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Munich, October 24, 2019

## Press Release

### digitalBAU 2020 in Cologne

## Focus on knowledge: In dialog with digitization specialists in the construction industry

- Three specialist forums, three days of trade fair, more than 40 speakers
- Specifically for architects, planners and engineers: The “Digital Knowledge and Practical Solutions” Forum
- Cooperation in interdisciplinary planning and construction processes: An interview with digitalBAU speaker Boris Peter, Knippers Helbig

**digitalBAU, a new trade fair format of BAU in Munich, will open its doors in Cologne from February 11 to 13, 2020. So far, more than 140 companies have registered for the first leading trade fair for digital solutions in the construction industry. Thereby, Messe München is responding to the demand of manufacturers and trade visitors to continue to attend to digital developments, trends and services in the interim years of BAU. In addition to the exhibition, a comprehensive supporting program which will inspire architects and engineers alike will strengthen the event.**

The three days in hall 7 of Koelnmesse will be accompanied by a highly informative specialist program. 40 speakers will speak at a total of three specialist forums; almost 90 power and specialist presentations, panel discussions as well as a start-up award are planned. digitalBAU Project Manager Matthias Strauss sees this as an important added value for visitors and an opportunity for the young trade fair to position itself as a dialog platform: “Specialist planners as well as architects, public and private property developers, real estate operators, craftspeople, students and apprentices of the handicraft trades are invited to take part in the free forums. Our visitors have the opportunity to switch between the forums in order to learn as much as possible about the digital ‘status quo’ of the other construction partners and to exchange ideas.”

### Experienced partners and supporters for the supporting program

The forums are organized by digitalBAU in cooperation with the architectural trade journal Bauwelt, the network initiatives Planen Bauen 4.0 and Mittelstand 4.0 and the specialist portal Heinze. The individual focuses of the forums will

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address current topics and challenges of the various target groups. Exhibition Director Matthias Strauss: “As a dialog platform, digitalBAU enables a unique exchange and thus enables the various participants to establish new contacts. This should be possible both at the exhibition stands and at our specialist forums, for which we have found experienced partners and supporters.”

### **The program: As diverse as the target groups**

Top-class speakers and innovative solution providers will be represented at the forums. The whole industry was taken into consideration. During these three days, architects, engineers and planners, for example, will gain an insight into the entire spectrum—from highly topical industry topics such as BIM and HOAI to digital planning and manufacturing methods, digital twin and smart building, to practical workshops on the topics of planning, development, construction, crafts and operation. Industry expert Thomas Kirmayr, Managing Director of the Fraunhofer Building Innovation Alliance and head of the Center of Competence for Planning and Building Mittelstand 4.0, will get to speak about the digital twin. Florian Kraft, Partner at Stefan Forster Architekten in Frankfurt, BIM Manager and Managing Director of Compendium BIM + Kybernetik, will talk about the correct strategic positioning of architecture firms in times of digitization. The program is complemented by the expertise of specialists such as Boris Peter—architect, engineer and partner at the engineering firm Knippers Helbig. He will speak about digitization in interdisciplinary planning processes and the associated paradigm shift.

**The complete forum program as well as important information about the speakers and partners will be available shortly at [www.digital-bau.com](http://www.digital-bau.com)**

## **INTERVIEW**

### **Cooperation in interdisciplinary planning and construction processes. An interview with digitalBAU speaker Boris Peter.**

Boris Peter is Partner and Managing Associate at Knippers Helbig Advanced Engineering, Stuttgart. He designs and plans in a multidisciplinary team of structural and facade engineers with offices in Stuttgart, New York and Berlin.

*digitalBAU: Mr. Peter, your presentation will focus on the cross-disciplinary cooperation in the digital planning and construction process. Why is there a need for information here?*

Boris Peter: In the construction industry, digitization is leading to a paradigm

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shift. The traditional planning phases are no longer consistent with the digital work processes. BIM is used to challenge the German planning culture of “separating planning and construction”. We planners should ask ourselves how we want to cooperate in interdisciplinary planning and construction processes in the future. And we should not leave that to others. With the help of digital models, planning solutions for increasingly complex planning requirements can be developed at high quality in a continuous value chain. This is based on the prerequisite, however, that the disciplines involved have an equally good command of the tools and develop a common understanding of the work processes.

*digitalBAU: Which additional topics would you like to address in your presentation?*

Boris Peter: In the presentation, I will examine the changes in the construction industry on the basis of concrete project examples from my own planning office. For me, this is not so much a question of handling, but rather of the impact on collaboration and of redefining our approaches to the planning process.

*digitalBAU: What are the major challenges for architects, engineers and specialist planners in the coming years?*

Boris Peter: There will be large investments to improve the digital infrastructure, fundamental changes in office structures due to changes in work processes and a seemingly sustained shortage of skilled workers.

*digitalBAU: DigitalBAU will take place for the first time in February 2020. Where do you see the particular added value of this new trade fair for digital topics in the construction industry?*

Boris Peter: Since it is taking place for the first time, this is hard to say. But I would like it to be a place of open exchange between industry and planning practitioners. I am also interested in the solutions presented by the exhibitors for Open BIM processes.

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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](#).

#### 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.