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**Press Release**

## Final Report

# Innovations prove successful for bauma CTT RUSSIA 2018

- **22,681 professional participants**
- **586 exhibitors from 26 countries**
- **Innovations for increased attractiveness**

**For the first time under the new name bauma CTT RUSSIA, the 19th International Trade Fair for Construction Equipment and Technologies was held successfully on June 5 – 8 at the Crocus Expo IEC in Moscow, Russia, and surpassed the previous year’s results in terms of visitor and exhibitor numbers.**

A total of 586 exhibitors—an increase of four percent compared to last year—from 26 countries showcased their new products and innovations for the Russian and CIS market on 60,000 square meters of exhibition space. The top ten exhibiting countries were (in this order): Russia, China, Germany, Italy, Turkey, Finland, Spain, Korea, Belarus and Belgium.

This year’s bauma CTT RUSSIA again featured four country pavilions from China, Finland, Germany and Italy.

The exhibition attracted 22,681 participants (plus ten percent compared to 2017) not only from Russia, but also from Belarus, Kazakhstan and other CIS countries.

Stefan Rummel, Managing Director of Messe München, takes a very favorable view of the results: “The efforts we have undertaken to further increase the attractiveness of the trade show resulted in an increase not only in the number of professional visitors but in their quality too.” This is confirmed by the exhibitors. Mikhail Goncharov, Marketing Manager at Putzmeister, asserts: “We

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had more professional visitors at our booth than last year.” Alexander Chirkov, Commercial Director of XCMG, adds: “After missing CTT last year, participating in this major international exhibition was a priority. All the equipment presented at our booth was sold to clients. We are going to take part again next year.” And Engin Barutcuoğlu, Export Manager at Hidromek, is sure: “We are satisfied with the results of the show. Next year we are going to double our space and present new models.”

The trade show also attracted officials from the Russian regional construction ministries, thus emphasizing its leading position for the industry in Russia and the CIS. “We are happy that through our work and continuous exchange with regional authorities we were able to welcome many of them at the show. In future, we plan not only to continue our work in this area but even to extend it”, explains Andreas Lettl, General Manager of CTT Expo LLC.

### **New initiatives hit exhibitors’ demands**

For this year’s edition, the largest industry event in Russia came up with a number of innovations which proved to be productive from the start. Shortening the duration of the trade fair from five to four days led to a greater concentration of visitors from the trade, which was much appreciated by the exhibitors.

Also for the first time, a demonstration area was set up in the open-air section where exhibitors such as AST (dealer for John Deere), Manitou, and RusBusinessauto (dealer for SDLG)—to name but a few—presented their products in action. Roman Tolmachev, Brand Manager at Wacker Neuson, says: “We greatly appreciated the idea of demonstrating the equipment live. We were able to highlight particular advantages of our machines, this is simply not possible in a static presentation on a regular stand.”

At the open-air area, WorldSkills, an international non-profit movement which aims to enhance the reputation of the professions, demonstrated the competence of young professionals in the disciplines “Concrete Construction



Work” and “Maintenance of Heavy Equipment” to a wide audience, while the companies Doka and Volvo provided materials and equipment.

New initiatives were also reflected in the supporting program. The conference “Construction equipment industry in transformation: drivers of success” carried out by the Association of European Business (AEB) as the first item on the program brought top-class speakers together from politics, associations and key players like Caterpillar, JCB and Volvo. Trends and tendencies in the construction equipment market in the Russian Federation and Eurasia were discussed, followed by presentations of innovative technologies for the future of the industry, e.g. unmanned technologies and electronic passport systems for self-propelled vehicles.

bauma CTT RUSSIA 2018 again received official support from various national authorities and professional unions. These included the State Duma Committee for Economic Policies, Industry, Innovative Development and Entrepreneurship; the Ministry of Construction, Housing and Utilities; the Russian Union of Builders; Moscow’s Department of Urban Development Policy; the Committee for Entrepreneurship in Construction, and the Chamber of Commerce and Industry of the Russian Federation. New this year were the sponsors Sperbank, Russia’s leading bank, and the insurance company VSK.

**The next edition will take place at IEC Crocus Expo, Moscow on June 4 – 7, 2019.**

#### **bauma CTT RUSSIA**

bauma CTT RUSSIA, international trade fair for construction equipment and technologies, is the largest industry event for the sector in Russia with an exhibition area of 60,000 square meters. The last fair in June 2018 attracted 586 exhibitors from 26 countries and 22,681 participants mainly from CIS countries. bauma CTT RUSSIA is held every year: the 20th event will take place in the IEC Crocus Expo in Moscow from June 4 to 7, 2019.

**bauma NETWORK: Six construction machinery trade fairs of Messe München**



In addition to the world's leading trade fair bauma, Messe München has extensive skill in organizing additional international construction machinery trade fairs. For example, Messe München organizes bauma China in Shanghai and bauma CONEXPO INDIA in Gurgaon/Delhi together with the Association of Equipment Manufacturers (AEM) as well as the bauma CONEXPO Africa in Johannesburg. In December 2015, Messe München successfully expanded its portfolio further with the purchase of the leading Russian construction machinery trade fair CTT, now renamed bauma CTT RUSSIA. In March 2017, the bauma NETWORK was again expanded with M&T EXPO in the form of a license agreement with SOBRATEMA (Brazilian Association of Association of Technology for Construction and Mining).

### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

