

# Fair looks to the future

By ZHUAN TI

zhuanti@chinadaily.com.cn

The seventh International Trade Fair for Construction Machinery, Building Material Machines, Construction Vehicles and Equipment, bauma China 2014, will be held at the Shanghai New International Expo Centre from November 25 to 28, 2014.

A vast number of specialists and construction machinery enthusiasts are looking forward to this biennial event. More than 3,000 exhibitors from 40 countries will gather to showcase tens of thousands of new products in the grand exhibition space, of 300,000 square meters. The number of visitors is estimated to be more than 180,000.

## DOWN-TO-EARTH FOR SUSTAINABLE SUCCESS

The development of the construction machinery industry has been tepid this year, with its increase rate falling between January and September, with the exception of compacting machinery.

However, China's construction machinery market still has great potential for development with 42 integrated transport hubs to be completed in the next several years. The National Development and Reform Commission has approved plans to invest about 100 billion yuan (\$16.3 billion) in railway projects and a trillion yuan (\$162.6 billion) in the reconstruction of shabby settlements.

The national new urbanization program, which China plans to complete by 2020, will also push forward the construction of urban infrastructure facilities, creating a big market for construction machinery.

"Although the industry will find it difficult to recover back to the level it was at in 2011, it will not go up or down dramatically. This is because the policies set by the country for steady economic growth will gradually exert good functions to the industry development and the overall situation will improve and turn to sustainable development," Su Zimeng, secretary of the China Construction Machinery Association, said, adding that industry sales are expected to increase by 7 percent this year.

During the 12 years it has been operating, bauma China has witnessed a lot of Chinese construction machinery enterprises expand to the international market, said a source with bauma China.

"The trade fair, which is held every two years, will take place in 2014 and bring a grand banquet for the Asian construction machinery industry," the source added.

Insiders said faced with a painful period of industry transformation, the whole industry has calmly considered the future development of China's construction machinery and many exhibitors will focus more on future displays of their key products.

The source said, along with China's modularization construction that is currently in progress, the lifting products and aerial work platform machinery will be the highlights of bauma China 2014. China will start the process of upgrad-



Visitors at bauma China 2012, a biennial event for construction machinery, building material machines, construction vehicles and equipment. PHOTO PROVIDED TO CHINA DAILY

ing its construction machinery industry, with both key accessories and complete machines to be continuously updated according to customers' practical experience.

The exhibition has been endowed a kind of new responsibility: showcase advanced technologies and display here in China the products designed for Chinese users to the global world.

Starting from bauma China and expanding to the world, the trade fair will show "the Chinese production with a down-to-earth attitude for excellence".

## EFFICIENCY AND INTELLIGENCE

In order to better connect visitors and exhibitors, bauma China 2014 will, for the first time, open the business matchmaking system free for all exhibitors and pre-registered visitors. Basic information of exhibitors, product categories and cooperation intention are recorded into the system in advance. Visitors only need to pre-register online, and then they can view the target exhibitors, as well as make an appointment in advance for face-to-face discussion onsite.

Meanwhile, this system has also provided more opportunities for potential cooperation. Whether they are exhibitors or visitors, this system can help participants make more precise and efficient arrangements. Visit [m.b-china.cn](http://m.b-china.cn), and one can quickly access the business matching service to make your journey easier.

About 32.4 percent of the exhibitors have expressed their intention to look for customers in the industries of construction machinery, heavy equipment, mining machinery, automobile, railway, aviation, shipping, building machinery, hydraulic components, wind power industry, rail transit, metallurgical industry, papermaking industry, building aggregate suppliers, contractors, power

plants; axle, oil cylinder, gearbox; surface rock quarrying, excavation, tunneling, artificial sand manufacturing, recycling and civil engineering, concrete pipe, concrete production, and municipal departments and government departments.

Of the exhibitors, 23.9 percent are looking for agents and dealers; 18.2 percent are mainly focused on product display and market promotion; 15.8 percent are looking for manufacturers; 14.2 percent are looking for cooperation partners, such as infrastructure organizers in port and pier, basic construction engineering contractors, independent contractors, commercial companies in machinery industry; project cooperation on any other technical problems of machinery and spare parts in deep foundation construction, production process, and construction technology. Others are looking for contractors, OEM, commercial companies, dealers, after-sales service and renters.

## SMILES FOR THE FUTURE

Since bauma China 2014 opened visitor online pre-registration, visi-

tors from 107 countries and regions have completed online registration through its official website [bauma-china.com](http://bauma-china.com). At the same time, a vast number of overseas visitors will come over in tour groups. The number of online pre-registration this year now is doubled compared with the same period of the last show. Until now, the top 10 pre-registered countries and regions are Indonesia, Malaysia, Russia, Korea, Singapore, Germany, Thailand, Australia, the United States and Hong Kong.

For years, bauma China has received lots of attention and support from construction machinery specialists and enthusiasts. They are exhibitors, media, and visitors. They are the newcomers and the old hands. They bring specialized technologies, business projects, and they even bring the next generation. Every innocent face, curious eyes, and cheerful smile will be part of bauma China, which will continue to be open to children in order to give them opportunities to learn more about construction machinery.



[www.b-china.cn](http://www.b-china.cn)  
[www.bauma-china.com](http://www.bauma-china.com)