

bC India succeeds in attracting top decision-makers

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Despite the challenging situation in the construction machinery industry, A BAUMA CONEXPO SHOW – bC India impressively strengthened its position in the Indian market. More than 28,000 professional visitors attended the show, which took place at the Bandra Kurla Complex in Mumbai from February 5 to 8, 2013.

Thomas Löffler, Chief Executive Officer of the show's organizer, bC Expo India Pvt. Ltd., looks upon the results highly favorably: "The visitor numbers are satisfying in times like this. Therefore, I hope that the success of bC India indicates a return to growth in the Indian construction market".

Just like at the show's premiere, the high quality of the visitors as well as the organization of the event were highly appreciated by the exhibitors. Amit Gossain, Vice President Marketing & Business Development with JCB, states: "bC India is a very good show with high-quality visitors. Visibility here is extremely good. It is clean, tidy, well set-up and very well managed." Alexander Schwoerer, Managing Director at Peri, confirms that they "had very high-caliber visitors from all over India and held a number of good conversations with them. bC India is a great industry platform that supports our growth in India."

With regard to the construction market in India, Abhijeet Pai, Director at Puzzolana, says: "We feel that new energy is coming back to the industry, and we hope that this trade fair will showcase that. We had many visitors with very specific requirements for new solutions and some good new prospects from the international market."

Besides high-quality visitors, the show also proved to be an excellent platform for doing business, as Brahmanand Pandey, Vice President Strategy & Business Development at Caterpillar, states: "bC India is very relevant for the industry. The decision-makers are here. We closed several deals and we definitely reached our goals." Ki Young Kong, Managing Director with Hyundai, had a similar experience: "For Hyundai, this year's bC India was a very successful show: We were very busy, had really good customers and sold many machines."

All in all, 710 exhibitors from 33 countries took part in the second edition of this International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles, which occupied 150,000 square meters of exhibition space. Of the 710 exhibitors, 437 – or 61 percent – were

international exhibitors. As a result of this global interest, the show featured nine national pavilions, namely from China, France, Germany, Italy, Japan, Korea, Poland, Spain and the United Kingdom.

For Exhibitor Statements please click [here](#)

Additional information about bC India 2013 as well as photos can be found at www.bcindia.com

Messe München International

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited. In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East, South America and South Africa. With eleven affiliates abroad – in Europe and in Asia – and over 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

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 world capitals of Washington, D.C.; Ottawa, Canada; and Beijing, China. It represents more than 850 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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