

case study ::: no. 32

2006 Bauma China – Shanghai, China



As the largest event in Asia for construction and mining equipment, Bauma China, expands; as does the Liebherr presence. Owing to the brand concept created by industrialevents; which has now been embraced by all of the many Liebherr divisions as the Corporate Identity for major exhibitions, Liebherr was widely recognized, once again, as the standard against which all others are measured.

The iconic structure supporting the Liebherr event participation around the world has grown not only in dimensions, but has also been refined to deliver a consistent feel for Liebherr personnel and visitors alike. Adaptable to any venue and marketplace, the design concept allows for inclusion of specific standard elements such as the reception and hospitality areas as well as expansion of the conference space and restricted-access VIP areas, including an upper level lounge from which guests can view the entire fairground.

Our strategy for every client is a high level of achievement at every opportunity. This includes consistency in quality, corporate image, brand recognition, and realization of established goals for each and every event. We are confident our work with Liebherr validates this approach and we look toward the next opportunity to develop a client relationship which allows us to deliver on this promise.

