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## Press Release

### Interview

## digitalBAU 2022 builds on strong premiere

- From February 15 to 17 at Koelnmesse, the exhibition center in Cologne
- Trade fair grows from one to three halls
- Three questions to Dr. Reinhard Pfeiffer, Deputy Chairman of the Board of Messe München

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**From February 15 to 17, 2022, digitalBAU will take place for the second time—and showcase digital solutions for the construction industry at the Cologne exhibition center. The number of participating exhibitors is at pre-coronavirus levels. Dr. Reinhard Pfeiffer, Deputy Chairman of the Board, Messe München provides an outlook for the trade show:**

### **Dr. Pfeiffer, exhibitions have experienced difficult times due to the pandemic. How is this reflected at digitalBAU 2022?**

We are pleased to see a strong response to the upcoming digitalBAU: the number exhibitor registrations we received so far are almost at pre-COVID levels, which is a great success. The need for digital solutions—which our trade show addresses—is a perennial issue. Additionally, digitalBAU will grow from one to three halls and, with a new hall structure, will be placing much greater emphasis on networking among participants.

Trade fairs have already been held successfully again since September. In Munich, it was particularly IAA MOBILITY that provided the subsequent fairs with a strong tailwind as it was the first major international event since COVID-19. Thanks to our proven protection and hygiene concept and our experienced partners at Koelnmesse, we can guarantee a safe trade fair experience also at digitalBAU.

### **What role does digitalBAU play in your trade fair network?**

digitalBAU brings together the top experts who are driving the digitalization of the

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construction industry. The platform benefits from the network of the world's leading trade fair BAU, and this biennial event in Munich certainly highlights this topic as well. However, innovation cycles in the digital sector are shorter, which is why we created an additional platform: digitalBAU—perfectly in tune with the times: the first edition in early 2020 exceeded our expectations. Now, we are looking forward to seeing our customers again—and to new exhibitors such as JUNG, GIRA, PERI, and Wilhelm-Layher.

### **What will be the show's highlights content-wise?**

The supporting program will be more extensive, also covering robotics and artificial intelligence, building automation and digital urban planning. Another new feature will be the digitalBAU Innovation Challenge where solutions from the sector and from start-ups will be awarded via online voting on our website—the final pitch will then take place on site at digitalBAU. Architectural offices such as SOBEK Ingenieure, Henn Architekten, kadawittfeldarchitektur and GRAFT are on board. Architects can again participate in own guided tours. A highlight will be the keynote “Transformative ideas for the New European Bauhaus” by Francesca Bria, President of the Italian National Innovation Fund, CDP Venture Capital, which will deal with the identity of buildings, places and urban quarters and their sustainable development. With “Modular planning and building in practice” in the Bauverlag Forum the architectural firm HPP will engage with digitalization at all levels, in the trades, in planning, and of course BIM, also in municipalities.

More information on digitalBAU: [www.digital-bau.com](http://www.digital-bau.com)



The second edition of digitalBAU in February 2022 will build on the success of the premiere in 2020.

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Dr. Reinhard Pfeiffer, Deputy Chairman of the Board of Messe München

#### **About digitalBAU**

digitalBAU is the trade fair for digital products and solutions for the construction industry and covers the entire value chain from digital planning and construction to the operation of buildings. The trade fair is primarily aimed at planners, architects, engineers, construction companies and tradesmen. It is part of the BAU trade fair network and is organized jointly with the Federal Association of Construction Software (Bundesverband Bausoftware—BVBS) in the years between each BAU. digitalBAU 2020 attracted 270 exhibitors and around 10,000 visitors. The next digitalBAU will be held in Cologne from February 15 to 17, 2022.

#### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

#### **Partner of digitalBAU:**

##### **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 (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.