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Munich, December 9, 2019

Press Release

digitalBAU 2020 in Cologne

Digitization in the building industry concerns us all

- Exhibitor target far exceeded: more than 200 exhibitors will participate in the premiere of digitalBAU
- A spirit of optimism: Opportunities through digitization in the building industry
- Visitors can expect a comprehensive program spanning three full trade fair days

Cologne will become the digital hotspot of the construction industry. From February 11 to 13, 2020, the Rhine metropolis will be the hub for digital trends, product innovations and services relating to the digitization of the construction industry. Messe München will take its digitalBAU trade fair to Cologne, and more than 200 exhibitors will follow. With a comprehensive exhibition concept for all those involved in building, innovative presentations in three specialist forums and a digitalBAU Start-Up Award, it sets a clear signal: Digitization in the building industry concerns us all.

In three months, industry and digitization experts, exhibitors and trade visitors will come together for the first time at digitalBAU in Hall 7 of Koelnmesse. The sentiment among Messe München and the exhibitors is consistently good and intensive work is being done organizing the trade fair. Cologne is a new location, but Messe München knows the construction industry better than any other trade fair company. The world's leading trade fair BAU, which takes place in Munich every two years, will in the future be complemented by digitalBAU in its interim year. Dr. Reinhard Pfeiffer, Deputy Chairman of the Board of Messe München, underlines the potential of this young trade fair: “digitalBAU in Cologne will become the leading digital trade fair for the construction industry. We are getting closer to this goal every day, as we have meanwhile even exceeded the mark of 200 exhibitors. We are very pleased about this tremendous response from the industry!”

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Exhibitors from all areas of planning, construction and operation

The more than 200 exhibitors come from all sectors of the industry. Among them Doka, Sidoun, Softtech, Viega and Zeppelin Lab. With its individual program solutions and digital services in the construction sector, digitalBAU addresses architects and civil engineers, specialist planners, installation engineers as well as public and private property developers. The digital planning method BIM will receive special attention in Cologne. That is because it now addresses architects and specialist planners as well as the skilled crafts and the area of facility management. The tasks associated with such cross-sectoral developments—and, first and foremost, suitable solutions—will be presented by Messe München and its partner BVBS.

Considering the entire building life cycle

Prof. Joaquin Diaz, Chairman of the Board of digitalBAU partner BVBS, is convinced that holistic concepts are needed for a digital future in the construction industry: “Digitization concerns us all: Clients, planners, building contractors, operators and manufacturers of building products. Consistent digital solutions that take into account the entire building life cycle are consequently becoming increasingly important. For this reason, a trade fair like the leading trade fair digitalBAU is the ideal industry barometer and network platform for all parties involved in construction. With digitization, we increase productivity and efficiency in the construction process and ensure important profits in the long term.” He also considers Messe München to be the right partner for the upcoming tasks: “For BVBS, Messe München is the ideal partner for the digitalBAU trade fair. Utmost professionalism—in the organization, implementation and support of exhibitors and guests—is what makes Messe München stand out.”

Accompanying the digital transformation of the construction industry

Small providers as well as large software companies recognize the opportunities associated with the digitization of construction. A sense of optimism is prevailing in the industry—as is the case with the Nemetschek Group. It is one of the largest exhibitors at digitalBAU and will be represented with ten of its brands and

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their products: “The future of the AEC/O industry is digital. That is why the initiative by Messe München and the German Construction Software Association (Bundesverband Bausoftware) to introduce a new trade fair format with a digital focus is just the right impetus for our industry,” said Patrik Heider, CFOO and CEO of the Nemetschek Group, and continued: “We have been pioneers in the digital transformation of the industry for many years. This is precisely why the concept of digitalBAU has been extremely well received by us and our brands.”

Visitors can expect a comprehensive program spanning three full trade fair days

The entire life cycle of a building, from the planning and construction phase through operation to redevelopment or demolition and recycling, will become the focus of construction in the future. Resource conservation has become one of the most paramount tasks in the construction industry. Many of the exhibitors at digitalBAU will be demonstrating this at their stands, as will the speakers on stage. In addition to the exhibition stands, visitors to digitalBAU can expect an extensive supporting program spanning three full trade fair days, including three specialist forums and a Start-Up Award honoring innovative business ideas in an increasingly digitized construction industry.

Link to the current forum program: <https://digital-bau.com/side-events>

The exhibitors of digitalBAU at a glance <https://digital-bau.com/exhibitor-directory>

Service

Further information on digitalBAU 2020 can be found at www.digital-bau.de and on the social media channels [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [Xing](#). All news and in-depth information about digitalBAU are also available in our new [Visitor Newsletter](#).

Online accreditation is now available [here](#).

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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 trades 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.

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.