



## **Midlands Engine: Market Visit to BAUMA 2019**

**9-12 April 2019: Munich Trade Fair Centre, Germany**

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*Come with us to the world's largest construction exhibition and get a feel for the show, raise your international profile and meet with some potential business partners.*

BAUMA Munich runs from the 8-14 April 2019. The show will expect around 600,000 visitors, 3,700 exhibitors from 60+ countries in 18 halls. BAUMA features everything related to construction, building materials and mining machines as well as construction equipment and vehicles.

100 UK companies are already exhibiting at BAUMA including a large UK Pavilion of 30 exhibitors, run by Joanna Oliver MBE, Director of Global Programmes for the Construction Equipment Association.

The Midlands Engine is excited to announce that we will be taking a delegation of companies from the Midlands to the event from 9-12 April 2019. If you are new to the German market this will be a great opportunity to see if this is the right show for you. If you are an experienced exporter this will be a unique chance to meet existing clients and find new ones. If you are one of the 1000+ companies on the show's waiting list for a stand, being a delegate on our mission will allow you to be present so you do not miss any sales opportunities.

### **Why join the Midlands Engine delegation?**

The Midlands plays a major part in the UK construction sector and is a priority for the Midlands Engine. As part of the delegation you will have the support of a DIT Midlands International Trade Adviser prior to and during the event.

You will also be able to spend time on the British Pavilion, where the Construction Equipment Association has a communal meeting space and access to refreshments. The pavilion is in a superb location at the entrance to Hall B5 and can be used as a venue for client meetings. All in all this is an excellent opportunity for first time and regular visitors alike to make maximum use of their time at the exhibition.

## Benefits of being part of the Midlands Engine delegation include:

- An exclusive insight into the largest construction exhibition in the world
- A Welcome Reception at the Munich Consulate-General on Day 1
- A bespoke show tour given by the Fair Organisers Messe Munich on Day 2
- An Evening Reception on the Construction Equipment Association's UK Pavilion on Day 2
- 3 day entry to the exhibition included in your fee
- Feature in the Midlands Engine Mission Brochure which will be distributed to international buyers
- Information on the challenges of doing business in Germany and how to overcome them
- Networking with buyers, press and exhibitors to establish new contacts
- Access to expert advice and support from dedicated advisers at the exhibition
- Invaluable help from International Trade Advisers at DIT Midlands
- A wide range of promotional opportunities organised by Midlands Engine and the wider network

### Cost, Eligibility and Grants:

The package cost is £250 + VAT is applicable for each organisation. Any extra delegates from the same organisation wishing to participate will be charged an additional £100 + VAT per delegate. Financial support of £200 is available for those companies in the Midlands Engine area (i.e. East and West Midlands) who meet the required eligibility criteria\* as detailed on the application form provided. \* (terms and conditions apply)

All delegates are required to arrive in Germany to attend the Welcome Reception at the Munich Consulate-General on Tuesday 9 April 2019 at 5pm. Delegates will be responsible for booking flights and accommodation.

### Register your interest:

Visit <https://bit.ly/2DhoHnK> to register your interest in joining this visit today, free and without obligation. Please note: the closing date for all mission applications is 18 January 2019.

For any other enquiries contact the Department for International Trade East Midlands at [events@tradeEM.co.uk](mailto:events@tradeEM.co.uk) or call 0345 052 4001.



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