demand for construction machinery, building material and mining machines, construction vehicles, and construction equipment is constantly growing.

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, electronica, and analytica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With the ICM – International Congress Center Messe München, the CCN – Conference Center North, and the MOC – Event Center Messe München, it offers space for a wide variety of events.

With around 1,000 employees in Germany and abroad, a network of over 15 affiliated companies, and almost 70 offices worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually in Germany and abroad attract around 50,000 exhibitors and around three million visitors. Messe München thus generates annual indirect profitability in Bavaria of more than 2.5 billion euros, and creates around 23,000 jobs in the region, making it a driving force for the economy and tourism.

Messe München has the greenest and one of the most state-of-the-art exhibition centers in the world and, with an exhibition area of 200,000 m² in 18 halls and 414,000 m² of outdoor space, has one of the largest total areas. Messe München is celebrating its 60th anniversary in 2024.