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## bauma CONEXPO INDIA 2018 scales new heights, resonating the North Indian market mood

### Final Report

- **700 exhibitors from 26 countries**
- **39,173 participants (+ 20 percent)**
- **195,000 square meters of exhibition space (+ 30 percent)**

**In its 5th edition, bauma CONEXPO INDIA 2018 is growing in all areas. From December 11 to 14, 700 companies from 26 countries presented their machines, products and innovative technologies for the construction industry. 39,173 leading industry professionals gathered at HUDA Ground in Gurgaon/Delhi. As India's construction machinery market booms, so does bauma CONEXPO INDIA—thanks to transport and infrastructure initiatives.**

“I am proud and very happy to announce that bauma CONEXPO INDIA 2018 was a great success. We saw growth in all areas. Together with our strong partner iCEMA (Indian Construction Equipment Manufacturers Association) we have prepared an excellent platform for the industry to present their products to the market. The partnership was crucial for our success and allowed us to align even more closely with the Indian construction machinery industry's needs. For me as an Indian and cosmopolitan it is not only a collaboration on a professional level, but also a matter close to my heart“, says Bhupinder Singh, CEO of bC Expo India.

Arvind Garg, President of iCEMA, states: “iCEMA for the first time has partnered with bauma CONEXPO INDIA. All our members, 70 of us, have participated in bauma CONEXPO INDIA in indoor or outdoor exhibition spaces. bauma CONEXPO INDIA is a good exhibition and an excellent platform for connecting with our valued customers, especially those in the North. It has been a great opportunity for all of us, to work closely with our customers, and to come here and showcase the products and the solutions that we have to offer. We foresee that the partnership with bauma CONEXPO INDIA has great opportunity to mature into a relationship which will create value for both of us and our customers. We wish bauma CONEXPO INDIA all success.”

### Growth in all areas

Overall, bauma CONEXPO INDIA counted 39,173 participants, a growth of 20 percent compared to 2016. Rtn. Er. A. Puhazhendi, National

President from joint organizer BAI (Builders Association of India) emphasizes: "For our member companies throughout India, bauma CONEXPO INDIA is a must-attend event to stay informed about latest industry trends and new technologies." Apart from Indian visitors, the trade fair also welcomed buyer delegations from Bangladesh, Bhutan, Nepal, Sri Lanka and other countries in the region.

The Indian subcontinent offers excellent opportunities for doing business in the construction industry. Major infrastructure projects, the booming transport sector and urban development are just some of the driving forces of the market. With a growth of 30 percent in space compared to 2016, bauma CONEXPO INDIA reflects the momentum of the industry. Vipin Sondhi, Managing Director and CEO, JCB India Ltd. was satisfied with the fair: "We are participating for the fourth time in bauma CONEXPO INDIA. The show has been successful for us as we have received a good number of meetings with business partners and potential clients. [...] We have seen exponential growth of the trade fair and we are looking forward to participating in the next edition."

By 2025, India is expected to become the third largest market for the global construction industry. This growth is mainly attributable to large infrastructure projects. Over the next nine years, analysts expect an average real growth of 6.2 percent per year. According to forecasts, bulldozers, backhoe loaders and crawler excavators are going to see a massive increase in sales over the next five years.

### **Key players of the industry**

The show featured again renowned companies such as ACE, Ajax Fiori Engineering, Case, Caterpillar, Doosan Bobcat, JCB, Kobelco, L&T, Liugong, PERI, Putzmeister, Sany, Schwing Stetter, Volvo, Wirtgen, Zoomlion and many more. First-time exhibitors included the Indian manufacturers Tata Hitachi, Escorts and the German company Kaeser Kompressoren. "We are participating in all bauma expos around the world. This platform is helping us to get enquiries from our customers and to learn about the Indian market", concludes Marco Angermueller, Kaeser's Global Sales Product Manager.

### **Newly introduced buyer-seller program**

For the first time, bauma CONEXPO INDIA featured a Buyer Seller Forum, giving visitors the additional chance to network with potential business partners. The initiative proved to be a success and brought together technology providers and buyers in 3,023 meetings. Shashi Gaggar, Vice President UltraTech was enthusiastic: "As a regular visitor of bauma CONEXPO INDIA, I appreciate that the organisers arranged some of the sellers to meet me and have some fruitful discussions. [...] This buyer seller forum will help to encourage business between sellers and buyers and it will increase the essence of such type of show in a long run."

### **Positive outlook for the next show**

BC Expo India CEO Singh is already looking forward to the next show: "We will continue to work closely with the industry for further growth in the future!"

The next bauma CONEXPO INDIA will take place 2020 in Delhi. For more information, please go to [www.bcindia.com](http://www.bcindia.com)