

PRESS RELEASE

Expotechnik Group with four customers at bauma China 2010

Trade show presentations for Volvo, Deutz, Ammann and Oerlikon in Shanghai

Taunusstein/Shanghai, November 29, 2010. With 245 exhibitions held in 2009, China is among the top ten countries for trade shows. Already 18 per cent of last year's visitors to bauma in Shanghai came from abroad. This year again, the International Trade Fair for Construction Machinery, Building Material Machines, Construction Vehicles and Equipment presented international standards on a total area of 230,000 square meters.

The same holds true for Expotechnik Group, one of the leading service providers for three-dimensional brand presentations. The company was represented with both global and local customers at the trade show which took place in Shanghai from November 23 to 26, 2010. New standards have been set in the areas of globality and internationality. Expotechnik created and optimally realized the concept for the trade show presentations of four construction industry leaders – Volvo Construction Equipment, Deutz, Ammann and Oerlikon.

Alexander D. Soschinski, Managing Partner of Expotechnik Group, emphasizes the great importance of the trade show for the company. He explains: "We are proud that four long-term customers have entrusted us with the realization of their trade show presentations at bauma China. The professional and close cooperation created optimal conditions for us to filter and analyze the brand values and to express them perfectly in an emotional way. The use of global concepts has proven successful and could be adapted to local conditions. The interaction between our subsidiaries in Germany, America and China went smoothly across country borders."

Volvo Construction Equipment

Volvo Construction Equipment is a global customer. For the Swedish construction equipment manufacturer, Expotechnik Group has built an impressive trade show booth on a floor space of 1,271 square meters. The center of the booth is the panorama dome. The oval glass-steel facade construction with a semi-transparent membrane roof is realized in a two level design. It is completely surrounded by a glass facade offering guests a 360° view of the machine exhibits in the outer area. Inside the dome, Volvo takes a look into the future. Innovative, technically and optically futuristic models are shown to the visitors in glass display cabinets – they represented visions of what the future construction machines could look like and how they could work. A large-scale wooden wall element with a huge company logo provided an optimal visual effect from a distance. Combined with deep-yellow

PRESS RELEASE

construction machinery, blue hanging banners and the preferred use of wood materials, the Swedish brand identity is presented in an ideal way.

Deutz

The booth presentation for Deutz was based on a global exhibition concept. For the leading manufacturer of engines for construction machinery, Expotechnik realized a trade show booth on a floor space of 70 square meters. A high-quality design concept expresses the brand message of the company: high performance and quality of the engines are presented through a multimedia presentation. The straight-lined, reduced booth architecture is emphasized by the colors black and white. Highlights are created by the use of red which is the corporate color of Deutz. The focus is on the illuminated 3D logo of Deutz and the exhibited products. Products and information are presented to the visitors in an ideal way. A lounge serves as centre for communication. Textile blinds and integrated windows create a semi-open atmosphere.

Ammann

For its local Shanghai-based customer Ammann, which is the leading construction supplier for machines, systems, and services for global road construction, Expotechnik realized a trade show booth with a striking visual effect from a distance. On a floor space of 468 square meters, Expotechnik Group has created a two-storey outdoor pavilion with modest architecture. The striking red key visual with a height of 7.5 meters serves as main entrance and is a real eye catcher. A 24-meter-high asphalt mixing plant is connected to the pavilion and can be approached by visitors from the second floor. The prevailing color of the inside and outside building is plain white. The brand values are presented in an authentic way in the outer area with asphalt look.

Oerlikon

Oerlikon is an American customer of Expotechnik. The 60-square-meter booth for Oerlikon, global technology leader in machine and plant engineering, immediately catches the eye thanks to its clear architectural concept. Already from a distance, the attention of the visitors is drawn to the trade show booth by the six-meter-high rear wall with large-scale company logo. Matching the corporate color scheme, the dominating color in the booth design is white. Highlights are set with lighted elements in red. Expotechnik presents the open trade show booth for Oerlikon in a brand-compliant way – innovative, future-oriented and transparent.

Bauma China – the International Trade Fair for Construction Machinery, Building Material Machines, Construction Vehicles and Equipment – is held every two years. This year it will take place in Shanghai from November 23 to 26. More than 1,800 exhibitors from about 30 different countries will present their products on 230,000 square meters of exhibition space.

PRESS RELEASE

About EXPOTECHNIK Group

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of eight independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Kronos and Phonak. Alexander D. Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

For further information, visit www.expotechnik.com.

Press contact:

Tina Fahrenbach, Andrea Paechnatz

Tel.: +49. 6128. 269 152

E-mail: [presse\(at\)expotechnik.de](mailto:presse(at)expotechnik.de)