



German-Iraqi Investor Conference
Munich, November 7, 2009:
Construction Equipment and
Building Material Machinery
Made in Germany

VDMA: The German Engineering Federation



- The Engineering's industry's largest network in Europe
- Over 3 000 members
 - 936 000 employees in Germany
 - annual turnover of 205 bn. Euro
 - export quota 75.8%
- Share in the European engineering sector: 40%
- 38 specialized sections
- Liaison offices in Berlin, Brussels, Tokio, Beijing, Kolkata, Moscow

Specialised sections

- Agricultural technology
- Air-handling technology
- Building control and management
- Cleaning systems
- Compressors, compressed air and vacuum technology
- **Construction equipment and building material machinery**
- Equipment for metallurgical plants and rolling mills
- Fire fighting equipment
- Fluid power
- Food processing & packaging machinery
- Foundry machinery
- Garment and leather technology
- Industrial communication
- Lifts and escalators
- Machine tools and manufacturing systems
- Materials handling and logistic technology
- Micro technology
- Mining equipment
- Municipal Equipment
- Plastics and rubbers technology
- Power systems
- Power transmission engineering
- Precision tools
- Printing & paper equipment and supplies
- Process plant and equipment
- Productronics
- Pumps + Systems
- Robotics + automation
- Safes and strongrooms
- Software
- Testing technology
- Textile machinery
- Thermo process and waste treatment technology
- Valves
- Weighing technology
- Welding
- Woodworking machinery

The Construction Equipment and Building Material Machinery Association



Members

- Number of members: ~ 300
- Level of representation: 90%
- Employees: 47.850*
- Total turnover: 16.58 bn. Euro*
 - Construction equipment: 11.58 bn. Euro
 - Building material machinery: 5 bn. Euro
- Export quota: 77%*
 - Construction equipment: 73%
 - Building material machinery: 79%



* 2008 figures of VDMA

Structure

- Sections
 - Building construction equipment
 - Earthmoving, civil engineering, tunnelling
 - Road construction
 - Cement, chalk, gypsum plant
 - Mineral processing technology
 - Concrete stone, slab, pipe making machinery
 - Natural stone machinery
 - Ceramics machinery
 - Glass technology
 - Light construction
 - Components and supply industry
 - European Ceramic Technology Suppliers



Exhibitions, symposia, delegations



- Exhibition policy committee
- Non-financial supporter of leading exhibitions
 - bauma
 - ceramitec
 - glasstec
 - Stone+tec
- International trade fair participations
 - National pavilions
 - Symposia and seminars
 - Business delegations
 - Exhibition calendar

bauma

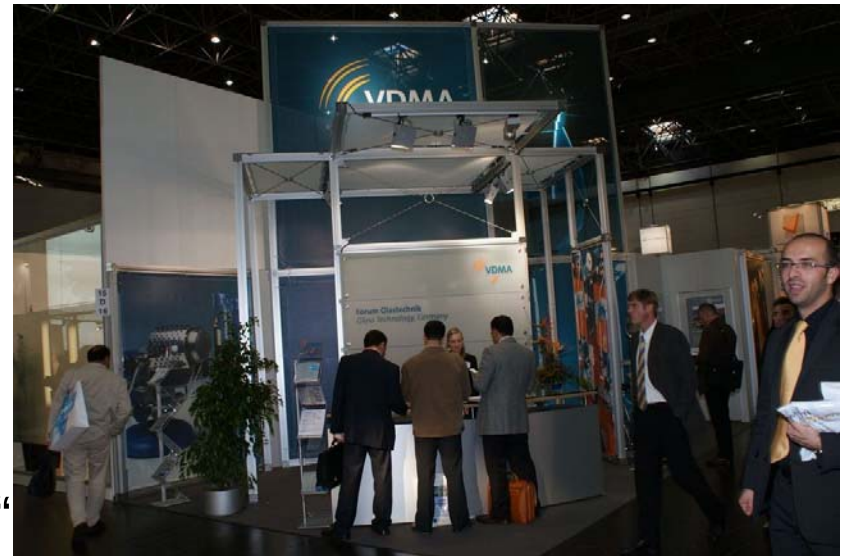


- bauma-committees
 - Participation, non-financial sponsorship
- Press and public relations
 - Promotion worldwide
 - Joint press initiatives
- Joint choosing of partner region
 - South America (2001)
 - CIS-States (2004)
 - Arabian Peninsula (2007)
 - India (2010)
- Events and forum for future engineers; Centre „Research live“
- Innovation award
- Delegations

glasstec

- glasstec - committees
 - Joint elaboration of trade fair concept, non-financial sponsorship
 - Joint strategy for promotion and public relations concept
- VDMA-booth as meeting point for the industry
- Organisation of the special exhibition „glass technology live“
- International symposia
- Forum „training of young engineers“

glasstec®



ceramitec

- ceramitec - committees
 - Joint elaboration of trade fair concept, non-financial sponsorship
 - Joint strategy for promotion and public relations concept
- VDMA-booth: meeting point for experts of the industry worldwide
- Forums for innovation, science and research
- Organisation of the International ceramitec- Symposium
- Joint organization of the European Conference on Powder Metallurgy



Stone+tec



- Member of the advisory board, joint elaboration of the trade fair concept, non-financial sponsorship
 - Basic issues of market policies
 - Range of products on display, classification
 - Date, duration, cycle
 - Participation fees
 - Exhibitor acquisition
 - Visitor acquisition
 - Press and public relations
 - Supporting events, special exhibitions

International Trade Fair Participations

- Big Five Show, Dubai: 23 - 26 November
- Excon, Bangalore: 25 - 29 November



Marketing - Communication

- Buyer's guides, industry and company profiles
 - German Engineering Technology worldwide for the construction, building material, glass and ceramics industry
 - German Engineering Technology worldwide for the cement, lime and gypsum industry
 - German Engineering Technology worldwide for the glass industry
- Homepages
 - www.vdma.org/construction
 - www.vdma.org/glass
 - www.eu-ceramics.org
- Information-Services
 - Trade enquiries
 - Business contacts



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