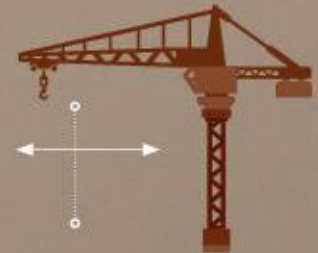


OUR NETWORK, YOUR OPPORTUNITY.



EUROPEAN PAVILION

organized by Messe München



Sub Saharan Africa's Leading Trade Fair for Construction,
Building Material, Mining, Agriculture & Forestry Machines,
Machinery and Vehicles

October 13-16, 2021, Johannesburg

→ www.bcafrica.com

bauma CONEXPO AFRICA

Introduction

bauma CONEXPO AFRICA

Messe München is the organizer of the European Pavilion at bauma CONEXPO AFRICA 2021.

As the European Pavilion was successfully introduced to bauma CONEXPO AFRICA 2018, it will also be organized in 2021 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, but not limited to EU countries.
- Exhibitors, who do not have the opportunity to join a national pavilion of their own country.
- Exhibitors, who missed the application deadline for its own national pavilion.

Why bauma CONEXPO AFRICA 2021?

bauma CONEXPO AFRICA

Maximise your brand awareness to the entire value chain and highlight your solutions to a captive audience



Position your brand as a legitimate resource for industry solutions and maintain a competitive edge in your field

Solidify your company's industry presence



Discover opportunities for valuable product-related partnerships and strategic marketing alliances

Engage with industry decision makers from the Sub-Saharan Africa region that are looking to learn and source international solutions for the African market



Meet key players, thought leaders and buyers in the sector

Boost your lead generation through a customised and targeted visitor marketing strategy



Learn industry trends and developments through the supporting programme

Benefit from bauma CONEXPO AFRICA's broad marketing platforms



Gain global exposure via local and international media

Why the European Pavilion?

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-efficient option.** Your booth will be built, furnished and branded and you only need to focus on selling your products.
- **Increase your visibility!** The European Pavilion attracts lots of professional visitors and journalists 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.
- We kept the **pricing of 2018.**

Booth options in the European Pavilion



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,-	€ 3.150,-	€ 4.200,-	€ 5.250,-	€ 6.300,-	€ 7.350,-

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

!! Deadline for application: August 15, 2021 !!

Your exclusive package

bauma CONEXPO AFRICA

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), 1 pcs brochure holder, 2 pcs flat shelves, 1 waste paper bin • European branding • Flag of your country on fascia board • Fascia board with company name (in English, not more than 20 characters) • Electricity includes: 2 pcs long arm spotlights LED, 1 spotlight 150 watt per 3 m², 1 pc plug point, ¼ single phase distribution board • Stand cleaning on all show days • Night security 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
Additional graphics (extra costs)	<p>We can offer you different options, if you would like to have prints on your booth walls:</p> <ul style="list-style-type: none"> • Print on the panel • Fabric prints, which can be taken with after the show <p>Booking possible via the exhibitor online manual.</p>
Further services (extra costs)	<p>You will also have access to our exhibitor online manual and book several services here additionally to your full-service package within the European Pavilion.</p>

Your contact

bauma CONEXPO AFRICA



bauma CONEXPO AFRICA
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Direct links:

- [Exhibitor brochure](#)
- [Exclusive Exhibitor Marketing Benefits](#)





Messe München

Connecting Global Competence



bauma NETWORK

THE WORLD'S LEADING BRAND
IN THE CONSTRUCTION MACHINERY
AND MINING INDUSTRY

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