

## Messe München and the Association of Equipment Manufacturers plan to jointly launch a trade fair in India

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Messe München GmbH (MMG) and the American Association of Equipment Manufacturers (AEM) have reached an agreement on closer cooperation in organising international construction machinery trade fairs.

Under the title of 'bC India – A bauma CONEXPO show', the organisers are pleased to announce a joint international trade fair for construction machinery, building material machines, mining machines and construction vehicles. The show is scheduled to take place for the first time in February 2011 in Mumbai.

The organisers plan to establish a joint venture to run the show.

"Industry has given a positive response to the idea of an international trade fair for the construction industry in the growth market of India. Through the cooperation between Messe München and AEM, the new event is set to quickly establish itself as an international platform", said Eugen Egetenmeir, Deputy Managing Director of MMG, seeing considerable potential in this cooperation.

Dennis Slater, President of AEM, concurs: "Both Messe München and AEM are leaders in establishing and producing world-class exhibitions. Our cooperation will bring a combined international expertise to the Indian marketplace, for the benefit of bC India participants and the involved industry."

Further details about the event in India will be announced in summer 2009.

About Messe München International (MMI)

Messe München International (MMI) is one of the world's leading trade-fair organisers. It organises around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events in Munich. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries abroad - in Europe and in Asia - and with 66 foreign representatives serving 89 countries, MMI has a truly global network.

About the Association of Equipment Manufacturers (AEM)

AEM is the North American-based international trade group representing the off-road equipment manufacturing industry. AEM is headquartered in Milwaukee, Wisconsin, with offices in the capitals of Washington, D.C., Ottawa, Beijing and a European presence in Brussels. It represents more than 800 companies in the agriculture, construction, forestry, mining and utility sectors. AEM has an ownership stake in and/or manages several world-class exhibitions, including CONEXPO-CON/AGG, one of the world's largest gathering places for the construction and construction materials industries.

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