



Messe München

Connecting Global Competence

# OUR RECORD OF SUCCESS

## Facts and figures of bauma 2019



32nd Edition of the World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment.

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

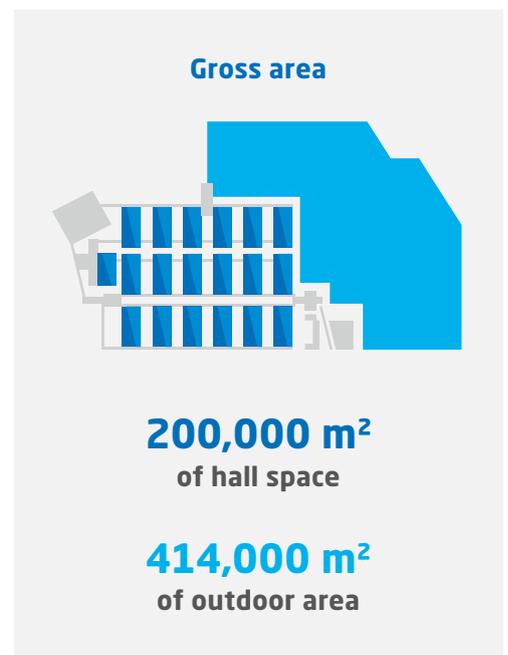
**bauma**

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

## bauma 2019

All key players, all innovations, all trends: as the world's most important industry get-together, bauma drives the market forward—and thus your company. Nowhere else has the global construction machinery and mining industry such a strong presence. Nowhere else will you find more decision-makers and trade visitors willing to invest. And nowhere else will you experience more boost and concrete solutions for your daily business. This makes bauma the ideal environment for business success at an international level. Take the lead with us.

### Key facts



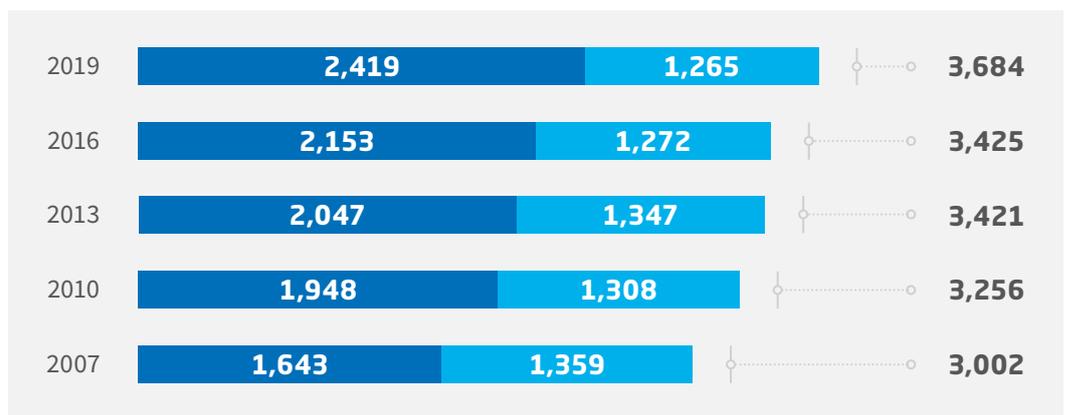
# Decisive for our success: the success of our exhibitors.

## Exhibitor survey

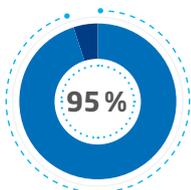
From the quality of the visitors and the trade show's innovative claim to the achievement of personal goals: bauma 2019 reached top marks with the exhibitors—not least due to the many deals concluded here.

### Development of exhibitor figures

- Exhibitors from Germany
- Exhibitors from abroad
- Exhibitors total



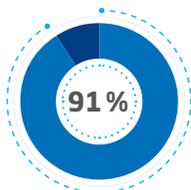
### Exhibitors' ratings



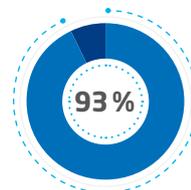
**Overall rating of bauma 2019**



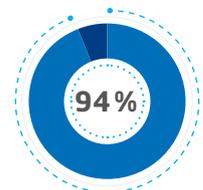
**Probability of participating again\***



**Quality of visitors**



**Internationality of visitors**



**Leading role before bauma**

### Exhibitors' goals achieved



# We do measure ourselves. By the satisfaction of our participants.

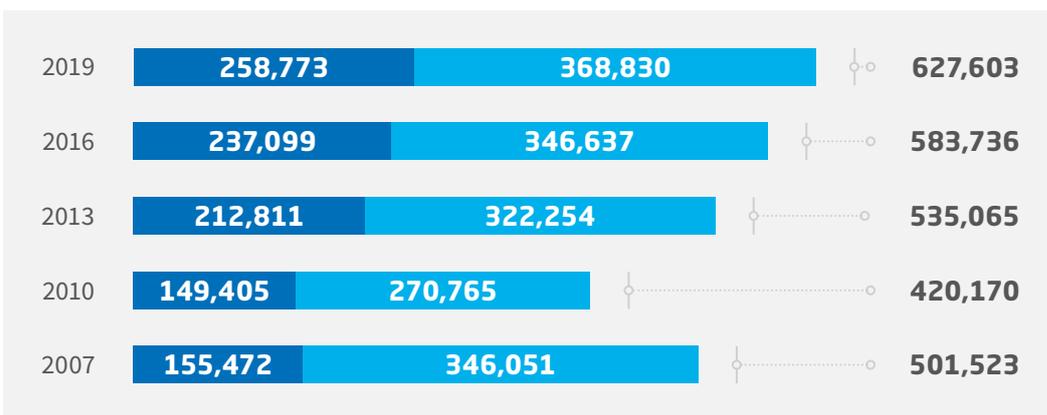
## Visitor survey

What the visitors to bauma 2019 made so special? Their willingness to invest and decision-making level. Both met with a top-class offer, best opportunities for establishing contacts and concrete solutions.

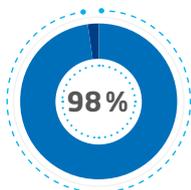
Result: excellent ratings from visitors.

## Distribution of visitors according to origin

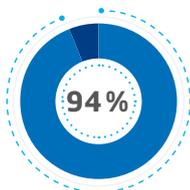
- Visitors from Germany
- Visitors from abroad
- Visitors total



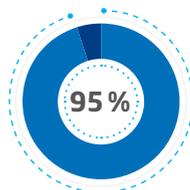
## Visitors' ratings



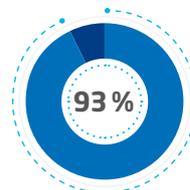
Probability of recommendation



Presentation of innovations



Internationality of exhibitors



Advantage in comparison to competition\*



## Visitors' goals achieved

Prepare investments	93%
Make concrete investments	97%
Establish new business ties	94%
Cultivate existing business ties	96%
Expand specialist know-how	95%
Get information on novelties/innovations	95%



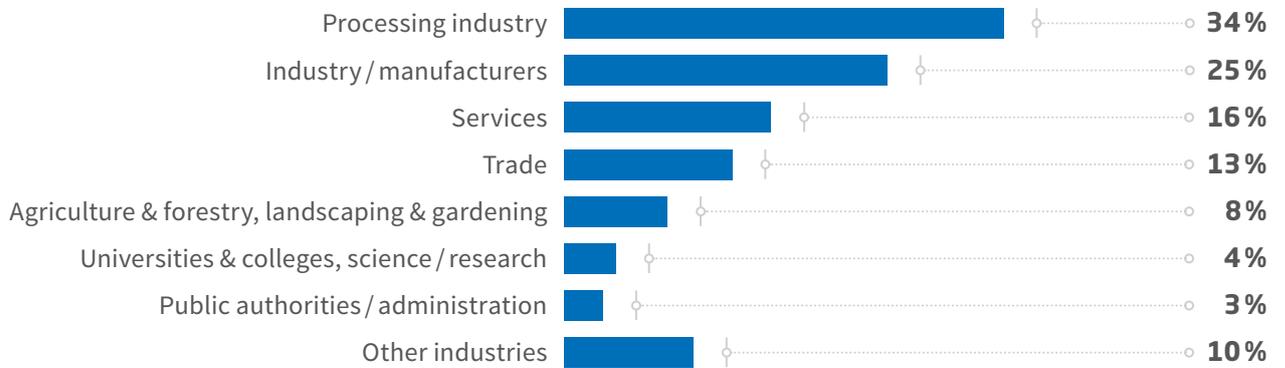
**repeat visit**  
(personal or company)



**67%**  
of all trade visitors are  
**decision-makers**  
**21%** of them are decisive



### Trade visitors by sector



Multiple answers possible

### Trade visitors by function

Business/company/plant management	15%
Construction management	14%
Students/pupils	13%
Mechanical engineering dept. / construction machines dept.	9%
Manufacturing/production/processing/quality control	8%
Research & development/design	7%
Maintenance/repair	6%
Sales/distribution	6%
Logistics: materials management, storage, transport	4%
Other functions	18%



# Great reach. Even greater significance.

## Media presence



## Social media

**10,364,990**  
Facebook reach

**1,039,790**  
LinkedIn impressions

**1,170,000**  
Twitter impressions

**2,295,341**  
Instagram impressions

Last update: April 2019

## Contact

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E-mail: [info@bauma.de](mailto:info@bauma.de)  
→ [bauma.de](http://bauma.de)

## Follow me

Well connected and fully informed—thanks to bauma **social media**.



# Producing business. Above and below ground.

## Focus on mining

bauma is also a leader in mining: it presents all the relevant technologies and trends in the coal and steel industry, brings together the international key players from the mining and construction industries and thus provides new impetus and concrete deals. Or in short: mining meets business.



Trade fair visitors also visiting the mining sector rated the offer as “excellent”, “very good” and “good”.



## Exhibitors with products in the mining sector

83% of the exhibitors active in the mining sector rated the **integration of the mining sector** as “excellent”, “very good” or “good”.



**184,000**  
trade visitors in the  
mining sector



51% of visitors from Germany  
38% of visitors from Europe (excluding Germany)  
11% of visitors from outside Europe

Source: GMM Gelszus Messe-Marktforschung



# Our location: Munich.

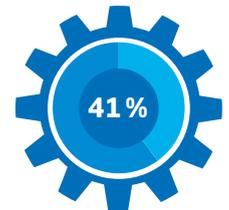
## Our radius: worldwide.



### International focus

The bauma speaks your language, in every language. 627,603 visitors—more than 250,000 of them from abroad—stand for global relevance and constantly growing internationalization. More and more market participants around the world are adapting their innovation cycles to bauma. There were strong increases from Australia, Japan and China, the latter with more than 5,500 visitors alone.

#### Visitors by continent



**international  
visitors**

#### Top 30 international exhibitor countries

Italy	550	Spain	95	Czech Republic	41	Australia	9
China, People's Republic of	382	Austria	90	Belgium	38	Bulgaria	8
Turkey	187	Finland	59	Poland	35	Portugal	8
UK / Northern Ireland	126	Sweden	57	Denmark	26	Slovenia	8
France	118	Korea, Republic of	50	Ireland	25	Slovakia	7
U.S.	118	India	48	Japan	20	Singapore	6
The Netherlands	117	Switzerland	48	Taiwan	14	Ukraine	6
		Canada	44	Russian Federation	11		

#### Top 30 international visitor countries

Austria	40,469	Poland	6,494	U.S.	4,770	Turkey	3,103
Italy	23,231	UK and Northern Ireland	6,023	Norway	4,646	Romania	2,904
Switzerland	22,361	China, People's Republic of	5,781	Spain	4,406	Hungary	2,876
France	13,656	Denmark	4,933	Slovenia	3,928	Ireland	2,817
The Netherlands	10,416	Belgium	4,907	Australia	3,713	Croatia	2,720
Russian Federation	8,196	Finland	4,837	Japan	3,484	Ukraine	2,633
Sweden	6,816			Israel	3,320	Korea, Republic of	2,410
Czech Republic	6,665			India	3,301	Canada	2,244