

## **Exhibitor statements – bauma 2022**

### **Wolf Christian Behrbohm, Managing Director, Layher**

“bauma is extremely important for us as the world’s biggest construction trade fair with so many interesting industry contacts. We meet our numerous customers from home and abroad here every three years, so we can engage in intensive conversations with them. Following months of contact restrictions, we’ve been looking forward all the more to at last seeing customers and interested trade visitors live and in person once again, and to informing them comprehensively about Layher’s ground-breaking innovations in the field of scaffolding systems, access technology and construction engineering – with overwhelming feedback. It was a successful trade fair.”

### **Fred Cordes, Chairman of the Management Board at Zeppelin Baumaschinen GmbH (CAT)**

“bauma was long overdue, as demonstrated by the overwhelming rush of visitors to our booth and the extraordinary interest in Cat construction machinery and Zeppelin services. Visitors value the personal contacts, direct talks and professional exchanges, and in particular also look for the latest solutions and modern technologies, to efficiently meet the future challenges in the areas of digitization and sustainability. We were able here to present the right offers and individual solutions on the unique trade fair platform that is bauma, and show how Zeppelin and Cat are the first port of call when it comes to construction machinery and the corresponding service.”

### **Stina Fagerman, Head of Marketing, Sales and Services at Mercedes-Benz Trucks**

“It was important for us to be at bauma, because in Europe we sell about every fifth Mercedes-Benz truck in the construction segment. After long-haul transport it is therefore our second most important sales market. The electrification of the industry now plays a particularly special role. By 2030 already, up to 60 percent of the sales of Daimler Truck in the EU30 markets will be in the CO<sub>2</sub>-neutral commercial vehicles drive mode. Over the last few days, we therefore immediately presented several purely battery-electric trucks for construction applications at the trade fair in Munich. My highlights were the concept prototype of the eActros LongHaul now with electric interface for trailers and semitrailers, and the battery-electric prototype of the Arocs construction site truck as a truck mixer, shown for the first time with our partners Paul Group and Liebherr, which features ground clearance and off-road capability. For me it was fantastic to see the massive interest in the trade fair and our vehicles.”

### **Alexander Greschner, Chief Sales Officer, Wacker Neuson Group**

“After more than two years of pandemic we were especially looking forward to bauma, which is of course a home game for us. We were overwhelmed on the first day already, as visitors flocked to our stand. We had really good talks, in particular on our key topics, zero emissions, digital solutions and innovations, and from the very first day we recorded sales successes at the 2019 level and beyond. My conclusion: For us bauma is and always will be the flagship trade fair of our industry and the platform to present our innovations and new additions to customers and specialist visitors!”

**Steffen Günther, Mitglied des Direktoriums, Liebherr-International AG**

"bauma was very successful for us. With a hundred exhibits, we focused on the three innovation areas of efficiency, digitalization and product stewardship, and talked about them with our customers and partners from all over the world. And we inspired a large audience. The talks were excellent. We are already looking forward to the next edition of the show."

**Thomas Haring, President Geosystems division, Hexagon**

"Hexagon is re-imagining construction from the ground up with Smart Digital Realities, empowering the industry to become exponentially better. Large-scale transformation depends on people who believe in it: In a world of technology, people make the difference. bauma presents a unique opportunity to share Hexagon's vision of an autonomous future where industry, people and the planet sustainably thrive; a chance to demonstrate the solutions from our Leica Geosystems and AGTEK brands that power this vision; and an opportunity to connect with customers and partners who are joining us on this journey."

**Robert Hauser, CEO, Doka**

"For an entire week the whole construction industry looked to one place – Munich. bauma as the world's leading trade fair of the construction industry is an indispensable international platform for us. It's a place where we network with our partners and customers in keeping with our motto, 'Doka connects'. For us it will be the best bauma ever, which is also our internal slogan. This year we are presenting even more innovations than ever before. And we are meeting even more decision makers than ever before. We have massively expanded our market presence in the area of ceiling formwork, and with our 30-meter-high scaffold tower we're showing off a real eyecatcher – this time Doka represents formwork AND scaffolding even more intensively than ever before. Digitization and sustainability are our key drivers for the coming years, and at this year's bauma we have already demonstrated how digitized construction processes and (partially) automated devices mitigate the skilled worker shortages, increase safety on construction sites and at the same time reduce CO<sub>2</sub> emissions. The feedback from our customers and guests was overwhelming. We are very pleased."

**Niklas Haver, Managing Partner, HAVER & BOECKER oHG**

"bauma is the only trade fair where we meet all target groups of our three product areas – architectural wire mesh, processing and packaging technology. It is the 'leader of the pack' among the industrial fairs, and not just for the construction industry. A combination of dimensions, experience and Bavarian conviviality make bauma so unique. The visitor structure is diverse. We have talks with project decision makers and users, just as we do with guests who stand at the machine with the customer, where they are responsible for maintenance, service and repairs. These are the important target groups for us, so we are really happy about the good mix at a high level. The defining topic at bauma was clear: 'How do I make more from less?' This is of course about current trends such as energy saving and CO<sub>2</sub> reduction."

**Gernot Hein, Head of Communication & Public Affairs / Press Spokesperson, Industrial Technology Division, ZF Friedrichshafen AG**

"For ZF Friedrichshafen AG, bauma as the world's leading trade fair is the most important event in the construction machinery industry – a place where visitors can experience innovations and tomorrow's global megatrends up close. This powerful atmosphere of progress is

the optimal place for us to showcase our product highlights. This year, all of our customers and important business contacts were at the fair. The number and quality of the professional conversations were very high. To discuss themes and trends of the future, for us there is no better platform than bauma.”

**Martin Hemberger, Vice President Forming & Shoring International, Hünnebeck GmbH**

“bauma 2022 was a great success for Hünnebeck and BrandSafway. We were particularly pleased that we were able to welcome numerous customers to our booth after the long period of the pandemic and make many interesting new contacts. Intensive discussions with the specialist audience have shown that we have hit a nerve for formwork with the core topics of ‘More Productivity’ and ‘More Safety’ - especially in times of labor shortage and rising costs. In addition, we brought bauma from Munich to our customers in various countries for the first time with hybrid events. bauma has once again confirmed its reputation as the leading trade fair for the construction industry.”

**Uli Hermanski, CMO & Executive VP, GM Positioning Solutions Business EMEA at Topcon Positioning Group**

“bauma is a completely unique experience. What’s so special about it is that it brings together the entire construction workflow – the machinery itself and the technology and software that makes it as efficient and as accurate as possible. The opportunity to gather so many professionals in our industry from all over the world in one place is priceless. In our 90th anniversary year, it’s been absolutely incredible to meet with so many people face to face and celebrate – both our existing customers and new connections. It is essential for the development of our industry that we’re able to come together and discuss the challenges we collectively face, and the digital technologies that can help make our work even more productive, precise and profitable.”

**Dr.-Ing. E.h. Martin Herrenknecht, Chairman of the Board of Management**

“Each and every bauma is unique. But this one more than ever before. We wished to re-connect, this is how we named our exhibition, and it happened. We could enjoy quality time with our customers and exchange about ongoing and future projects.

Nothing can beat face-to-face interaction. We are grateful to our partners and customers for their time and presence. It’s simply great to see each other again and to feel the pulse of our industry.”

**Bernd Holz, Executive Vice President, Ammann Group**

“Attendance has been good, and many curious visitors from around the world have stopped by the Ammann booth. It’s been great to engage with so many visitors in person!”

**Michael Ibarth, Direktor Marketing / Unternehmenskommunikation, SENNEBOGEN Maschinenfabrik GmbH**

“We are happy about a very successful bauma 2022, which dispelled all uncertainties regarding people’s behavior. The trade fair in general has thus made an impressive comeback and shown that people are looking for personal encounters. bauma in particular has shown that major events are still an important drawing card in the industry, and we are glad to have been part of it in 2022 as the Green Heart of bauma.”

**Dr. Rüdiger Kaub, Managing Director, BAUER Maschinen GmbH**

“In a nutshell – this is where the industry meets. As the world’s biggest construction machinery trade fair, which into the bargain happens just a few kilometers from our headquarters in Schrobenuhausen, bauma is pretty much a home game for us. That’s why we’ve also been there for more than 40 years now – the trade fair is and will always be checkmarked in our calendar. On the whole the visitor quality and visitor quantity were both very good once again. As in 2019, this year we also welcomed numerous guests, interested visitors and of course long-standing partners and friends at our redesigned and CO<sub>2</sub>-neutral stand. We had lots of top-quality conversations, and the feedback we got for our stand and our innovations was simply fantastic.”

**Andreas Klauser, CEO, PALFINGER AG**

“As the world’s leading trade fair, bauma already lets its exhibitors and visitors experience the future here and now. The really special highlight here is that we demonstrate how new PALFINGER solutions both proactively shape the future and also benefit from the multitude of talks and discussions with visitors, customers and partners. For PALFINGER it is in particular the personal contact that provides the stimuli for new developments and drives innovation forward. bauma does this in an unprecedented intensity with a relaxed and inspiring atmosphere.”

**Max Luedtke, Head of Mining, ABB**

“bauma 2022 is the perfect stage to take visitors on a journey to the reality of tomorrow. The mining experts at ABB, made up of specialists across electrification, automation, digital, grinding and conveying are showcasing ABB’s latest solutions, products and methodologies enabling mining leaders to move towards their zero emissions targets more quickly while ensuring safe, efficient and profitable operations.”

**Tadashi Maeda, CEO, Komatsu Europe**

“With the closing of bauma 2022, Komatsu wishes to thank Messe München for this great triennial opportunity. This year, once again, this fantastic event was a huge success for Komatsu, for our distributors, customers and suppliers. bauma 2022 was a window into Komatsu’s future, where ground-breaking technologies, new ways of working and unique solutions presented a path towards building a cleaner and safer work environment. And thanks to this unique experience, we have all learned more about the people we work with. This know-how we’ve acquired and developed will help us towards further creating value, together.”

**Fabio Marasi - President & CEO Walvoil Spa, Board Member, Interpump Group**

“The bauma trade fair is no doubt the event every company involved in construction and mining machinery and components expects, edition after edition, to measure itself with the evolution of the market and with the proposed innovations. We are proud that we have been following for a long time two of the main industry topics suggested by the fair and which guide our R&D daily activities: sustainability and digitalization. A direction in which we will also channel our developments in the future.”

**Franz-Josef Paus, Managing Director at Hermann Paus Maschinenfabrik GmbH and Chairman of the VDMA Construction Equipment and Building Material Machinery Association**

“We are very happy with bauma’s progress. The support from our customers and trade fair guests is enormous. And the bad weather on the first day didn’t deter anyone from coming either. Postponing bauma by six months to October was also the right decision. Unfortunately, there is no way we can process all orders. Even if we had the parts, we would still need more specialists. The trade fair is therefore dominated by the digitization and automation topics, a trend which is of course irreversible.”

**Domenic Ruccolo, CSO Wirtgen Group and Senior Vice President, Sales, Marketing, and Product Support, Global Construction Equipment, John Deere**

“The WIRTGEN GROUP’s joint trade show appearance with John Deere under the theme ‘The Future in Roadbuilding: Smart. Safe. Sustainable.’ was a resounding success. The interest in our company and our innovative and sustainable products was simply overwhelming. Our participation in the industry leading trade fair bauma was the most successful in the history of the WIRTGEN GROUP and was the perfect way to introduce John Deere Wheel Loaders to the European market.”

**Joachim Schmid, Managing Director of the Construction Machinery and Building Material Association of the German Engineering Federation**

“Our manufacturers and members consistently confirm the positive atmosphere. The trade fair visitors come from all over the world to get fit for the industry’s upcoming transformation, with no sign of a sense of crisis. This is a real signal to the economy and the public alike. Ultimately the exhibitors offer solutions for the current challenges surrounding CO<sub>2</sub> neutrality, but of course the skills shortage will also be mitigated with automation and digitization. This is the future, and we see it with traditional companies, and for the first time at the trade fair with nearly 50 startups. Once again bauma has proven that it is the right event to demonstrate this.”

**Alexander Schwörer, Owner PERI SE**

“bauma 2022 was a big success for PERI. The whole team was really excited about how the trade fair would develop in these rather complicated times. But even after the first day it was clear to see that this bauma would be a complete success. We wanted to inspire our visitors with our innovations in the areas of formwork, scaffolding, civil engineering, digitization and 3D printing. And we fully succeeded in doing this. What’s particularly noteworthy to mention is the quality of the conversations we had during the week of the trade fair: They were exceptional in all respects. We got talking with exactly the specialists and decision makers that we wanted to meet at bauma. And something I certainly want to mention: We signed a number of very attractive contracts right at the trade fair. In short, bauma 2022 more than exceeded our expectations.”

**Patrick Top, Director Sales and Marketing, HCME**

“While this year’s bauma had been postponed by six months, many dealers and customers of Hitachi Construction Machinery (Europe) NV (HCME) have been looking forward to the event after the restrictions faced by everyone over the past two years. From the first day, the anticipation was clear as we had many fruitful discussions with our visitors to the HCME stand.

As always, bauma represents a great opportunity to gather valuable insight into how the market is developing. This year, the show allowed us to proudly present our new models, including a range of electric machinery and – perhaps more importantly – systems to help improve safety and productivity on construction sites. Overall, the show was worth the wait to see our valued partners and customers again, and to not only celebrate 50 years of success within Europe, but to look forward to building a more advanced, safer, and more sustainable future together.”

**Tim Whiteman, Global Branding Director, Business Development, Sinoboom**

“Sinoboom was delighted by the variety of professional visitors received during bauma. Our all-electric range of MEWPs provoked great interest and discussion among the trade delegations, customers and professional visitors we received both from Germany and abroad. We were delighted that we could triple our stand space as compared to the last bauma and we are looking forward to the next!”