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Munich, November 14, 2019

Press Release

digitalBAU 2020 in Cologne

The leading digital trade fair for the skilled trades

- Digital products and services for the skilled crafts
- Supporting program addressing the priorities of the skilled crafts
- Digitization begins at your own desk. Three exhibitors and their reasons for coming to Cologne

digitalBAU, taking place in Cologne from February 11 to 13, 2020, will be the central information and communication platform for the crafts and will present developments, trends and services associated with the digitization of the construction industry. The industry's leading digital trade fair will bring together more than 140 exhibitors under the roof of hall 7 in Cologne. In addition, a highly informative supporting program with three specialist forums has been planned. Specialist forum 3 of digitalBAU will address important priorities of the crafts.

digitalBAU in Cologne is co-organized by Messe München and the BVBS. The decision to leave the local exhibition grounds in Munich and take the leading digital trade fair to Cologne was the logical consequence of many preliminary considerations. digitalBAU Exhibition Director Matthias Strauss: "We are responding to the long-standing request of exhibitors and visitors to offer a platform for dialog and for technical developments in the digital construction sector in the period between two BAU trade fairs. Digital services, offerings and program solutions are changing rapidly. The decision to go to Cologne and thus to choose a second and very central location next to Munich is the right one for us."

Exhibitors, forums focusing on important issues and trade fair tours for the crafts sector

Between February 11 and 13, 2020, Koelnmesse will be the central hub for digital products and solutions in the construction industry. It will be the place where

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exhibitors of digital technologies and services for the construction industry will meet interested architects, specialist planners and installation engineers.

For the skilled trades, the forum, in particular, offers digital initiatives and practice-oriented solutions (organizers: Network initiatives planen-bauen 4.0 and Mittelstand 4.0) as well as innovative approaches for handling the digitization in crafts. The Forum will take a comprehensive and impartial look at the state of digitization in the construction industry. The focus is on concrete projects and practical experiences, which are divided into the following five workshop blocks: Development, planning, building, crafts and operation.

In addition, individual trade fair tours for craftspeople meeting the special requirements of the skilled crafts have been planned.

Numerous exhibitors at digitalBAU have specialized in the skilled crafts. As an example, digitalBAU is featuring three of them right here.

Digitization begins at your own desk

A great number of the companies specializing in solutions for the crafts rely on automated office processes, targeted mobile support at the building site and an open communication between all partners involved in the construction project.

OptiTime GmbH & Co. KG (booth H7.615) is one of more than 140 suppliers presenting their products and services at digitalBAU. The company will be presenting solutions for the crafts for process optimization in the areas of time recording and many other digital work processes for project controlling and wage preparation—including for mobile devices like smartphones or tablet PCs. Daniela Honka, Sales Manager at OptiTime, is observing a paradigm shift in her target group: “Digitization is extremely important for the crafts sector. This is evident both among entrepreneurs and employees. Young skilled workers want to work with modern equipment. They appreciate the high technological standard they

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are familiar with from their private environment and consequently also request it for their professional practice.”

Gerold Schmidt from *icotec communication e.Kfm.* (booth H7.252) is represented at digitalBAU with their solutions intigea Handwerk and intigea Architekt, the digital contract. For him, the trade fair is the ideal networking platform for communication with his customers: “This is the first digital construction trade fair. Here, we can reach 100% of our crafts target group. Therefore, we realized quickly: We have to be present in Cologne! Because transformation does not spare the crafts. But it does not only include production. Digitization begins in the office and calls for an optimization of administrative workflows.

Moser GmbH & Co. KG (H7.506) is also exhibiting at the digitalBAU trade fair in Cologne. For 40 years, the family-run company has been offering software and apps for the crafts that can be used mobile, at the construction site or in the home office. With the new software generation, even platform-independent working is now possible. Kerstin Moser, partner and authorized signatory of Moser Software, sees numerous possibilities in digitalBAU and the digitization in the skilled crafts: “The skilled crafts should understand the associated opportunities, take advantage of the potential and tackle upcoming tasks. It can't be done overnight. But everyone should begin their way step by step into the digital age.”

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 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.