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## Press Release

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### The industry is looking forward to bauma 2022

- **bauma exhibitors see the safety and hygiene concept for themselves at IAA Mobility**
- **Conclusion: Trade fairs can also take place under coronavirus conditions**
- **Industry continues to see bauma as THE platform**
- **bauma 2022 focusing on current challenges with five trend topics**

After TrendSet, the pilot trade fair for Messe München under coronavirus conditions, was held successfully in July, IAA Mobility took place in September with an elaborate safety and hygiene concept. The measures were well received by everyone involved and show that it's possible to hold trade fairs again even in what continue to be challenging times. Three exhibitors from bauma, which is being held in Munich from October 24 to 30, 2022, were there and were able to see the conditions on site for themselves. Their conclusion: We are looking forward to bauma 2022 in Munich.

Anke Hadwiger, Head of Trade Fairs, Events & Training at Zeppelin Baumaschinen GmbH, is very optimistic about next year: "After seeing the 'new trade fair conditions after coronavirus' for myself in person on site during IAA, the hope and anticipation of having an almost normal bauma 2022 are growing even more. The trade fair developed and implemented new and forward-looking concept ideas. We're now preparing ourselves for THE industry gathering with interesting inspiration, impressions and a positive mood." And Joachim Strobel, Managing Director of Liebherr-EMtec GmbH, adds: "The pandemic showed us lots of potential for alternative communication and collaboration, but at the same time also confirmed the huge importance of personal contact and dialog with the customer, partners and business associates."

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For Marco Maschke, Manager German Office European Distribution Management at KOMATSU, the importance of bauma 2022 is also undisputed: “For KOMATSU, bauma was, is and remains THE leading trade fair for our industry worldwide. Our customers and sales partners tell us time and again just how important direct contact with the manufacturer is in our industry – at the proper distance, of course! In that respect, the hygiene concept shown at IAA Mobility convinced me that bauma will be a very safe and, as always, very successful event. Join us now in looking forward to October 2022!”

And there are good reasons for that. As an international industry gathering, bauma offers a comprehensive overview of market leaders and innovations. At the upcoming edition, the focus will also once again be on a wide variety of future topics in the construction, building materials and mining machinery industries in live presentations, rounds of discussions and lectures. The trend topics for bauma 2022 are “The road to zero emissions”, “Digital construction site”, “Construction methods and materials of tomorrow”, “The road to autonomous machines” and “Mining—sustainable, efficient, reliable”.

**More information can be found at [www.bauma.de](http://www.bauma.de)**

#### **About bauma**

bauma is the world’s leading sector event for construction machinery, building material machines, mining machines, construction vehicles and construction machinery. With a total exhibition area of 614,000 square meters, it is the largest trade fair in the world. In 2019, it broke all records with about 3,700 exhibitors from 63 countries and more than 620,000 visitors from over 200 countries. bauma is held every three years. The next event will be held in Munich from October 24 to 30, 2022.

#### **bauma NETWORK**

In addition to holding the world-leading bauma trade fair, Messe München has a wealth of experience when it comes to organizing other international construction-machinery trade fairs. Messe München also organizes bauma CHINA in Shanghai. In addition, it works with the Association of Equipment Manufacturers (AEM) to organize BAUMA CONEXPO INDIA in Gurgaon/Delhi and BAUMA CONEXPO AFRICA in Johannesburg. In December 2015, Messe München successfully expanded its portfolio again by purchasing the leading Russian construction-machinery exhibition CTT, a trade fair that is now known as bauma CTT RUSSIA. In March 2017, the bauma NETWORK was extended again with the M&T EXPO, in the form of a license agreement with SOBRATEMA (Brazilian Association of Technology for Construction and Mining).

#### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies.

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Every year, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad.

Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.