

7

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## Press Release

### digitalBAU 2020 in Cologne

#### Holistic trade fair concept for digital building

- 270 exhibitors at the new leading digital trade fair for the construction industry
- Start-up Area, public pitch and presentation of the digitalBAU Start-up Award on February 11, 2020
- Panel discussion with architects, associations and political representatives
- Jam-packed forum program, tours for architects and digitalBAU VR Experience

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**The first digitalBAU (February 11 to 13, 2020) is already proving to be a magnet for the industry. This is especially evident from the positive registration numbers: 270 exhibitors have already booked the trade fair format at Koelnmesse, hall 7, which demonstrates the great confidence placed in the organizers, Messe München and the German Construction Software Association (Bundesverband Bausoftware, BVBS) as well as in the quality of the trade fair organization. digitalBAU is complemented by a three-day forum program, individual guided tours of the trade fair, a Start-Up Area and a Start-Up Award.**

The countdown is on: Only a few days left until digitalBAU will open its doors for the first time. Behind the scenes, everybody is working tirelessly, and the expectations are high. With digitalBAU, Messe München is breaking new ground. The format, realized in the interim period between two BAU trade fairs, will have its base in Cologne. The new location was a strategic decision made by the partners Messe München and BVBS e. V.: The digital providers in the industry wanted a trade fair in the middle of Germany to complement BAU in southern Germany. Another factor were the short, annual innovation cycles of digital

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**Press Release** | January 28, 2020 | 2/2

industry service providers and software manufacturers, who can now present their solutions alternately in Cologne and in Munich the following year.

digitalBAU Exhibition Director Matthias Strauss: “We are very satisfied with the implementation of a holistic trade fair concept focusing on the entire building life cycle. This involves a lot of work done by all partners. The confidence of our exhibitors gives us further impetus. We are looking forward to the numerous guests who will visit us at digitalBAU in Cologne.”

### **Top-class panel discussion on the opening day**

Right on the opening day, at 10:00 a.m. on February 11, in the “Future of Digital Construction” forum, the panel discussion titled “Digitization in the construction process—hype or opportunity?” aims to get all participants involved in the overarching theme of the trade fair. The panel is made up of experts and luminaries from the fields of architecture, research, associations and politics, and, first and foremost, aims to shed light on the real effects and opportunities associated with digitization in construction. The panelists will be Ina Scharrenbach, Minister for Regional Identity, Communities and Local Government, Building and Gender Equality of the Land of North Rhine-Westphalia, Prof. Dr.-Ing. Joaquin Diaz, Chairman of the Board of BVBS e.V., Martin F. Müller, Vice-President, Federal Chamber of German Architects (BAK), Gerhard G. Feldmeyer, Managing Partner, HPP, Annette Hering, Corporate Manager, Hering International and Ernst Uhing, President of the Chamber of Architects of North Rhine-Westphalia. Boris Schade-Bünsow, editor-in-chief of the architectural journal Bauwelt and also a forum partner, will moderate the panel discussion.

### **Comprehensive forum program for interested trade visitors**

In three forums spanning all three days of the trade fair, visitors to digitalBAU can expect more than 70 specialist presentations and almost 100 speakers. Being the central theme, the entire life cycle of a building, from planning and operation to renovation, demolition and recycling, will be reflected in all of the presentations. The forum partners are the architectural journal Bauwelt, the network initiatives Planen Bauen 4.0 and Mittelstand 4.0 and the specialist portal Heinze.

**Press Release** | January 28, 2020 | 3/3

The complete supporting program offering distinct highlights for trade visitors every day is available for download at <https://digital-bau.com/en/side-events/programm>.

### **digitalLAB: Start-Up Area with daily guided tours**

As the trade fair company already did at BAU 2019, Messe München is promoting young and innovative companies. At digitalLAB, a separate exhibition area at digitalBAU, around 30 companies will present their digital services and products. Daily at 10:00 a.m. and at 2:00 p.m., there will be tours of the Start-Up Area. The exhibitor Plan.One, one of the young companies on the digital construction scene, is organizing the guided tours. These will start directly at the Plan.One trade fair stand (7.561/5). Registration at: <https://info.plan.one/digitallab-guided-tour>.

### **Start-Up Award with award ceremony on February 11**

More than 70 start-ups applied for the award to be presented at digitalBAU. 18 finalists, selected in advance by an expert jury, are now competing for the digitalBAU Start-Up Award. Between 11:00 a.m. and 1:00 p.m. on February 11, the companies will personally present their business ideas and projects. In the “Digital initiatives and practice-oriented solutions” forum, the jury will then decide on the three best concepts, which will be rewarded right there at 1:15 p.m. Visitors are very welcome to attend the pitches and the award ceremony.

### **Tours for architects, digitalBAU VR Experience, background information**

In cooperation with its partner World-Architects, digitalBAU will offer daily tours of the trade fair for architects. World-Architects organize the popular architectural tours for BAU, among other things. There will be six tours (daily at 1:00 p.m. and 3:30 p.m.), each with a central theme, led by experienced personalities who have extensive knowledge of all aspects of digitization. Among them are Prof. Bernhard Franken (Franken \ Architects) and Martin Bachem, Christian Heuchel and Martin Geerkens (O&O Baukunst). Further information and pre-registration (recommended): <https://www.world-architects.com/en/pages/digitalbau-2020-digital-solutions-in-the-construction-industry-february-11-to-13-cologne>.

**Press Release** | January 28, 2020 | 4/4

In a specific VR area at the trade fair, digitalBAU will bring the virtual world to life. At a large digital construction site, visitors cannot only experience a 360° panoramic view of what is happening on the site, but they themselves set the direction and theme of their tour: For example, the subject of safety at the construction site, construction machinery in action or a high-rise model. Further information is available at: <https://digital-bau.com/en/side-events/special-areas?lc>.

For all those who would like to take a more comprehensive look at facts and figures concerning the digitization of the building industry in Germany: digitalBAU has graphically summarized well-founded industry information in a factsheet as a so-called “Business Upgrade”. Following a quick registration, the information will be made available free of charge directly on the homepage. Link to further information and registration: <https://digital-bau.com/en/visitors/good-reasons-to-visit>.

**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](http://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](#).

### **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.

**Press Release** | January 28, 2020 | 5/5

### **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.

### **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.