

## The CEA / UKTI Pavilion at Bauma, Munich 19-26 April 2010

Held in Munich every three years, Bauma is world's the largest show by area for any industry. It is truly vast, covering 18 halls and a huge outside area and covers 550,000 square metres of exhibition stand space.

In 2007 visitor numbers peaked at over half a million and were expected to exceed that number in 2010 - had it not been for the volcano! However, more than 415,000 visitors from over 200 countries made it to Munich, despite the ash. 17% fewer than in 2007 – but much better than expected at the start of the week.

Exhibitors reported that although visitor numbers were down, and the expected visitors from China, India and North and South America did not materialise en-masse, the visitors that did persevere and make it to Munich were of a high quality and that serious business was done and orders taken. One UK Pavilion exhibitor signed a contract at Bauma for £800,000 to provide equipment to a major new airport in the Gulf.



Bauma saw 3,150 exhibitors from 54 countries took 555,000 sqm of space – a record. All but 50 exhibitors managed to make it to Munich before the end of the week. There were many heroic journeys. The CEA drove over 1,000 miles each way, but this journey paled into insignificance when compared to the Finns and Norwegians who drove to Munich and the Turkish contingent who spent 46 hours on a fleet of chartered busses!

The UK Pavilion at Bauma comprised 55 companies - 27 individual company stands, 4 Exporter Pods, 24 Lounge Passes (allowing UK manufacturers to dip a toe in the water and display literature, use the WIFI and meeting facilities and promote their company without the expense of taking a stand). An additional 81 UK Manufacturers exhibited at Bauma in their own product sectors or with distributors or parent companies in both the halls and in the outside area.

29 UK companies exhibited with UKTI Tap funding of £1,000 per company. The CEA recruited companies and processed grant claims on behalf of exhibitors.

## Enhanced UKTI Funding

UK Trade & Investment (UKTI) provided significant additional funding for Bauma. The additional UKTI funding made a big difference to the profile of the UK group. Funding enabled the CEA to:-

1. Attend the 2-day Pre-Bauma Press event in January 2010 (not previously attended due to lack of funding). Joanna Oliver had a very full 2 days of meetings, with over 20 pre-scheduled global press representatives to discuss the strengths of the UK sector and UK exhibitors at Bauma.

A press-pack of UK Group company information was circulated to 248 international journalists prior to the event. An international press list is attached to this report.

2. Construct and run an enhanced 575 sqm UK Pavilion and UK Export Zone. The pavilion included a 72 sqm UKTI / CEA stand. The Pavilion comprised:-

- 4.5 meter tall, high impact UK stand branding making the UK Pavilion visible from around the Hall.
- Graphic boards and UKTI branding (incorporating UKTI Marketing Messages) UKTI logos were produced.
- A UK Group reception desk for dissemination of UK exhibitor information, general UK construction industry sector information and UKTI marketing collateral.
- Free WIFI access – which extended to all UK Pavilion stands.
- A Meet the Buyer Lounge and informal meeting area serving hot and cold drinks and snacks for exhibitors and visitors.
- Multi-lingual stand-manager / interpreter.
- UKTI branded 12 sqm private meeting room for the use of exhibitors and Meet the Buyer / B2B meetings. The meeting room was equipped with a lap top, data projector and flip chart for the use of all UK exhibitors. The UKTI Meeting room was used for numerous meetings and two company product information seminars.



3. Set up B2B meetings with the CEA's existing BRIC and North American market contacts who recruited buyers in target markets. The CEA provided interpreters for Chinese delegates. Catering for visitors and meetings was provided on stand.

Until the travel chaos caused by the volcanic ash ensued, the CEA had a good programme of meetings in place – especially from China where our links are strongest. For example meetings were arranged between the CEA, UK manufacturers and CCMA / CCPIT delegates. These included:-

- a) A Delegation of 25 from the China Electric Power Construction Association.
- b) A Delegation of Chinese Construction Machinery Dealers and Service Providers Association. About 20 people, the delegates are dealers or repair & maintenance workshops.
- c) Delegation of Xuanhua Construction Machinery Manufacturing Co., Ltd., (famous local manufacturer of bulldozers). The General Manager was to be the leader of their delegation.
- d) Delegation of Tianjin Dingsheng Tiangong Construction Machinery Co., Ltd (key player of China for road construction machinery). About 5 people, the chief engineer would visit with their members.
- e) Delegation of Liuzhou city. LIUGONG (biggest wheel loader manufacturer of China) is located in Liuzhou city. The government of Liuzhou organised some local enterprises to visit Bauma for searching for partners or new products. Note: This meeting would have been especially useful as the CEA Meet the Buyer Seminar Mission will visit Liuzhou in November 2010.



4. Create *Export Pods* - the UK Pavilion featured four *Export Pods* – for new exporters not yet ready to take their own stand. The Pods each comprised 6 sqm of space with four graphics panels (produced for Pod exhibitors by the CEA) including UKTI branding, table, chairs, power and lighting.

5. Organise and host an *International Networking Reception* on Wednesday 21 April. The very successful event, attended by over 120 guests, was generously supported by UKTI and attended by guests from the UK, Germany, China, India, Brazil, Singapore, Indonesia, Spain, Italy and France. Sadly some other confirmed guests were victims of the volcano.



6. Run a pre and event multi media publicity campaign using conventional and new media / Web 2.0. LinkedIn user groups were created to publicise the UK Pavilion and recruit for the B2B meetings.
7. Produce a *UK @ Bauma* brochure in conjunction with UKTI to feature generic UK sector information, UK company exhibitor details and UKTI marketing messages. A copy is attached to this report.
8. Run a targeted press campaign including the Pre Bauma Media Dialogue which gave access to over 250 global industry titles.
9. Produce a UK Group Press Pack for promotion of the group in the run up to Bauma and for use at event.

## Conclusions

What really made a difference was being able to raise the profile of the UK Group at Bauma, both before and during the show, and to be able to compete on a much more level playing field with other national pavilions than in previous years. The UK Pavilion was really high profile and could be seen from all over the Hall and compared very favourably to other national group stands.

The additional funding allowed a great deal of extra work to be done before the show to promote the UK Group at Bauma – both those 45 companies exhibiting as part of the UK Pavilion, but also the rest of the 80 plus UK exhibitors who were encouraged to make use of the Pavilion facilities, meet the buyer events and networking reception etc.



It has not previously been possible to run such a focussed pre event marketing campaign. Even though inter-continental visitor numbers were much reduced due to the volcano, we had a very high level of traffic to the stand from international visitors we had contacted pre event.

Had travel been as normal, we would have been able to implement an excellent programme of B2B meetings with the pre-arranged delegations and individuals.

The private meeting room – in a separate location to the exhibitors' lounge and informal meeting area – worked really well for company presentations and sensitive discussions.

The CEA worked with Invest Northern Ireland to provide them with an information stand which was used by 12 of their companies.

The CEA has received excellent feedback from exhibitors for the additional help and guidance they gave during all the problems associated with the ash. This included setting up the stands, mounting graphics and unpacking freight for a number of exhibitors who could not make it in time for build up.

The Pavilion was widely held by exhibitors to be the “best ever” and received much unsolicited praise. The additional funding really did make a difference – and do hope that it can be repeated at major global events in the Construction Equipment sector calendar.

Joanna Oliver  
CEA Director of Global Programmes

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