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C&A Source Guide inside

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The C&A Source Guide lists all the crane, access and telehandler manufacturers that actively participate on the market, detailing the specific model types they offer.

### **BAUMA PREVIEW - PART 1 55**

Bauma is by far and away the largest equipment show on earth, dwarfing the other big international exhibitions by any measure you may choose. This year's event, originally scheduled for April, has been pushed back to late October. We take a look at the event and some of the major new product launches ahead of the main Preview in the next issue.

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### **ON THE COVER**

Chinese aerial equipment manufacturer Dingli shipped 451 units on June 24th - a new record. It included a large number of heavy duty electric RT scissors with working heights to 32 metres.



**IN THE NEXT ISSUE** Scheduled for publication in September, the next issue of Cranes & Access will include features on loader cranes and spider lifts, along with the main Bauma preview and the annual C&A Top 30 Rental Company survey. If you have any contributions or suggestions to make or are interested in advertising in this issue, please contact our editorial or sales teams.



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# COMMENT

### HAVE MAJOR EXHIBITIONS HAD THEIR DAY?

In these uncertain post covid times, a growing number of the leading manufacturers are questioning the rationale of major international construction equipment shows such as Bauma, Conexpo and Intermat.

With Bauma 2022 rescheduled from its usual early April slot to late October, the pressure is now on Conexpo in Las Vegas, due to open just four and a half months later in March 2023.

In a surprise announcement Manitowoc, which includes Grove, Potain and National Crane, has pulled out of Conexpo - its home exhibition but will be at Bauma. Chief executive Aaron Ravenscroft said: "Over the last 18 months, Manitowoc has taken a multitude of actions to manage inflation. Due to the several price increases that we have passed on to our customers, we do not believe it's appropriate to invest in a second, large tradeshow at this time."

While it sounds as if Bauma is going ahead without a hitch, there is a change in attitude towards the show among an increasing number of manufacturers. While every crane producer of note will be exhibiting, the same cannot be said for the leading aerial lift and telehandler companies. JLG, Genie, Skyjack, Snorkel, Niftylift, Haulotte and JCB for example will not be present this year. This is the first time, as far as I can recall, that so many major manufacturers have decided not to attend. And with just three months to go, we hear that outside space is still available, something that was previously inconceivable.

It has to be said that Bauma has not helped itself, given the ever-rising cost of attending. The mega

show has always been expensive thanks to its size and popularity, but by the time exhibitors add in the cost of transport and hotels - which regard the show as a triannual cash cow, doubling, trebling or even quadrupling their prices during the event - the cost/benefit calculation starts to fail. Killing the goose that lays the golden egg springs to mind.

In addition to the costs and uncertainties, environmental concerns are becoming a major issue for large and small companies alike. Big shows by their very nature tend to be incredibly wasteful with their mega stands, massive single use displays and packaging, all of which adds to the debit side of the equation.

Any significant impact is likely to be felt first by Conexpo, however Intermat in 2024 will probably be the hardest hit as potential exhibitors ask the sensible and logical question - is it worth spending so much on one show?

This changing attitude has perhaps encouraged the emergence of lower cost, easily organised and less wasteful regional shows such as JDL, Vertikal Days, Hoogwerkerdagen and Platformers Days etc.

I predict that visitor numbers at Bauma this October will still be impressive, and as someone who really enjoys the big show, I sincerely hope that it will also be a major success for all those exhibiting. However, I fear that unless cost issues are addressed, there will be many more company no-shows in 2025.

#### Mark Darwin

Comment and feedback is most welcome via post, email, fax or phone stating if we may publish them or not: editor@vertikal.net

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