



Press Release

MESSE MÜNCHEN AS FUTURE PARTNER OF THE CONSTRUCTION MACHINERY TRADE FAIR M&T EXPO IN BRAZIL

- Cooperation with the Brazilian Sobratema Association
- Successful network expansion in the bauma cluster
- Klaus Dittrich: Brazil is by far the most important market in South America

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Messe München is further expanding its international expertise in the construction machinery sector and getting involved for the first time in Brazil: As part of a long-term cooperative partnership with the Brazilian Association of Technology for Construction and Mining, Sobratema, the Munich-based company will also be a partner of M&T Expo, the second-largest trade fair in South America. “Cooperation with this construction machinery trade fair allows us access to what is the most important market for us by far in South America and strengthens our position as the world’s leading organizer of construction machinery trade fair,” as Klaus Dittrich, Chairman & CEO of Messe München, explains.

This step also signals Messe München’s intention to further expand the bauma network in South America. The first bauma initiative in the region was in 2015, in the form of a cooperation with the Association of Equipment Manufacturers (AEM) in Chile, as regards CONEXPO Latin America. For many years Messe München has been successfully collaborating with both AEM und Sobratema in the organization of events for the building and construction machinery sector.

Messe München will be the cooperation partner of the São Paulo based Sobratema Association in the form of a 30-year cooperation agreement. The Brazilian association organized three trade fairs for the construction sector: “M&T Expo”, “M&T P&S” and “Construction Expo”. Of these three trade fairs “M&T Expo”, held every three years, is especially important for Messe München. This Brazilian trade fair is among the largest in South America and, in terms of

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its product portfolio, comparable to bauma. For its new cooperation abroad, Messe München is founding a separate subsidiary, “Messe München do Brasil Feiras Ltda”. The first joint M&T Expo will take place in 2018 and be supported by the internationally successful bauma team.

“Commitment in Brazil is a key element in implementing both our Messe München overseas strategy and the industry-specific bauma cluster strategy,” says the responsible Managing Director Stefan Rummel, emphasizing the importance of the project he has concluded. “Messe München is thus now represented in all the strategically important markets of the world in the construction machinery sector.” Brazil is one of the top 10 global economies and covers more than 50 percent of the South American market for construction machinery.

The bauma cluster currently comprises five trade fairs: bauma in Munich (with 605,000 square meters, the largest trade fair in the world), bauma China (the second-largest event in the Messe München portfolio), BAUMA CONEXPO INDIA, BAUMA CONEXPO AFRICA and CTT in Moscow (Russia’s largest trade fair joined the bauma cluster in 2015).

“Through our new location in the growth market of Brazil, we are also further developing our leading world trade fairs at the Munich location. bauma in Munich, in particular, will benefit from the new international network,” says Klaus Dittrich, Chairman and CEO of Messe München, highlighting the positive interaction between the home market and overseas locations.

The Sobratema Association has around 780 members made up of manufacturers, retailers, lessors and users. It has had close relationships with Munich for many years through organizing delegations to the worldwide bauma trade fairs.

Messe München

Messe München is one of the world’s leading trade-show companies. It organizes some 50 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München



trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungscenter München. In addition, Messe München organizes trade shows in China, India, Turkey, Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.