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## Press Release

### **bauma CONEXPO AFRICA 2021: concept re-engineered**

- **Africa's key construction machinery trade show revamped with new opportunities for industry**

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**bauma CONEXPO AFRICA, Sub Saharan Africa's Leading Trade Fair for Construction, Building Material, Mining, Agriculture & Forestry Machines, Machinery and Vehicles will be back in South Africa in 2021 with a new look and an expanded focus, to deliver enhanced cross-sector growth opportunities in sub-Saharan Africa.**

Already the premier trade show for construction and mining machinery, bauma CONEXPO AFRICA will now also feature agricultural and forestry equipment and machinery. This will give government bodies, developers, contractors, industry associations, financiers and other sector stakeholders a one-stop overview of the latest services and solutions available across the infrastructure development, construction, forestry and agriculture value chain.

bauma CONEXPO AFRICA is one of Messe München's six international bauma events, and is modelled on bauma in Munich, in collaboration with AEM, organizer of CONEXPO-CON/AGG. bauma is described as the ultimate trade fair in the industry, attracting over 620,000 international visitors while CONEXPO-CON/AGG is the leading industry exhibition in the North American market. As a gateway for international companies to the African market and for African enterprises to the global market, bauma CONEXPO AFRICA attracted around 15,000 high-level visitors and exhibitors in 2018 and expects these numbers to increase significantly in 2021.

### **Addressing Africa's industry challenges**

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“Africa’s construction and infrastructure development sectors are facing economic challenges at the moment; therefore we have engaged industry leaders to discuss ways in which bauma CONEXPO AFRICA could more effectively support industry growth. As a result of their input, we have re-engineered this key event to foster greater cross-border collaboration and highlight business growth opportunities, and we will feature solutions that enable businesses to operate smarter and more cost-effectively,” says Suzette Scheepers, CEO of Messe Muenchen South Africa. “We have also revisited our sponsorship and exhibitor packages to deliver significant additional value.”

With an expanded African focus, bauma CONEXPO AFRICA plans to host buyer and diplomatic delegations from across sub-Saharan Africa, and to actively foster interaction and business exchange between the region’s governments and private sector.

### **The latest equipment and services**

Among the solutions to be on show will be agricultural machinery and tractors, machinery and plants for the production of building material, construction and mining equipment, engineering services, occupational safety products and services, plant hire services, quantity surveying technologies, and forestry machinery.

### **High-level industry conference**

In addition to showcasing the latest international products and solutions, bauma CONEXPO AFRICA will host a high-level industry conference, Africa Forum, focusing on trends, challenges and opportunities across sub-Saharan Africa. At the conference, industry experts will discuss key issues such as infrastructure investment, the ROI on public-private partnerships, and China’s role in mining and infrastructure in Africa.

### **Business-boosting supporting programme**

bauma CONEXPO AFRICA will also feature a strong supporting programme including CPD accredited Workshops and Masterclasses, Tech Talk Forum sessions covering topical issues, product demonstrations and the University

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Innovation Awards. The trade show will also facilitate B2B meetings, dedicate sessions to women in industry, and will showcase up and coming entrepreneurs, giving them an opportunity to network with local and international industry leaders.

[bauma CONEXPO AFRICA](#) will be staged at the Gallagher Convention Centre in Johannesburg from 13 – 16 October 2021. Discounted Early Bird exhibitor packages and comprehensive new sponsorship packages are now available. For more information, contact the South African office [bca@mm-sa.com](mailto:bca@mm-sa.com). For international enquiries email [info@bcafrica.com](mailto:info@bcafrica.com)

#### **Captive:**

bauma CONEXPO AFRICA will be staged at the Gallagher Convention Center, Midrand, Johannesburg

#### **About:**

##### **bauma CONEXPO AFRICA**

bauma CONEXPO AFRICA, international trade fair for construction machinery, building material machines, mining machines and construction vehicles, is the largest industry event for the sector in Africa with an exhibition area of 68,000 square meters. The last fair in March 2018 attracted 455 exhibitors from 34 countries and 14,167 visitors from the sub-Saharan region. bauma CONEXPO AFRICA takes place every three years: the fourth event will take place from October 13-16, 2021 in Johannesburg.

##### **bauma NETWORK: Six construction machinery trade fairs of Messe München**

In addition to the world's leading trade fair bauma, Messe München has extensive skill in organizing additional international construction machinery trade fairs. For example, Messe München organizes bauma China in Shanghai and bauma CONEXPO INDIA in Gurgaon/Delhi together with the Association of Equipment Manufacturers (AEM) as well as the bauma CONEXPO AFRICA in Johannesburg. In December 2015, Messe München successfully expanded its portfolio further with the purchase of the leading Russian construction machinery trade fair CTT, now renamed bauma CTT RUSSIA. In March 2017, the bauma NETWORK was again expanded with M&T EXPO in the form of a license agreement with SOBRATEMA (Brazilian Association of 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. Every

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year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.