

## Heavyweight deal-making expected

### AT BAUMA CONEXPO AFRICA 2015

As the premier trade fair for construction machinery, building material machines, mining machines and construction vehicles in Africa, BAUMA CONEXPO AFRICA's economic impact on the mining and construction sectors is significant.

"Exhibitors will have the opportunity to connect with customers and each other. From this perspective, the opportunity arises to enhance networks, generate business leads and facilitate deal-making among world-class players in the industry," says Elaine Crewe, CEO of BAUMA CONEXPO AFRICA.

The international trade fair also provides a substantial boost to South Africa's business tourism sector. In 2013, bauma Africa welcomed 14 700 visitors from 101 countries, who not only supported the local hotels, but visited restaurants, shopping malls and enjoyed various other sight-seeing activities while utilising public transport. "As organisers, we provide pre- and post-show tour package deals that provide our international visitors the opportunity to enjoy the best that South Africa has to offer," explains Crewe. "In this sense, we extend their stay in the country and create the opportunity for increased revenue for business tourism."

The trade fair provides exhibitors the opportunity to showcase their products and new technologies on an international platform and there is a dedicated demonstration area for exhibitors to demonstrate their latest developments. "At BAUMA CONEXPO AFRICA 2015 we will be showing some firsts, which include a pre-production E-series large articulated dump truck, the latest generation of our large ADT range," says Stephen Jones, Executive General Manager: Group Marketing at Bell Equipment. Amongst other exciting launches at the event, Bell Equipment will also be showcasing its partner products, including a new Recycler, the Bomag MPH 364.

Pan Mixers South Africa (PMSA) will be launching four items, namely: Kraft Curing Solutions for the pre-cast sector, the SPS concrete roof tile plant for start-up roof tile manufacturers, IMER Concrete Batching Plants, and In-Situ concrete flooring grinding and polishing and HTC tooling combinations.

bauma Africa 2013, the first edition of the

trade fair, was a resounding success. "The feedback from our 2013 exhibitors was outstanding and showed numerous cases of deal-initiation and deal-making," says Crewe. "These include the sale of machines and equipment, as well as the establishment of strategic networks that included important contacts for future business."

2015 exhibitor, Putzmeister SA, was also present at the 2013 edition of the show. "All of the machines on the stand were sold and new relationships were started. This year we hope for similar results: To build new relationships with potential clients, and sell all of our units on display," says Ludwig Geysler, Chief Executive Officer at Putzmeister SA.

"As experienced in 2013, we expect to have more decision-makers attending the show in 2015 and as a market leader, PMSA will be able to provide a one-stop-shop concept to prospective clients," comments Quintin Booysen, Sales and Marketing Manager at Pan Mixers South Africa. "The number one objective is to leave visitors with a single memory – If you're thinking about concrete, think PMSA," he adds.

For Bell Equipment, the trade fair is not about generating business so much as building its brand. "We will be looking at BCA 2015 as a vehicle to showcase our extensive product range and reinforce the Bell brand as the continent's home grown, one-stop shop for quality equipment solutions," says Jones.

New exhibitor, Grundfos, is looking forward to the trade show. "At exhibitions we always wish to generate business, as well as make new contacts. At BAUMA CONEXPO AFRICA 2015, we hope to create awareness in the market, as well as network with the relevant people in the industry," comments Lorraine Smart, Marketing Manager at Grundfos.

Visitors, including customers and potential customers, will this year also benefit from the BAUMA CONEXPO AFRICA Forum. "The Forum, which is open to all visitors, is a new introduction to the trade fair and will feature 'Country Specials', focusing on investments and projects in South, East and West Africa," explains Crewe.

Furthermore, IFAT Environmental Technology



Africa will run alongside BAUMA CONEXPO AFRICA, focusing on environmental solutions for the mining and construction industry.

Africa's vast and untapped mineral reserves continue to offer big rewards for investors. Infrastructure development too is on the rise across the continent. According to recently published report, Deloitte on Africa: African Construction Trends 2014, investment by value of mega projects under construction in Africa grew by 46.2% in 2014 (from US\$222 billion in 2013 to US\$326 billion in 2014).

Says Jones: "Doing business successfully in Africa is about forging long term relationships with customers and users, having a good understanding of their businesses and working together to mitigate risks." As a trade fair focused on mining and construction in Africa for Africa by Africa, BAUMA CONEXPO AFRICA is the ideal platform for decision-makers to build on relationships and develop new business.

"BAUMA CONEXPO AFRICA looks forward to bringing together mining and construction industry heavyweights from across the continent in September and providing them with a unique opportunity to meet, connect and expand their contribution to the African development story," concludes Crewe. ☺