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Press Release

digitalBAU 2020 in Cologne

A forward-looking meeting place for the construction sector

- Interest shown by exhibitors exceeds expectations
- Focus on planning, constructing and operating buildings digitally
- Supporting program with congress and forums

With a three-day trade fair, **digitalBAU** will bridge the gap between technology and industry. Through the event, the organizers, **Messe München** and **Bundesverband Bausoftware e.V. (BVBS)**, are responding to the great demand for a platform for digital products and solutions in the construction sector. In addition to renowned exhibitors from the construction software sector, the construction industry and business, there will be a varied supporting program.

From February 11 to 13, 2020, Messe Köln will become a popular meeting place for the construction software sector. In the years between BAU, the world's leading trade fair for the sector, there will be an important dialog platform for planners, architects, engineers, tradesmen and the industry as a whole.

High-profile exhibitors from the construction software sector, business and industry

Around a year before the trade fair is due to begin, **digitalBAU** is already proving successful: "More than 100 exhibitors are already interested in the new trade fair platform and will have the opportunity to present their business over an area covering 17,000 square meters. We are delighted that **digitalBAU** has been so well received at this early stage," said Dr. Reinhard Pfeiffer, Deputy Chairman of the Board of Messe München. One of the first exhibitors, the well-known software company NEVARIS, is impressed by the new trade fair concept: "Digitalization is the key topic in the construction sector. Anyone who invests in

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smart software solutions now will be in a strong position for the future and will remain profitable in the long term. However, the construction sector is unique in many ways and requires specially tailored applications. digitalBAU will be an excellent opportunity to meet the companies that provide them together in one place,” said Daniel Csillag, Managing Director of NEVARIS Bausoftware GmbH. In addition to software solutions for construction IT, the event will also focus on the entire value chain when planning, constructing and operating buildings digitally. Companies such as Dormakaba (locking systems), Xella (construction and insulating materials) and the Nemetschek Group (software solutions) have already said they will take part.

During the three-day trade fair, around 12,000 visitors from Germany and other European countries are expected to come to the city on the Rhine and find out more about the technologies on show.

Boulevard connects the exhibition areas

The layout of the trade fair is just as innovative as the event concept. At the heart of the exhibition space is a boulevard, which leads through all exhibition areas and is designed to remind people of a digital information highway. In the center, there is an area for virtual reality (VR). With the help of VR headsets, construction projects will be visualized here in a realistic manner.

The “smart home” will also feature in the trade fair boulevard. Among other things, **digitalBAU** will show intelligent solutions, which increase comfort, energy efficiency and safety at home.

Varied supporting program

In addition to the various exhibition areas, **digitalBAU** will also offer an extensive supporting program including a congress and three forums.

- What will home and work be like in the future? What new stimuli, ideas and approaches will result from digitalization? What does the digital transformation mean for the planning, construction and maintenance of buildings? These and many other key issues will be discussed during the three forums. The forum program is free for all **digitalBAU** visitors.
- A congress lasting several days will also form part of the event. Here, the use of innovative products and technologies in specific construction

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projects will be presented and discussed. It will be a highlight for all interested architects, planners and engineers.

- As with BAU 2019 in Munich, **digitalBAU** will feature a platform, which brings together the digital initiatives within the construction industry and the latest developments in the software sector. In this area start-ups will be able to present their ideas and concepts and establish contacts with top decision-makers, potential supporters and future customers. The most persuasive digital ideas and the best method of implementation will receive prizes from a jury made up of independent specialists.

Further information regarding digitalBAU 2020 can be found on the [website](#) and the social media channels [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [Xing](#).

All news and exciting topics concerning digitalBAU can also be found in our new [visitor newsletter](#).

About digitalBAU

The future of construction depends to a large extent on developments in the construction software sector. Because this area has a much quicker innovation cycle than other segments, Messe München and Bundesverband Bausoftware e.V. (BVBS) are organizing a new trade fair for digital products and solutions. The first digitalBAU will take place in Cologne from February 11 to 13, 2020. BAU, the world's leading trade fair in Munich, is thus creating a second mainstay for the construction IT sector. The new trade fair will take place every two years in the years between BAU. The portfolio will cover the entire value chain when planning, constructing and operating buildings digitally. digitalBAU is primarily aimed at planners, architects, engineers, construction companies and tradesmen.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes more than 50 own trade shows for capital and consumer goods and key high-tech industries. Each year, a total of more than 50,000 exhibitors and some three million visitors take part in more than 200 events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München as well as abroad. Jointly with its subsidiaries, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. Messe München has a global business presence with a network of affiliates in Europe, Asia, Africa and South America as well as some 70 foreign representatives serving more than 100 countries.

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About the Federal Association of Construction Software [Bundesverband Bausoftware - BVBS]

Planning, construction, utilization – the right software helps to work in a structured way, avoid errors and comply with schedules and cost requirements over the entire life cycle of a building. Since the association's foundation in September 1993, its members, leading software and IT companies, have pursued one common goal: strengthening the efficiency and innovative power of the building industry by using construction software. Meanwhile, the association represents more than 90 companies (status as at November 2018) with more than 250,000 users in the entire building industry. The members of the BVBS e.V. are software suppliers as well as IT service providers, and represent the areas of architecture, specialist planning, civil engineering, building construction, the manufacturing industries and IT services.