

## **BAUMA CONEXPO AFRICA to move to a three-year cycle after 2015**

- **\_Market-oriented cycle for Africa**
- **\_BAUMA CONEXPO AFRICA's organizers respond to industry's wish**

Africa's largest trade fair for the construction machinery and mining industry celebrated its premiere in 2013. The next BAUMA CONEXPO AFRICA takes place at the Johannesburg Expo Centre (JEC) from September 15 to 18, 2015. Following next year's exhibition, BAUMA CONEXPO AFRICA will move to a three-year cycle, meaning the next fair will then be held in 2018. This decision was made after close consultation with local and international industry representatives who recommended the three-year cycle for the markets of Africa.

Elaine Crewe, CEO of organizers BC Expo South Africa, explains: "We made this strategic decision based on the many discussions we have held since the extremely successful premiere. The three-year cycle clearly positions BAUMA CONEXPO AFRICA as the leading trade fair in Africa for the global construction and mining industry."

Lawrence Peters, Chairman of CONMESA (Construction and Mining Equipment Suppliers' Association), is also pleased by the news: "As a local partner, we are pleased that the discussions were so productive and that the organizers of BAUMA CONEXPO AFRICA decided to change the frequency of future events. The three-year interval suits the region because it depicts the market more accurately. It also gives local and international companies additional time to ensure that they are sufficiently prepared for the intense business activity at this event." Page 2

**Additional information is available at [www.bcafrica.com](http://www.bcafrica.com).**

#### **BAUMA CONEXPO AFRICA**

BAUMA CONEXPO AFRICA, International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles takes place between September 15 and 18, 2015, in the Johannesburg Expo Centre (JEC). The premiere of bauma Africa in September 2013 attracted 754 exhibitors from 38 countries and 14,700 visitors from over 100 countries. Covering a total of 60,000 square meters of exhibition space (40,100 square meters net) this is the biggest event for the sector in Africa.

#### **Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

#### **About the Association of Equipment Manufacturers (AEM)**

AEM is the North American-based international trade group representing the off-road equipment manufacturing industry. AEM is headquartered in Milwaukee, Wisconsin, with offices in the world capitals of Washington, D.C., Ottawa and Beijing. It represents more than 900 companies in the agriculture, construction, forestry, mining and utility sectors. AEM has an ownership stake in and/or manages several world-class exhibitions, including CONEXPO-CON/AGG, one of the world's largest gathering places for the construction and construction materials industries.