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**Press Release**

**Messe München International appoints Elaine Crewe Managing Director of the subsidiary MMI South Africa**

Isabell Schreml  
Referentin Interne &  
Externe Kommunikation  
Tel. +49 89 949 20736  
isabell.schreml@  
messe-muenchen.de

- Messe München International sets up a new subsidiary, MMI South Africa (Pty) Ltd
- The first bauma Africa takes place from September 18 to 21, 2013 in Johannesburg

Munich, May 8, 2012. Messe München International has appointed Elaine Crewe as Managing Director of its new subsidiary company in South Africa, MMI South Africa (Pty) Ltd. Ms Crewe has extensive experience in the organization of events and trade exhibitions.

Messe München is currently expanding its portfolio of international trade fairs for the construction sector by founding a new event in South Africa: the first bauma Africa takes place from September 18 to 21, 2013 in Johannesburg. To implement this event, Messe München has set up a subsidiary in South Africa, and Elaine Crewe will be heading up this operation with immediate effect.

For the first edition of the International Trade Fair for Construction Machinery, Building Material Machines and Construction Vehicles, the organizer Messe München is expecting the event to take up at least 20,000 square meters of exhibition space. Over 200 international and local exhibitors and more than 15,000 visitors, primarily from the sub-Saharan region, are expected to take part.

"The market in South Africa has great potential for the construction machinery sector. By holding construction machinery trade shows – bauma in Munich but also around the globe – Messe München has demonstrated its high level of competence in this sector, and this is recognized around the world. Following on from the establishment of bauma China in Shanghai and the trade-show cooperation bC India in Mumbai, we have now created another professional and international platform in bauma Africa," explained Eugen Egetenmeir, Managing Director of Messe München and responsible for all international operations.

Elaine Crewe has been working for the Gallagher Convention Centre since 2006 – this is one of the largest conference and exhibition venues in Africa. Her most recent responsibility there was as manager for the organization, marketing and

coordination of all exhibitions and events. Next coveted international market," explained Elaine Crewe.

### **bauma**

bauma, the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, takes place from April 15 to 21, 2013 at the Messe München exhibition center. The last bauma, in 2010, attracted 3,256 exhibitors from 53 countries, and over 420,000 visitors from more than 200 nations. Covering a total of 555,000 square meters of exhibition space, bauma is the largest trade show in the world. The statistics for the fair are independently audited by Ernst & Young AG on behalf of the Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen (FKM), a society for the voluntary control of fair and exhibition statistics.

### **About Messe München International**

Messe München International is one of the world's leading trade-fair companies. In Munich alone it organizes around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year more than 30,000 exhibitors and over two million visitors take part in the events held at Messe München, the ICM – Internationales Congress Center München, and the MOC Veranstaltungszentrum. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics. In addition, Messe München International organizes trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.