

Statements about bauma 2019



Read exhibitor comments about bauma 2019. Feedback from international key players underscores bauma's significance in the construction-machinery industry.

Christian Hasenest, Sales Director Dealer Sales, Alfred Kärcher, Germany:

“bauma is an exceptional platform for intensive discussions with customers and industry visitors. Our product innovations attracted a lot of interest. We are really optimistic thanks to the number of visitors and the quality of conversations we had.”

Hans-Christian Schneider, CEO, AMMANN Group, Switzerland:

“Ammann celebrates its 150th anniversary in 2019. bauma 2019 gave us an excellent opportunity to share this milestone with our global customers, partners and dealers. We will continue on our path of innovation to bring our global customers added value, increase their profitability, and remain their partners for many years to come.”

Jorge Cuartero, Managing Director, Anmopyc, Spain:

“bauma is the place to be, the place where every three years our sector meets to present the latest technologies and innovations. This year has been the biggest bauma ever. It was a tremendous success for us since we have got the opportunity to meet with people from all continents.”

Jonathan Stringham, Vice President of Marketing, BOMAG, Germany:

“bauma 2019 was a tremendous success once again for BOMAG! Our customers came from all parts of the world, and we were able to convince them of our wide range of innovations in the areas of autonomy, alternative drive systems and digitalization. One special highlight was our second-place finish in the bauma Innovation Award that went to our ion-dust shield technology that reduces particulate matter. The biggest highlight for our customers at BOMAG was certainly the chance to see the ROBOMAG, our five-ton, autonomous asphalt roller, in action.”

Let's meet again

bauma

Date: Apr 4 - 10, 2022

Fausto Carboni, CEO, Bonfiglioli Group, Italy:

“bauma is by far the most important exhibition event in the construction industry in terms of size, number of visitors and geographical coverage. Participation from Asians and Americans has increased and the fair has achieved global impact rather than just on the international level. This year’s exhibition is lively and very positive. It shows that the market is extremely active and that there is no sign of recession from the current very positive trend in the market. It is clear that there are still numerous opportunities for development and growth. We are very satisfied with the quality of the visits, our engagement with clients and guests, and that we have the opportunity to strengthen relationships and create new ones.”

Bernd Schunk, Senior Vice President Sales Business Unit Mobile Hydraulics, Bosch Rexroth, Germany:

“bauma is essential for Bosch Rexroth! The presentation of our innovations goes hand in hand with so many valuable, personal discussions with our customers. This feedback confirms, that we are on the right track with our approach “Transforming Mobile Machines” to achieve more safety, efficiency, performance and intelligence.”

Rob Galbavy, Marketing Manager, ChemGrout, USA:

“bauma was great as usual and very successful. It’s the only place to be if you are involved in any aspect of construction. That’s why it’s truly the heartbeat of the industry!”

Jelke de Jong, Marketing & Communication Manager, Broshuis, Netherlands:

“bauma is one of the most important tools for us. We are very happy with the results. Large number of orders but last but not least a large number of people we didn’t know before. The Visitors were from all parts of the world and all of them were very qualified.”

Ramin Younessi, Group President of the Construction Industries Segment, Caterpillar Inc., USA:

“bauma is Caterpillar’s largest enterprise trade show. Together Caterpillar and our family of brands, along with Zeppelin Cat, have close to 13,000 square meters of exhibit space. We are featuring 64 machines, and 20 are new introductions, which is the highest number of new products Caterpillar has ever introduced at bauma. It’s a pleasure to be here with our customers, colleagues, suppliers and dealers.”

Dr. Frank Hiller, Chairman of the Board of Management, DEUTZ, Germany:

“bauma is and will remain the trade fair of superlatives when it comes to size and internationality. Customers’ interest in electric drive systems has never been so high as it was this year. It was a dominant issue at bauma 2019. With our E-Deutz strategy and its innovative drive systems, we were clearly able to demonstrate our pacesetting role in this segment.”

Harald Ziebula, Chairman of the Executive Board, Doka, Austria:

“bauma 2019 was a complete success for us, our national and international customers as well as potential customers. The Doka Campus enabled us to showcase all of our innovative theme worlds. We were pleasantly surprised

above all by the visitors' enthusiasm for our digital offerings, which can support productivity on their construction sites in the future."

Toni Koitmaa, Product Director, Elematic, Finland:

"bauma is the most important and biggest fair in this business. It is the biggest show in the world. We are very satisfied with the trade fair results. Many customers were visiting our booth. We had visitors from all over the world – North America, South America, Africa, Asia, Australia and Europe."

Dr. -Ing. E.h. Martin Herrenknecht, Chairman of the Board of Management, Germany:

"Every bauma is something special. But 2019 topped everything for Herrenknecht. The quality and quantity of decision-makers from our target groups were exceptional, and the response from our customers was tremendous. The exhibition never has been so global for us."

Amaia Susperregui, Managing Director, Jaso Tower Cranes, Spain:

"As usual we chose bauma to show our newest products to the market. We are very satisfied with the results of the fair. We had many potential customers interested in our brand and our products. bauma is, without any doubt, the most important exhibition of the world for construction machinery. The show is the most important event we have prepared for this year and even if the cost is high, the effort is always compensated by the high number of visitors."

Naser Memic Rendon, Marketing Communications Group Manager, Komatsu Europe, Belgium:

"For Komatsu, bauma 2019 was a great success! Thanks to this event, we had the opportunity to confirm our commitment to the German and European markets. We presented our latest innovations, announced future services and created great expectations for our customers. bauma 2019 was a fantastic fair for exhibitors and visitors alike, and certainly for Komatsu."

Andreas Böhm, a member of the Board of Directors of Liebherr-International, Germany:

"The days at the trade fair were extremely intensive and successful for us. And they were just an unbelievable amount of fun to boot. The seven Liebherr segments that had displays here are really satisfied as they head home from bauma. We presented innovations from today and enabled our visitors to really experience our work on the construction site of the future. Our employees had a chance to intensively discuss ideas with our customers and partners. We closed deals from all parts of the world, and we made many new contacts – we had all of these goals in mind when we came to bauma, and we achieved all of them together. One bauma leads to another. We will be back in three years, with new solutions for the construction site of the future. We can't wait."

Shirley Liang, Brand Manager of LiuGong, China:

"bauma is the most important show for the construction industry. You only have to look at the high number of visitors and exhibitors from all parts of the world to see why. The exhibition helps us to strengthen our branding in the European marketplace."

Riccardo Magni, President, Magni Telescopic Handlers, Italy:

“bauma is definitely the show. Skilled and professional visitors and precise organization are fundamental for the success of the event. bauma is massive not only for the dimensions of the fair ground but also for the variety of exhibitors and the quality of the organization. bauma is one of the major international stages and is the perfect location to meet new prospects and to reinforce existing dealer relationships. bauma visitors are coming from all parts of the globe, so in only seven days you are able to travel around the world without even getting on a plane!”

Frank W. Reschke, Managing Director of Masa, Germany:

“bauma is and will remain tremendously important to the entire industry. Many exhibitors, Masa included, showcase their latest technologies and innovation here. They show that Germany’s mechanical engineering sector is not treading water and that it is prepared in the best possible way for the future. As expected, the quality of the professional visitors was very high. Our visitors came from all parts of the world and used the Masa booth as a platform for intensive conversations. Our high expectations were definitely exceeded in 2019. For Masa, it was the most successful bauma ever.”

Andreas Klauser, CEO of PALFINGER, Austria:

“bauma is a major momentum generator for the industry. This year focused in particular on the megatrend of digitalization. For us, bauma 2019 was the optimal platform to present our innovative digitalization and smart-service solutions to an interested group of professional visitors along with our wide range of traditional products.”

Franz-Josef Paus, Managing Director of Hermann Paus Maschinenfabrik and Chairman of the bauma Advisory Council, Germany:

“We had many interesting conversations and discussed new projects with customers and partners from the widest range of countries. We were very satisfied with the result. With 614,000 square meters of space, the trade fair grew once again. With exhibitors from more than 60 countries and visitors from over 200 nations, bauma is an industry platform where technological variety, ingenuity and performance can be demonstrated to an immense international business audience. The period after bauma will ultimately show what will be translated into actual projects.”

Alexander Schwörer, Managing Director Marketing & Sales at PERI, Germany:

“bauma 2019 was a complete success for PERI. Our newly designed PERI trade fair hall was visited by large numbers of people every day of the show. We presented many new products and systems at this year’s bauma. The feedback from our customers from all parts of the world about our innovations was exceptional. Last but not least: We are taking a huge number of orders home with us.”

Phil Zhao, Brand Management, Sany Group, China:

“bauma is the biggest stage for our industry, both in terms of the number of brands represented here and in terms of the technologies and innovations on display. We had more customers and contracts than last time. We are really pleased with this year’s bauma. Our customers came from around the world. I want to thank the bauma team for its support!”

Christian Hottgenroth, Director of Sales, Commercial Vehicles, Scania, Germany and Austria:

“bauma has special national and international significance to Scania. We presented the widest range of solutions in order to spur the industry, particularly in terms of sustainability, efficiency and mobility. We had some very good conversations and a number of inspiring contacts. For Scania, bauma in Munich has a fixed place on the international trade fair calendar.”

Melinda Zimmerman Smith, Marketing Representative, Serious Labs Inc., Canada:

„We are absolutely satisfied with the results. Our experience provided us with global visibility which allows us to build the awareness of our products while providing us with new, exciting opportunities that we didn't even know existed. bauma is the most international show in the world. What distinguishes it from others, is not only the size, but the companies and customers it attracts. The show provides access to our best customers, unique opportunities, and is simply a whole lot of fun.”

Roland Ehrl, Executive Vice President of Siemens Minerals, Germany:

“bauma is always a highlight on our trade fair calendar. Our motto at bauma 2019 was: ‘Innovate. Digitalize now. Smart Mining.’ We used it as a way of demonstrating how exceptionally well-positioned our mining and cement portfolio is in terms of digitalization and of highlighting the leading role in the minerals industry that we have assumed. The many personal conversations we had with a large number of international customers reinforced our belief that our holistic EAD portfolio (electrification, automation and digitalization) offers exactly what customers want and that we have the right product range for the industry.”

Torsten Gerlach, CEO of Business Unit Mining Technologies, thyssenkrupp Industrial Solutions AG, Germany:

“We are very satisfied with bauma 2019. For us as a global player in the minerals and mining industry, bauma creates a unique, one-week opportunity to meet customers from all parts of the world, present new products and services to them and discuss the latest trends. The feedback we got from our customers and visitors at bauma was extremely positive.”

Dietmar Jürges, CEO of thyssenkrupp Infrastructure GmbH, Germany:

“At bauma 2019, thyssen-krupp Infrastructure successfully presented itself as a leading provider of civil, marine and foundation engineering. We were able to greet many customers, partners and suppliers at the trade-fair booth. The concentration of these discussions is what an international trade fair like bauma is all about. You cannot replace this compressed form of meetings despite our regional proximity. The highlight of thyssenkrupp Infrastructure's trade-fair booth was a virtual reality presentation by e+s Linearverbau that amazed many visitors. Some people even waited for up to one hour to be admitted.”

Martin Lehner, CEO, Wacker Neuson Group, Germany:

“Efficiency, digitalization and sustainability were the trend topics at this year's bauma. With our line of electric products and our digital services, we are one of the pacesetters in these future-oriented topics. bauma 2019 also devoted much space to electromobility and alternative drive systems. We were really pleased about this focus, and it reinforced our desire to continue moving forward.

Customers, partners and interested individuals from all parts of the world sought us out and talked intensely with us about these trends and our new products. When you add it all up, the trade fair was a complete success for the Wacker Neuson Group.”

Domenic G. Ruccolo, CEO, WIRTGEN GROUP, Germany:

“The WIRTGEN GROUP’s joint trade show appearance with John Deere was a resounding success, the number of visitors to the booth as well as the interest in our company and our innovative products was simply overwhelming. Our participation in this year’s Bauma was the most successful in the history of the WIRTGEN GROUP and was the perfect way to introduce John Deere motor graders to the European market.”

Joachim Schmid, Managing Director of the Construction Machinery and Building Material Association of the German Engineering Federation, Germany:

“Conversations with exhibitors showed that many trade fair exhibitors had a specific interest in buying when they dropped by company booths, something that fuels hopes for continuing economic stability. We saw once again that the innovation cycle revolves around bauma’s three-year schedule.”

Fred Cordes, Chairman of the Management Board at Zeppelin Baumaschinen, Germany:

“bauma is another record-breaker: The mood among customers was unbelievably positive. Construction companies have lots of jobs on their hands, something that is reflected in a strong desire to invest as well as exciting purchasing behavior. We made many contacts and closed a large number of deals. Visitors poured into our joint booth from the first hour that the fair was open. A total of 22 products had their world premiere there. We, as a market leader, used our impressive booth to accentuate our strong position.”

Gernot Hein, Director of Communications and Public Affairs, ZF Friedrichshafen, Germany:

“For ZF Friedrichshafen AG, bauma as the world’s leading trade fair is the most important event in the construction machinery industry - a place where visitors can experience innovations and tomorrow’s global megatrends up close. This powerful atmosphere of progress is the optimal place for us to showcase our product highlights. This year, all of our customers and important business contacts were at the fair. The number and quality of the professional conversations were very high. bauma is the perfect platform to discuss themes and trends of the future.”
