

**PD*i*** shows

## Over 200 exhibitors at German twin trade shows

The RecyclingAKTIV and TiefbauLIVE demonstration focused trade fairs showcased the latest crushers and shredders, as well as other specialised equipment for material handling, transport and logistics.

The 238 companies which exhibited at the two shows demonstrated construction machinery and additional tools for civil engineering, earthwork and road construction, both displayed and live in action on 80,000m<sup>2</sup> open air exhibition space. "Our four special theme areas alone will feature a total of 10h of live machinery demonstrations every day," said Britta Wirtz, CEO of Messe Karlsruhe at the opening of the demonstration trade fairs. "On top of this, visitors will be able to watch 55 exhibitors who are showcasing their products at their stands." As well as the open air exhibition area, some exhibitors also presented their solutions in the adjacent exhibition halls.



The twin trade fair was held at its location in Karlsruhe for the second time. Britta Wirtz opened RecyclingAKTIV and TiefbauLIVE together with the First Mayor of Karlsruhe, Gabriele Luczak-Schwarz, and representatives of the ten industry associations

supporting the event. At the official opening, figures from the worlds of politics and business discussed the new substitute building materials legislation in Germany and how it affects the use of recycled building materials in road construction and civil engineering.



## Earth moving machinery sales boom worldwide

Sales of earth moving machinery in 2018 accelerated sharply, achieving growth of 23%. In total, 825,000 machines were sold in 2017, while 2018 saw sales leap to more than 1M units.

The record result in 2018 was driven by a combination of several factors, including investment in construction on a global scale in excess of €7,150B. This is highlighted by data provided by Prometeia for SaMoTer Outlook 2019, which was presented at Veronaafere during the 5th SaMoTer Day. The event is one of the stages in the run up to the 31st SaMoTer, the international construction equipment trade fair scheduled to be held at Veronaafere 21-25 March 2020.

2018 saw improved investment in earth moving. In most parts of the world, the market posted two figure

growth, attaining new historical peaks in the United States (+36%), India (+48%), China (+35%) and the rest of the world (+20%). North America and China were the driving forces behind almost two thirds of overall growth, with a combined market share of 50%, followed by Western Europe (18%) and India (7%).

Western Europe, with a growth rate of just 3% and 182,000 machines sold, experienced a slowdown, seeing a reduction of more than 3% compared to 2017. The market leader for sales is Germany (23%), closely followed by the United Kingdom (22%). In Central and Eastern Europe, Russia and Poland are the biggest markets, respectively representing 42% and 18% of market share. An evident downturn in growth in construction in France and the United Kingdom has affected

the figures, with Italy experiencing growth of 2.3% in total construction and 3.4% in residential construction.

A significant trend is emerging in mature markets highlighting a shift towards 'light equipment'. Light equipment, is also progressively becoming more significant in the Chinese market, with demand for mini excavators being almost 20% of the total, up from 10% in 2010. Global investment in the construction sector came to more than €7,000B, posting growth of 2.6%: a positive result but lower than the 3.3% figure achieved in 2017. India has established itself as a dynamic market, with 8.3% growth for total construction investment and 7.4% for residential construction.

The prospects for construction in 2019-2021 indicate moderate growth in 2019, with a gradual recovery starting from 2020. In Western Europe, the trend towards slower rates of expansion should prevail, while favourable prospects are more evident for countries in Central Europe. However, the Turkish market will still experience difficulties in 2019, not the least because of political tensions and uncertainties linked with investments. Broadening the horizon on a global scale, India is set to confirm its role as a driving force.

Prospects are more positive globally with estimated growth for 2020 and 2021, in particular, being 7% for both years. According to Prometeia, 2019 will however be a year of adjustment for the global earthmoving machinery market.

