



bauma China opens in Shanghai

IMAGE SOURCE: CECE

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bauma China 2024 opened its gates on Tuesday 26th in Shanghai. **CECE** is represented at the fair by Secretary General Riccardo Viaggi and several of our member associations are present as exhibitors.

In his welcome speech at the inauguration ceremony, Messe Munich CEO Stefan Rummel presented the key numbers of this new record-breaking edition of bauma China. With over 3,500 exhibitors from more than 30 countries and 330,000 m², bauma China will host over 200,000 visitors from over 100 countries. This represents a doubling of visitor registration from Asian countries compared to the last edition of 2018. He also highlighted the innovative side of the Chinese market, with 2,800 product launches scheduled during the 4 days of the show. He concluded by saluting the recently signed extension of the cooperation agreement between bauma and the Chinese Construction Machinery Association (CCMA), to confirm bauma China in Shanghai for the next 10 years.

Delivering his remarks on behalf of the Chinese construction equipment industry, CCMA Chairman Mr Zu welcomed all industry and partners to Shanghai. Referring to the economic situation of the sector, he started by saying that the CE market in China bottomed out in early 2024, with growth restarting in spring of this year. Both national and export figures are expected to grow moderately by the end of year.

Confirming the ongoing energy transition of the industry in China, he said that close to 7.000 electric excavators were sold in 2024, a 269% growth compared to the same period of last year, now representing a penetration rate of 10% in the market. Restating the industry's reliance on exports, he expects overall out-of-China sales to surpass \$ 40 billion this year. He concluded by stating that the Chinese construction machinery industry strongly believes that even in these times, opportunities are better than the challenges.

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