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Munich, November 5, 2019

## Press Release

### digitalBAU 2020 in Cologne

## Application period for first digitalBAU Startup 2020 Award has started

- The digitalBAU Startup 2020 Award honors innovative solutions from the construction sector
- Wildcards are assigned to the first three finalists at StartupCon

**Premiere for digitalBAU—Premiere for the digitalBAU Startup Award: The digitalBAU Startup Award will be presented for the first time at the new trade fair for digital solutions in the construction industry. Pioneering and innovative start-ups can apply online until December 15, 2019. There are already three wildcard winners in the final who were able to convince at this year's StartupCon. The award is supported by major industry players such as GIRA.**

The first digitalBAU will take place in Cologne from February 11 to 13, 2020. More than 140 companies will present themselves at the trade fair, organized by Messe München and the German Construction Software Association (Bundesverband Bausoftware, BVBS). In addition, an extensive program has been planned: Three specialist forums will address the industry's key topics. Another highlight: The digitalBAU Award for promising start-ups will be presented on site for the first time. Matthias Strauss, Exhibition Director of digitalBAU is excited: "The future of construction largely depends on the development of the construction software industry. Therefore, we deliberately include start-up companies that often have a completely new approach to challenges. In doing so, we offer these young companies a platform for their innovative strength."

### digitalBAU Startup Award: Driving innovation on a global scale

Start-ups from the areas of *planning, digital crafts, process, new business, BIM & HOAI, smart home, smart building, data to building, digital supply chain, platforms, construction, digital workforce, green tech, AR/VR and digital solutions for the construction industry* can apply [online](#) until December 15.

From the entries submitted, a jury of international experts and investors will select ten finalists who will get the opportunity to pitch their business model or product on the digitalBAU Main Stage. Thus, the participants can already make

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valuable business contacts. After the pitches, the winner will be determined by the jury at the trade fair.

Prizes include pitches in front of potential companies, global brands and investors as well as a free stand at StartupCon 2020. In addition, the winner will receive free marketing and media packages to promote their idea.

### **Three wildcard winners for the final at digitalBAU have been chosen**

Incept 3D, Lumoview and Zedach Digital have already made it to the final. The three start-ups have already qualified at this year's StartupCon (October 29 to 30). They convinced the jury with their ideas.

### **Service**

Further information on digitalBAU 2020 can be found at [www.digitalbau.de](http://www.digitalbau.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.

### **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.

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**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.