

April 26th, 2010 - VB-Leasing International at bauma 2010

Bauma 2010, the 29th International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, took place in Munich from 19 to 25 April. Among the approximately 3,000 exhibitors on over 555,000 square metres of floor space who presented their products and services, the experts from VB-Leasing International and VR-Leasing AG were available for personal discussions with manufacturers, dealers and end customers.

For VB-Leasing International, attendance at bauma is a matter of course. With our increased focus on vendor partnerships, bauma was a platform for interesting discussions with existing and potential vendor partners.

VB-Leasing International assists and accompanies vendor partners in Central and Eastern Europe. Thanks to our many years of experience, we possess a broad knowledge of the industries and of the regional markets. An important focus is the construction sector: “Long-term partnerships have been instrumental in the past few years in enormously expanding our offer, especially in the area of construction machinery, allowing us to fully optimise the service for our customers,” says Werner Zimmermann, Managing Director of VB-Leasing International.

Martin Lagler, Head of Sales at VB-Leasing International, stresses the significance of the world’s most important construction industry trade fair: “Given the strategic importance of construction machine financing for VB LI, bauma is an excellent opportunity to meet industry decision-makers outside of the daily business environment and to establish new contacts.”

The next bauma will take place in Munich from 15 to 23 April 2013.