

# Reserve your space today: bC India 2013



bC India 2013 – International Trade Fair for  
Construction Machinery, Building Material Machines,  
Mining Machines and Construction Vehicles

5-8 February 2013  
Mumbai, Bandra Kurla Complex

Priority deadline: 15 March 2012

## Organizers

bC Expo India Pvt. Ltd.  
MMI–Messe München International  
AEM–Association of Equipment Manufacturers

## Joint organizer

BAI–Builders' Association of India



## Your Contact in India

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## Supporters

ACCE–Association of Consulting Civil Engineers (India)  
ANMOPYC–Spanish Manufacturers Association of  
Construction and Mining Equipment  
CEA–Construction Equipment Association (U.K.)  
CEMA–Japan Construction Equipment Manufacturers  
Association  
FABMAS–Fly-Ash Building Materials Manufacturers  
Association (India)  
IAStructE–Indian Association of Structural Engineers  
JCMA–Japan Construction Mechanization Association  
KOCEMA–Korea Construction Equipment  
Manufacturers Association  
UNACEA–Unione Nazionale Aziende Construction  
Equipment & Attachments (Italy)

## Your Contact in the Americas

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Messe München  
International



ASSOCIATION  
OF EQUIPMENT  
MANUFACTURERS

# Quality makes the difference



**5 - 8 February 2013**  
Mumbai, Bandra Kurla Complex

2<sup>ND</sup> INTERNATIONAL TRADE FAIR FOR CONSTRUCTION  
MACHINERY, BUILDING MATERIAL MACHINES,  
MINING MACHINES AND CONSTRUCTION VEHICLES

[www.bCindia.com](http://www.bCindia.com)

# Built on success: bC India surpasses all expectations



**bC India – the Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles – provides the international construction industry with a professional platform for networking, investment and the exchange of ideas and information. The launch show in 2011 did an impressive job of putting this quality standard to the test.**

## World-class promotion guaranteed

bC India is a joint venture between two internationally successful trade-show organizers: Messe München International, organizer of BAUMA, and Association of Equipment Manufacturers, organizer of CONEXPO-CON/AGG. They have combined their expertise to create a construction machinery show in India that is customized for your business. Both partners will promote the show around the world so you can enjoy a greater quality and quantity of international visitors.



## Why exhibit at bC India 2013?

- Continued partnership between two leading trade fair organizers in the construction machinery sector
- 92 % of show visitors were decision makers
- 84 % of exhibitors rated good to excellent for the quality of visitors
- Global, regional and local customer base
- Supported by the Builders' Association of India
- Central location in the business capital of India: Mumbai

## Creating global connections

- 70 % of the 508 registered exhibitors were international exhibitors
- 24,823 visitors from 71 countries registered in 2011

**Don't miss your chance to participate in bC India 2013!**

**"Congratulations on a successful launch of bC India. We are impressed by the quality of Indian and international visitors as well as the strong participation of local and international companies."**

*Liang Weisen, Managing Director,  
Liugong, China*

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# Dominated by decision-makers: Exhibitors impressed by superior quality of visitors

**"It has been  
a good platform for  
us and we have been  
receiving many many  
customers – key but also  
retail customers."**

*A. M. Muralidharan, Managing  
Director, Volvo India Private  
Limited, India*

## bC India takes place at the heart of rapidly growing regions



## Visitors marked high to bC India experience

- 96 % rated the show good to excellent for the completeness and breadth of product range
- 93 % ranked bC India 2011 as the leading trade show in India
- 99 % said that they are planning to return to bC India 2013



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# Unlock India's potential: India is the land of opportunities

**"bC India has met our expectations. We received orders for all our products which were presented at the exhibition."**

*Kristian Küppers,  
Company Spokesman,  
Liebherr-International  
Deutschland GmbH, Germany*

**India's role as one of the largest economic engines in Asia is undisputed. For the construction industry, the region is particularly attractive because of its continued focus on infrastructure development – 65 % of all infrastructure expenditures are invested in the construction sector!**

## Positive growth forecasts for India

The construction sector in India is expected to grow by an average of 10.5% per year for the next decade. Dynamic growth in the Indian population stimulates the need for infrastructure improvements with direct positive effects on the domestic construction industry. 90% of bC India exhibitors expect the economy in the region to continue growing at a dynamic pace.

## Facts about the Indian economy

- GDP growth rate of up to 8.1 % p.a. until 2015
- More than \$1.3 trillion will be invested in infrastructure sectors within the next 8-10 years
- Estimated demand for construction equipment per year is up to 100,000 units
- Volume on construction-equipment market to surpass \$6.5 billion by 2014

### Sources:

- CE Demand Forecast 2014 NBM&CW 2011
- Projection International Monetary Fund September 2011
- bC India 2011 visitor and exhibitor survey



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**"bC India was a very good experience for us. The vast majority of constant visitors were equipment owners and customers that wanted to talk about real projects and requirements for new equipment."**

*John Olsen, P.E.,  
Vice President – International Sales,  
Astec Aggregate and Mining,  
USA*

# For more business: bC India 2013 has the best conditions



## bC India 2013 is the place to be

The exhibition centre used for bC India 2013 is increasing in size from 88,000 square meters to 130,000 square metres. The reason for this: numbers that clearly indicate the fair's success: More than 88% of the exhibitors at the 2011 fair were able to meet their objectives and 96% plan to return. It is the kind of success that people in the industry talk about.

## Best parameters for growing business

- Good logistical conditions at Bandra Kurla Complex
- Up to 130,000 square metres of exhibition space for maximum flexibility
- Around 700 exhibitors from all over the world expected
- Easy access to Mumbai – both domestically and internationally
- Top B2B sales platform

Source: bC India 2011 visitor and exhibitor survey

**"bC India is not only an image branding show, but also a sales show. Although the show is still running, we have been able to sell 207 units so far."**

*Dr. Thomas Schulz,  
President Construction,  
Sandvik, Sweden*



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# All the advantages: The economic metropolis of Mumbai is attractive



**As the leading economic centre in India, Mumbai offers the construction-machinery sector the optimal setting to do business. This is where Indian decision-makers are based.**

## **Bandra Kurla Complex is ready for the industry**

Thanks to its large size and central location, the complex satisfies the best prerequisites for presentations of products and services that generate a great deal of attention. Add to that short distances to the trade-fair centre, especially for visitors travelling to Mumbai by plane. It takes approximately 30 minutes to reach both the domestic and international airports. In other words, the exhibition centre offers several advantages that are relevant to the construction-machinery industry.



**“It is a fantastic show and Mumbai has never had such a major equipment event. It’s a much cleaner, better organized show and we look forward to this happening again as soon as possible.”**

*Sorab Agarwal, Director, Action Construction Equipment Ltd. (ACE), India*

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# On a broad basis: Representatives of all industry sectors present

**"The number and quality of buyers at bC India and the show's professional organization have made this exhibition an addition to our overall marketing strategy in India."**

*Kevin R. Thieneman, President,  
Caterpillar Asia Pte. Ltd., USA,  
Indian subsidiary*

**bC India gives the construction industry the most comprehensive range of products and services in the region, the latest state-of-the-art technology and a wide range of superior-quality services for all sectors of the construction industry.**

## Exhibitor Product Category

### 1 All Around Construction Sites

- 1.1 Construction vehicles
- 1.2 Earth-moving machines
- 1.3 Road Construction and Maintenance Equipment
- 1.4 Pipe & Cable Laying Equipment & Tools
- 1.5 Lifting appliances and conveyors
- 1.6 Construction equipment, tools and special systems
- 1.7 Handling and processing concrete and mortar at construction sites
- 1.8 Formwork and scaffoldings
- 1.9 Site installations

### 2 Mining, Extraction and Processing of Raw Materials

- 2.1 Machines for extraction of raw materials and for mining
- 2.2 Handling of raw materials
- 2.3 Mineral processing (incl. coke oven equipment)

### 3 Production of Building Materials

- 3.1 Manufacture of cement, lime and gypsum compounds for building materials
- 3.2 Machines and systems for producing concrete, concrete products and pre-fabricated components
- 3.3 Machines and plants for producing asphalt
- 3.4 Machines and plants for producing pre-mixed dry mortar, plaster, screed and building supply store products
- 3.5 Machines and plants for producing lime sandstone and building products using power plant residue (fly ash, slag, etc.)
- 3.6 Building material handling and packaging (in a plant)

### 4 Component and Service Suppliers

- 4.1 Transmission engineering, fluid technology and power generation units
- 4.2 Attachments, Accessories and wear parts
- 4.3 Services
- 4.4 Test, measurement and process control engineering
- 4.5 Communication and navigation
- 4.6 Job safety



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