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Munich, 17. May 2021

## Presseinformation

### Nine months until the start of the event

### Strong interest in digitalBAU

- Notable exhibitors have already confirmed their attendance
- Exciting program of presentations in five forums
- Premiere of the digitalBAU Innovation Challenge

**With around nine months until the start of the event, numerous leading industry representatives have already confirmed their attendance to digitalBAU 2022. After its successful premiere last year, the meeting point for digitalization in the building industry is once again reporting strong interest. digitalBAU will address the various aspects of digital processes and solutions for the building industry from February 15 to 17, 2022 at the Cologne trade fair grounds.**

Because of the confirmation of key players at this point in time, Reinhard Pfeiffer, Deputy CEO of Messe München, is looking toward next February with confidence: “The upcoming digitalBAU also has a special status given that the world’s leading trade fair BAU could only take place online this year. But the industry is waiting to be able to meet in person again. There is a lot of catching up to do. For that reason we are convinced that the second edition of digitalBAU will exceed the result of its premiere.”

### Numerous key players have already confirmed their attendance

Among the more than 110 exhibitors that have already registered are leading companies such as BRZ Deutschland, GRAPHISOFT, Hexagon, Hottgenroth Software, NEVARIS Bausoftware, Nemetschek, PERI and SIDOUN. They are convinced that digitalBAU is the ideal platform for presenting their products:

**Florian Biller, co-founder & CEO of Capmo, says:** “With digitalBAU, Messe München is giving digital innovations in the building sector a stage and bringing software companies together with the industry. That’s why, as a young software

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company, digitalBAU is one of the most important events of 2022 for us and is already fixed in our calendar.”

**Uwe Eisele, Head of Marketing for Germany at dormakaba, says:** “By attending digitalBAU with our digital planning tools, smart access solutions and services, we are precisely reaching our target group of architects and planners. That’s why we have already registered for 2022.”

**Dietmar Bernert, VP of Business Development at Hexagon Geosystems, says:** “The digitalization of the entire building industry with its ancillary trades is one of Hexagon’s main objectives. digitalBAU presents a combination of all technologies and offers for this purpose and, to us, is one of the most important events of the year. For that reason we are already firmly planning our participation for 2022.”

**Axel Kaufmann, spokesperson for the Board of Management of Nemetschek, says:** “digitalBAU was already very successful in 2020 and has quickly established itself as a meeting point for the industry. We would very much look forward to follow up on this success next year and be on site once again to meet our customers and business partners in person.”

### **Supporting program with more than 70 presentations**

In addition to the exhibition area, digitalBAU also offers five forums with numerous presentations and discussion rounds on the developments and trends surrounding digitalization in the building industry. The focus topics of the program include:

- BIM
- Forward-looking planning, building and operating
- Smart city and smart building
- Robotics, AI and production
- Research and science

At this point in time the first presentations have already been determined. Among those taking part in the supporting program are the following architecture firms:

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Snøhetta, Jürgen Mayer H., O&O Baukunst, SOBEK Ingenieure as well as TOPOTEK 1.

### **Premiere of the digitalBAU Innovation Challenge**

The digitalBAU Innovation Challenge will take place for the first time in 2022. Prior to the trade fair, companies have the opportunity to send their digital solutions for the building industry by video. At the same time start-ups can also advertise their business ideas. They will then be subject to a public vote on the digitalBAU website. The company with the most votes can present their product in the forum program on site in Cologne and hope to win the Innovation Challenge.

The winners in the categories “Digital solutions in the building industry” and “Start-up – digitalLAB – young, innovative ideas” will each receive a 30-minute forum slot at BAU 2023, including co-advertisement as part of the forum in BAU’s marketing channels. This prize is equivalent to €6,000.

You can find more information about digitalBAU 2022 on the [website](#) and on our social media channels, [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

You can also receive our [visitor newsletter](#) with the latest updates and in-depth information about digitalBAU.

### **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 next digitalBAU will be held from February 15 to 17, 2022 in Cologne. BAU, the world’s leading trade fair in Munich, is thus creating a second mainstay for the construction IT sector in the years between each 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 networking platforms. In line with the slogan “Connecting Global Competence,” Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München’s portfolio comprises

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more than 50 symposiums for investment and consumer goods as well as new technologies. Among these trade fairs are, for example, the world's leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München attract about 50,000 exhibitors and 3 million visitors each year.

Messe München has one of the most modern exhibition grounds in the world and with its four sites in Riem, the ICM – International Congress Center München, the MOC Veranstaltungszentrum München and Conference Center Nord, it is able to fulfill every individual customer need. Messe München is very successful on its home market, both in Munich and in other countries. It is active in all of the important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, with its network of companies and foreign agencies, Messe München is represented in more than 100 countries.

**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.