

case study ::: no. 8

2004 Bauma China – Shanghai, China



With success in creating a strong presence for Liebherr in the Asian marketplace, the decision was made to advance the create concept to a higher level, literally! This 3-story structure at the largest Asian event for the construction and mining equipment featured an open-air VIP lounge on the top level providing exclusive vistas of the entire fairgrounds to compliment an indoor/outdoor hospitality lounge on the ground level, both supported by a full kitchen and bar. A fully-staffed reception area serviced seven large conference rooms and a Liebherr retail store.

The 1,600 square meter exhibit space, the largest in the show, included a unique solution to clearly define the stand border and distinguished Liebherr from the competition. To demonstrate the precision of the tallest crane exhibited at the event, hostess staff began the delivery of product messages from a presentation stage and completed them from a basket positioned high above each individual piece of equipment. This dramatic application of product quality further distinguished Liebherr as the industry leader.

