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**Press Release**

## Major players sign up for BAUMA CONEXPO AFRICA 2015

- **Barloworld Equipment exhibiting for the first time**
- **Bell Equipment takes up more space**
- **Other big players in the sectors are already signed up**
- **Plans for International Pavilions from nine countries and regions**

The market for construction and mining machinery in sub-Saharan Africa holds great potential—a fact that is reflected in the level of interest in BAUMA CONEXPO AFRICA. Many major players in the industry have already signed up to exhibit. The next edition of this International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles takes place from September 15 to 18, 2015 at the Johannesburg Expo Centre (JEC).

Samantha Swanepoel, General Manager of Marketing at Barloworld Equipment, certainly understands the importance of this event: “BAUMA CONEXPO AFRICA serves as an excellent opportunity to unveil new Cat® equipment technologies and earthmoving solutions to our Southern African mining, construction and industrial customer base.”

Gary Bell, CEO of Bell Equipment, adds: “Geared at two of our major sectors, construction and mining, BAUMA CONEXPO AFRICA is a prime opportunity to showcase Bell as the continent's home grown, one-stop shop for quality equipment solutions. We are excited that BAUMA CONEXPO AFRICA 2015 promises to build on the inaugural show by attracting more industry role players and generating positive spin-offs for the region, the industry and our customers.”

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### **Other key players to premiere at the show**

Not only are the likes of Barloworld Equipment and Bell Equipment choosing BAUMA CONEXPO AFRICA as a networking platform in sub-Saharan Africa. Other major players have also signed up, among them, for the first time, are Case Construction, Deutz Dieselpower, MTU, New Holland Construction, Scania, Ulma and WACO.

### **Nine international pavilions planned**

The excellent uptake by major companies is matched by a high level of interest from abroad: So far, nine countries and regions are planning to organize joint presentations of exhibitors at the show. These are: China, Finland, France, Germany, Italy, North America, Spain, the UK and the Walloon Region.

**Further information:** [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, is the biggest event for the sector in Africa—it covers an exhibition area of 60,000 square meters (40,100 m<sup>2</sup> net). The premiere of bauma Africa in September 2013 attracted 754 exhibitors from 38 countries and 14,700 visitors from over 100 countries. BAUMA CONEXPO AFRICA takes place on a three-year cycle: the next edition is from September 15 to 18, 2015, at the Johannesburg Expo Centre (JEC).

### **Construction machinery trade shows of Messe München**

Organizing trade shows for the international construction machinery sector is a core competence of Messe München. Its portfolio includes not only the world's leading trade show, bauma in Munich, and the brand event bauma China in Shanghai—it also cooperates with the Association of Equipment Manufacturers (AEM) in the organization of bC India in Greater Noida, Delhi and BAUMA CONEXPO AFRICA in Johannesburg.

### **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 850 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.

