



Press release - 26 April 2021

## Major leading brands confirm their attendance at CONSTRUCTION DAYS to showcase their innovative equipment and service solutions

### Four registered participants explain their decisions

**Launched by COMEXPOSIUM and SEIMAT, the trade show CONSTRUCTION DAYS, the first major event for the construction industry in France in 2021, will take place from 14 to 16 September at Eurexpo Lyon, at the heart of a key region for the building and public works profession.**

The biggest international machinery manufacturers have chosen France and its CONSTRUCTION DAYS to get back on course in 2021, rebuild productive bonds with all the construction professionals and showcase their innovation capabilities which have not declined throughout the Covid crisis.

Many leading companies have confirmed their participation at the show including: **BERGERAT MONNOYEUR, IMER, JCB, KOMATSU, KUBOTA Europe, PL2M (Putzmeister group), SUNWARD Europe, TAKEUCHI France, VOLVO and YANMAR Europe.**

**Four of them have chosen to explain their reasons and motivations behind their participation at the trade show,** which promises to support the recovery of their market and, through a spectacular platform showing real-life use cases, reveal their know, latest developments, new solutions and innovative equipment.



**Jean-Marie BASSET, CEO, Bergerat Monnoyeur**

“The first reason that made us want to take part in the Construction Days was to physically meet up again with our clients, whom we have not been able to see as much as we wished over the past 18 months, in September. As a result, **we keenly await this event** and the opportunity for conviviality that it represents. The second reason is the human scale of the show, which is conducive to **showcasing our new products and demonstrating their capabilities in live conditions.** In a sector that has evolved a lot since 2019, we have a lot of new innovations and our services offering has also expanded, with, in particular, the **digitalisation of our processes** which enables us to carry out work on a machine remotely; or the acceleration of consideration for CSR aspects.”



**Olivier BOUSSION, Director TP France, Kubota Europe**

“Kubota Construction Machinery Europe has naturally chosen to support this initiative which will allow us, after more than a year, to meet up again with our clients, our partners and our network around a major national event. We are looking forward to presenting the latest generations of our 5 to 6 tonne tracked excavators complying with the latest Stage V antipollution standards. These machines have been completely redesigned in terms of performance and comfort, but also operator safety.

But it is also a meeting where we will talk about the **energy transition**, more responsible solutions in the area of the environment, where we also have alternative solutions to offer. Finally, and this is probably the most important thing for a trade show, **it is a show that will allow us to highlight Customer Service**, by once again putting our network in the forefront. We will also discuss the training of young people, the need to recruit increasingly early so as to supply skills to a sector which is still substantially lacking labour, by highlighting our solutions and our school that offers training courses leading to certifications such as CQP, but also a public works machine maintenance BTS certificate. So see you in September!”



**Arnaud BERTHIER, CEO, SUNWARD Europe**

“Taking part in Construction Days offers an attractive showcase for SUNWARD because the show offers the opportunity to promote our products, but also to test them thanks to the demo zone.

Three aspects of the show appealed to us in particular. The demo zone: the best way of convincing a sales prospects of the performance and comfort of a SUNWARD machine is to get them to try it, and the show offers us this opportunity. The location: Lyon and the Rhône-Alpes region are particularly dynamic. Comexposium: the company possesses specific know-how in terms of event organisation, additionally in public works machines, which is a guarantee of a serious approach and an assurance of attracting potential clients through effective communication, but also with a show format suited to the sector and the economic environment.

September is a watershed period for our sector: it is the opportunity to finish the current year in style by optimising our sales, but it is also the opportunity to meet our clients and sales prospects to position ourselves in view of their 2022 investments.”



**Davy GUILLEMARD, CEO, Volvo Construction Equipment France**

**Construction Equipment** “As the first national event bringing together the entire building and public works ecosystem and tailored to the constraints of the Covid 19 crisis, Construction Days will be an excellent opportunity to bring together all equipment manufacturers and the profession in a new outdoor format, entirely suited to the times and to our professions.

**Volvo Construction Equipment** could not miss out on this magnificent showcase to, on the one hand, present its new solutions under the banner “**Services and Solutions**” and, on the other, introduce the changes in its dealer network, which is even closer to its clients and fully tailored to tomorrow’s technological challenges. Innovation, one of our key values, is given its legitimate place in these new business lines, together with our historical know-how which we demonstrate on a daily basis with equipment that displays its evolution, or even its “revolution”!

It will also be an excellent platform to unite our teams and partners around a shared objective and reassert our ambitions as an undisputed leader. We fully expect to benefit from the dynamic and new impetus created by SEIMAT (leading French trade association for construction machinery manufacturers and importers) and by Comexposium, which we are sure the **2021 Construction Days** will deliver!”

## SHOW DETAILS

- **300 exhibitors**
- **10,000 visitors** mainly from France (equipment specifiers, buyers and users)
- **10 ha of exhibition space**
- **A 100% live experience:** 3 hectares of pens dedicated to demonstrations
- **A 100% outdoor format:** an extensive outdoor exhibition zone
- **6 sectors of activity:** Earthmoving, Earthmoving, Demolition & Transportation, Roads, Minerals & Foundations, Lifting & Handling, Building Sector, Concrete Sector, New Technologies
- **Business meetings**
- **A start-up village**
- **A talk and workshop forum:** 100% prospective content (zero carbon construction and environmental transition, new technologies and digitisation, occupational health & safety, training and industry appeal, etc.).

**About COMEXPOSIUM:** Comexposium is one of the world's leading event organizers. Globally, it hosts 135 B2B and B2B2C events across many sectors of activity such as agriculture, construction, fashion, food, health, leisure, real estate, retail, security, education, tourism, and works councils. At events, in over 30 countries, Comexposium welcomes more than 3,5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium's employees and sales network operate in 22 countries. Comexposium aims to be seen as the place to be, building bridges between people and business.

**About SEIMAT:** Association of International Civil Engineering, Mining, Construction and Hoisting Equipment Industries. SEIMAT federates and represents the world's leading construction machinery and equipment players operating in France. Affiliated to the Federation of International Mechanical and Electronic Companies (Ficime), SEIMAT provides its members with expertise in the legal, technical (standards and regulations), social, environmental, customs, and health and safety fields. It also provides them with constantly updated information on economic and industrial activity and produces statistics on equipment sales in France. Through its association Club SEIMAT, it actively contributes to promoting and improving the brand image of the construction and handling equipment maintenance professions.

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