

bauma 2007: bauma breaks all records

Date: 03-19-2007 06:28 PM CET

Category: [Industry, Real Estate & Construction](#)

Press release from: [Messe München GmbH](#)

Over 3,000 exhibitors
- 540,000 square metres of exhibition space

bauma, which takes place from 23 to 29 April 2007 in Munich, is exceeding all expectations. Over 3,000 exhibitors will be displaying their innovations in the field of machinery and equipment for the construction, building materials and mining industries, as well as construction vehicles. All the halls and the entire open-air site are fully booked. Because of the tremendous demand, stand space for bauma 2007 has increased by 40,000 square metres over last time, to 540,000 square metres. This makes the 2007 bauma the biggest of all time.

Over 3,000 exhibitors from Germany and all over the world are expected to attend bauma 2007. This is around 10 percent more than in 2004. The level of international participation is also set to expand further, with 54 percent of all the exhibitors coming from outside Germany. A total of 49 countries will be represented among the exhibitors at bauma.

National pavilions are being organised by the following countries: Brazil, Canada, China, the Czech Republic, Finland, Germany, Great Britain, India, Korea, Spain and the US. There has been an above-average increase in the number of exhibitors registering from Russia, Turkey and China. This year the Chinese pavilion will be taking up 13,200 square metres (net) of exhibition space, that's seven times more than last time. The Russian pavilion is five times larger than last time, and the Turkish one twice as large.

Messe München is earmarking 540,000 square metres of exhibition space for bauma 2007. All 16 exhibition halls and the entire open-air site will be fully booked. These figures represent another leap in size, this time by 40,000 square metres, which is an expansion of almost 10 percent. For comparison, in 2004 bauma took up 500,000 square metres of space (gross).

In detail, the following changes have been made since the last event: in 2007 the new hall C4 and the extended hall C3 will come into use for bauma for the first time. This gives an additional 15,000 square metres of hall space. The open-air site on the north side of the exhibition centre has been expanded by another 10,000 square metres and now covers 110,000 square metres. Also at the entrance to the open-air site, there will be a new temporary hall, A7. Thus bauma in 2007 will have a total of 15,000 square metres more hall space and 25,000 square metres more of open-air exhibition space, bringing the total increase to 40,000 square metres.

Further information:

www.bauma.de

bauma

bauma, the 28th international trade fair for machinery and equipment for the building and construction, building-materials and mining industries, and for construction vehicles, takes place at the New Munich Trade Fair Centre from 23 to 29 April 2007. This event, organised by Messe München GmbH, will take up over 540,000 m² of indoor and outdoor exhibition space. The last bauma in 2004 attracted 2,801 exhibitors from 47 countries, all making full use of the fair as a platform for communication, product presentation and marketing. 50% of the exhibitors were from countries outside Germany. 416,000 trade visitors came to bauma in Munich in 2004, 29% of them from abroad. The number of exhibitors and the number of global brands among them is evidence of bauma's central significance as an international forum for the sector. 93% of the exhibitors at bauma 2004 reported contacts with international trade visitors at their stand.

Messe München International (MMI)

Messe München International (MMI) is one of the world's leading trade-fair organisations. It organises around 40 trade fairs for capital and consumer goods, and new technology. Over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part each year in the trade fairs in Munich. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and in South America. With four subsidiaries in Europe and Asia and 66 foreign representatives covering 89 countries, MMI has a truly global network.

Press contact:

Henrike Burmeister, Press Officer, Capital Goods Fairs

Messe München GmbH

Tel. (49 89) 949-20245, Fax (49 89) 949-20249

Henrike.Burmeister@messe-muenchen.de

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