

European Pavilion organized
by Messe München

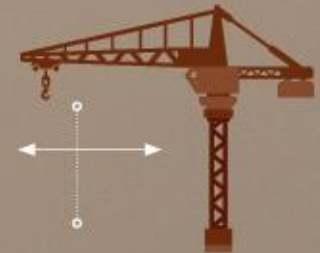


Messe München
Connecting Global Competence

OUR NETWORK, YOUR OPPORTUNITY.

European Pavilion

Advantages for your company



International Trade Fair for Construction Machinery,
Building Material Machines, Mining machines,
and Construction Vehicles.

March 13–16, 2018, Johannesburg

→ www.bcafrica.com

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Introduction



Messe München is the organizer of the first European Pavilion at bauma CONEXPO AFRICA 2018.

The European Pavilion is a new measure, which is introduced by bauma CONEXPO AFRICA management of Messe München, to support companies from European countries to gain access to the African market. Especially for those exhibitors who do not get governmental support from their country.

Which exhibitors are allowed to apply for the European Pavilion?

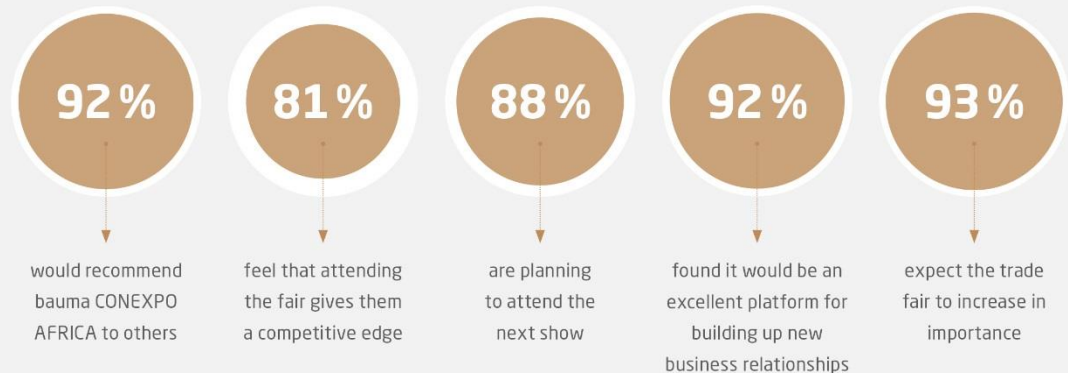
- Only exhibitors from Europe.
- Exhibitors who cannot afford a participation without any support money but are eager to take the first step into the African market.
- Exhibitors who do not have the opportunity of a national pavilion due to the lack of subsidies of the own country.
- Exhibitors who missed the application deadline for its own national pavilion.

Why bauma CONEXPO AFRICA 2018?

- 1** Be present where key players and buyers in the construction and mining industries make the most of the latest economic developments.
- 2** Meet key decision-makers and increase your revenues.
- 3** Take advantage of our Demo Areas to showcase your products in action.
- 4** Profit from the international networks of bauma organizer Messe München and CONEXPO-CON/AGG organizer AEM.
- 5** Benefit from our professional organization with individual services.
- 6** Expand and strengthen your business ties.
- 7** Use our platform to network, invest and exchange knowledge.

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VISITOR RATINGS*



*Survey bauma CONEXPO AFRICA 2015

Why the European Pavilion?

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Your advantages why you should attend the European Pavilion:

- Participating in a pavilion is the first and best step **to gain access in the African market.**
- Joining the European pavilion is an **absolute cost-efficiency option.** Your booth will be built and you only need to adapt your booth company-specific wise.
- **Increase your visibility!** The European Pavilion attracts lots of professional visitors and pressmen by its individual presentation.
- **The addition of your country flag** under the European pavilion will be possible.
- The **information counter** is available to all participants and supported by a host/hostess.
- You get **comprehensive support** in the preparation phase as well as of course on-site by the pavilion organizer.

Booth options in the European Pavilion

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→ draft layout

Booth size options incl. costs (all prices incl. VAT)

Stand Size	Cost per sqm	9 sqm	12 sqm	15 sqm	18 sqm	21 sqm
€ / EURO	€ 350,-	€ 3150,-	€ 4200,-	€ 5250,-	€ 6300,-	€ 7350,-

- **Cost:** EUR 350,- per sqm (min. 9 sqm, max. 21 sqm)
- **Surcharges for corner / peninsula booth** (only upon availability which will be checked by the pavilion organizer)
 - **corner booth:** + 5% of package price (min. stand size 15 sqm)
 - **peninsula booth:** +10% of package price (min. stand size 18 sqm)

!! Deadline for application: 15 January 2018 !!

Your exclusive package

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Benefit as participant

Stand package	<ul style="list-style-type: none"> • Raw space incl. stand construction • White system walls with aluminum beams • Carpeting (grey) • Furniture includes: 4 pcs office chair, 1 pc round table, 1 bar stool, 1 literature rack, 1 info counter (lockable) • European branding • Flag of your country on fascia board • Fascia board with company name (in English, not more than 20 characters) • Electricity includes: 3 pcs long arm spotlights LED, 1 pc plug point, ¼ single phase DB, 1 electrical COC • Stand cleaning on all show days
Communication materials	<ul style="list-style-type: none"> • Basic entry (company name, website and stand number) in digital and display advertisement • Listed with company name on European Pavilion information for visitors on www.bcafrica.com website
Additional services	<ul style="list-style-type: none"> • Up to 5 exhibitor badges free of charge • Info counter with Host/Hostess • Organized by contact person of Messe München • Contact person on-site

!! Deadline for application: 15 January 2018 !!

Your contact

bauma CONEXPO AFRICA



Ms Stefanie Loher

Senior Exhibition Manager at Messe München GmbH

E-Mail: stefanie.loher@messe-muenchen.de

Phone: +49 (0) 89 949-20256