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Presseinformation

digitalBAU 2020 in Cologne

Tremendous response to new trade fair format

- 140 registrations already received
- Trade fair space of 17,000 square meters
- Three expert forums on the digitization of the construction sector
- Start-up Award for digital business models in the construction industry

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digitalBAU from February 11 to 13, 2020 is already a success. The new trade fair format has been very well received. Well over four months before its start, **140 companies have already registered**. This confirms that with their new platform the organizers, Messe München and the German Construction Software Association (Bundesverband Bausoftware, BVBS), have struck a digital chord with the construction industry.

For three days, Koelnmesse will be the hub for digital products and solutions in the construction industry. From February 11 to 13, 2020, it will be the place where exhibitors of digital technologies and services for the construction industry will meet interested architects, specialist planners and installation engineers. The organizers are expecting up to 15,000 visitors for the premiere.

Exhibitor list shows relevance of digitalBAU

The new digitalBAU trade fair format, which in future will always take place in the interim year between two editions of BAU, the world's leading trade fair for the construction industry, bridges the gap between trend-setting technology and the innovative construction industry. Renowned companies such as dormakaba, fischerwerke, lamilux, Liebherr, Peri, Schöck and Xella will be presenting themselves on 17,000 square meters of exhibition space in Hall 7 of Koelnmesse.

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Dr. Reinhard Pfeiffer, Deputy Chairman of the Board of Messe München, sees this as affirmation of the trade fair concept: “The registrations of now 140 exhibitors show us that we are on the right track. Renowned exhibitors, well known in the industry, will come to Cologne as will young and dynamic start-ups. This mixture intrigues everyone: the exhibitors, us and the BVBS as organizers and certainly also the visitors of digitalBAU!

Expert forums addressing the questions regarding the digitization of the construction industry

The exhibition will be complemented by an [extensive supporting program](#). Three specialist forums will offer numerous presentations, panel discussions and solution approaches for the challenges of digital planning, construction and operation in the near future. The forums are organized by the building portal Heinze, the architecture journal Bauwelt and the network initiatives planen-bauen 4.0 and Mittelstand 4.0. The focal points are diverse and are intended to answer the visitors' important questions on dealing with digitization.

Overview of the main forum topics:

Future of Digital Building Forum: The forum poses questions and offers solutions around the topics BIM, data models and digital twin, “smart home” and “smart building” as well as “data to building”.

Digital Knowledge and Practical Solutions Forum: The focus is on the four main topics Human&Process, BIM and HOAI, new business areas and industrial applications—digital processes.

Digital Initiatives and Practical Solutions Forum: The Forum will take a comprehensive and impartial look at the state of digitization in the construction industry. The focus is on concrete projects and practical experiences, which are divided into five workshop blocks: Development, planning, building, crafts and operation.

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Start-up Award for innovative concepts

Start-ups are important innovation drivers of progress in the construction industry. DigitalBAU will therefore give young start-ups the opportunity to present their concepts and creative ideas at the trade fair. During digitalBAU, the most compelling concepts and the best implementation will be awarded prizes by a competent and independent jury.

Dialog platform with a network character

In addition to the specialist forums, introductory tours for trade fair visitors are offered tailored to the information needs of trade visitors. The aim of these guided tours is to ask questions on the spot: What does digitization mean for me personally and what impact does it have on my work and the industry? It is the aspiration of the organizers, however, that not problems should be the subject of discussion, but rather solution proposals should be offered by the exhibitors.

Initiated as a dialog platform, the new trade fair aims to involve all those involved in construction. Matthias Strauss, Exhibition Director of digitalBAU: “We expect exhibitors and users to start a conversation with each other. What is special about digitalBAU is that we are able to bundle all the important questions about digital developments in the construction industry—and at the same time answer them in direct dialog and at our specialist forums.”

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

All news and in-depth information about digitalBAU is also available in our new [Visitor Newsletter](#).

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Über die digitalBAU

Die Zukunft des Bauens hängt maßgeblich von der Entwicklung der Bausoftwarebranche ab. Da dieser Bereich einen deutlich schnelleren Innovationszyklus als andere Segmente aufweist, veranstaltet die Messe München und der Bundesverband Bausoftware (BVBS) eine neue Fachmesse für digitale Produkte und Lösungen. Die digitalBAU findet erstmalig vom 11. bis 13. Februar 2020 in Köln statt. Die Weltleitmesse BAU in München schafft damit ein zweites Standbein für die Bau-IT Branche. Für das neue Projekt ist ein zweijähriger Rhythmus in den Zwischenjahren der BAU geplant. Das Portfolio soll die gesamte Wertschöpfungskette rund um das digitale Planen, Bauen und Betreiben von Gebäuden umfassen. Die digitalBAU richtet sich vorrangig an Planer, Architekten, Ingenieure, Bauunternehmer und Handwerker.

Messe München

Die Messe München ist mit über 50 eigenen Fachmessen für Investitionsgüter, Konsumgüter und Neue Technologien einer der weltweit führenden Messeveranstalter. Insgesamt nehmen jährlich über 50.000 Aussteller und rund drei Millionen Besucher an den mehr als 200 Veranstaltungen auf dem Messegelände in München, im ICM – Internationales Congress Center München, im MOC Veranstaltungszentrum München sowie im Ausland teil. Zusammen mit ihren Tochtergesellschaften organisiert die Messe München Fachmessen in China, Indien, Brasilien, Russland, der Türkei, Südafrika, Nigeria, Vietnam und im Iran. Mit einem Netzwerk von Beteiligungsgesellschaften in Europa, Asien, Afrika und Südamerika sowie rund 70 Auslandsvertretungen für mehr als 100 Länder ist die Messe München weltweit präsent.

Über den BVBS

Planen, Bauen, Nutzen – über den gesamten Lebenszyklus eines Gebäudes hilft die passende Software, strukturiert zu arbeiten, Fehler zu vermeiden, sowie Termin- und Kostenvorgaben einzuhalten. Seit der Gründung des Verbandes im September 1993 verfolgen die Mitglieder, führende Software- und IT-Unternehmen, ein gemeinsames Ziel: Die Stärkung der Leistungsfähigkeit und Innovationskraft der Bauwirtschaft durch den Einsatz von Bausoftware. Der Verband vertritt mittlerweile über 90 Unternehmen (Stand November 2018) mit mehr als 250.000 Anwendern im gesamten Bauwesen. Die Mitglieder des BVBS e.V. sind Softwareanbieter sowie IT-Dienstleister und repräsentieren die Bereiche Architektur, Fachplanung, Bauingenieurwesen, Bauausführung, verarbeitendes Gewerbe, sowie IT-Dienstleistungen.