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Press release

Exhibitor statements about BAU 2017

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Dieter Schäfer, Chairman of the BAU Exhibitor Advisory Board and Chairman of the Board of Deutsche Steinzeug Cremer & Breuer AG, Germany: "From the exhibitors' perspective, BAU was a complete success. The quality of the product presentations was outstanding both functionally and visually. That also applies to the increasing quality and internationality of the trade visitors. And to the supporting program, which once again strengthened the show's appeal. The current positive state of the economy certainly contributed to the success of this year's fair. It was also clear that interaction between exhibitor and visitor quality with support from the fair's attractive range of services is BAU's recipe for success. BAU rightfully bears the title "World's Leading Trade Fair for Architecture, Materials and Systems."

Martin J. Hörmann, Deputy Chairman of the BAU Exhibitor Advisory Board and personally liable partner of the Hörmann Group, Germany: "For us, the trade fair BAU is an industry highlight every two years. We meet the majority of our customers and can show them the latest product innovations in the sectors for gates, doors, frames and drive systems for private and commercial buildings. We had a large number of customers from Germany and abroad at our exhibition stand again in 2017, and we are pleased that our exhibition stand and all of our innovations and new developments were so well received by our customers."

Emre Irtes, Export Chief, AKG GAZBETON, Turkey: "We are very satisfied. BAU is the most important trade fair for building materials in the world. The profile of the visitors is very diverse. We had visitors from nearly every sector of the construction industry and from several countries at our stand. We will be represented at BAU as an exhibitor again in 2019."

Bernard Gualdi, Director Corporate Communication, Braas GmbH, Germany: "Perfect organization. Perfect services. Perfect visitor profile. Once again BAU has put its special status as the industry's leading international trade fair to the test."

Ana Navarro, Project Manager, Codina, Spain: "BAU is irreplaceable. This was our third time exhibiting here. The fair is very internationally oriented. All planning and construction disciplines are represented on both the exhibitor and visitor side. We'll be back in 2019."

Martin Möllmann, Director, Dyckerhoff, Germany: "BAU 2017 met all of our expectations. The quantity and, above all, the quality of the visitors were extraordinarily high. From the very beginning we noticed that the fair has become more international, and we had to restock our English information materials more frequently than before. Our innovation—a seamless floor covering

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made of polished white cement and translucent concrete elements from the Al Aziz mosque in Abu Dhabi—made a lot of architects and planners curious."

Ulrich Bühler, Director Sales & Marketing EGGER Group, Austria: "BAU 2017 was very successful for EGGER. We had plenty of visitors from all customer groups at our stand on all six days of the fair. The current weather may be to blame for the large number of regional building tradesmen who attended the fair during the week. Besides plenty of architects and contractors, we had large numbers of international commercial customers and DIY stores at our stand. Visitors were extremely interested in the new products that we introduced, and we had some productive discussions that reflected the overall positive opinion of the current business climate and a positive outlook for the year 2017."

Rolf Haberlah, Country Manager Eternit Fassade, Germany: "BAU 2017 was a complete success for Eternit. This is our first time showcasing our company's new direction and focus on architectural expertise in facades. The innovations that we introduced here met with a great deal of interest. We were particularly pleased about all the new visitors at our stand. Approximately 80 percent of them were from Germany, but we also had plenty of guests from other countries. BAU is an important trade show for us because it allows us to dialog with our exact key target groups, i.e. architects, contractors and retailers. We are already looking forward to BAU 2019."

Thomas Utsch, Managing Director Eduard Hueck GmbH, Germany: "Hueck has been a regular exhibitor here since the fair's premiere. For Hueck, BAU is a very important communication platform for dialog with architects, planners and metal workers. Due to the considerable increase in the number of trade visitors, this year's exhibition was much more successful than in previous years. Our main theme "safety" and this year's new developments met with a great deal of interest among domestic and international trade visitors alike. We plan to have a firework display of innovations and new developments again at BAU in Munich in 2019."

Eren Gönül, Sales Director, Gentas Genel Metal Sanayi ve Ticaret A.S., Turkey: "As always, we were very satisfied. We made a number of high-quality contacts and even discovered some new collaboration opportunities. BAU is a very serious and above all results-oriented event that is well known everywhere. It is one of only three trade shows in which we participate. We present our latest developments at BAU. We had visitors from around the world at our stand this year, especially from countries in South America such as Chili, Brazil and Columbia."

Andrea Alexandra Alber, Managing Director Strategy & Marketing, GEZE GmbH, Germany: "We are very satisfied with the results of the fair. We informed our customers and partners that we are focusing more on the building-technology market and on incorporating our products and solutions into "intelligent" building-technology applications and, therefore, into "smart buildings."

Once again, this year's BAU confirmed that it is one of the most important events for us. We noticed a strong double-digit increase in the number of visitors at our

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stand and made a number of new contacts. The number of visitors from nearly 120 countries around the world also increased again considerably. Naturally, we will be back in 2019."

Dr. Eberhard Stegner, Managing Director, GRAPHISOFT Germany GmbH, Germany: "BAU was outstanding for us. The fair is an excellent opportunity for us to present our software and strengthen our ties. For us, BAU is an absolute hub. Thousands of customers come here to meet with us, and the traffic at our stand was outstanding. We can give them the information they need and discuss things with them. That would be much more complicated without BAU. There are years with and without BAU, but I wish it was held every year."

Paul Keßling, Sales Director Metal Construction/Project Consulting, Gretsch-Unitas GmbH, Germany: "For us, the architects' response to the topic of system solutions for facades and the overall topic of barrier-free accessibility was surprisingly positive. Our event for architects on Thursday evening was booked to capacity, which was very gratifying. Our international visitors confirmed on multiple occasions that our stand shined with a large number of new developments and that our range of fittings was very innovative. Our focus this year was more on architecture and planning, and we feel that our plan was a success. We had some first-rate discussions, and we are absolutely satisfied and looking forward to BAU 2019."

Ulrich Nolting, Managing Director InformationsZentrum Beton, Germany: "For the InformationsZentrum Beton, BAU is the leading trade fair for presenting our building material concrete and its diverse potential applications. The highly qualified audience of professionals corresponded to our desired target group again in 2017—there was even a great deal of interest and a positive response to exhibits that required explanations. Feedback from the 14 partner companies that were at our stand was also very positive. For us, the trade fair BAU is also an important mainstay in our brand communication and will certainly remain so in the years to come. We already have some great ideas for 2019."

Marc Everling, Director Marketing Communication, Interpane Glas Industrie AG, Germany: "As always, our conclusions about BAU are totally positive. This year's core business segment turned out to be grey solar control glass. We also noticed a great deal of interest in oversized glass products. BAU gives us access to the entire range of target groups. In addition to architects, who are essential to our major projects, there were also plenty of window fitters and skilled tradesmen at the fair. That allows even our smaller glass factories to reach their target audiences."

Catherine Lee, Deputy General Manager/Europe, CIS & Africa, KIN LONG, China: "The fair was even better this year than it was in 2015. We signed new contracts and met with old customers. Our new products were very well received. BAU is the most important trade fair for the international construction industry. It is a great place to meet lots of architects and new customers, even if the majority of visitors come from Europe. We will definitely participate again in 2019."

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Alberto Selmi, CEO Laminam, Italy: "We manufacture large ceramic tiles and are very proud to be participating in BAU for the first time. We had a record number of qualified trade visitors from around the world at our stand."

Peter Kupers, Director, mFLOR International-BV, Netherlands: "mFLOR has been participating in BAU for many years. I am very impressed by this show's dynamic development. We had a wide range of trade visitors from several countries at our stand, which is very important for our marketing mix. BAU presents all important developments and trends in the flooring sector. We introduced a number of new products, and they were all very well received. Naturally, we will participate in BAU again in 2019."

Hannes Spiss, Vice President, Northglass TNG Europe, China: "We are exhibiting at BAU for the first time and are completely overwhelmed by this exhibition. We have met a number of potential new customers and even concluded some contracts. Based on our success in 2017, participating again in 2019 is an absolute must."

Marc C. Köppe, Chairman of the Managing Board, PCI Augsburg GmbH, Germany: "We are very satisfied with the outcome of BAU 2017. Our personal highlight was that, for the first time ever, we were able to showcase our company together with strong brands such as PCI, Thomsit and Ceresit. Visitor traffic at our newly designed exhibition stand was correspondingly high on all six days of the fair. For us, BAU is the most important trade fair in the construction industry. This is where the industry meets. This is where we meet our customers. We are looking forward to BAU 2019."

Christian Thomas, Renson Group HQ, Belgium: "We are looking forward to the large number of new contacts including a number of architects. BAU differs from other trade shows because of its strong international orientation. We are already looking forward to BAU 2019!"

Werner Hansmann, Chairman of the Managing Board Saint-Gobain Rigips GmbH, Germany: "BAU 2017 is the platform that allows Rigips to tell its customers from the business sector and the skilled trades as well as planners and architects about Rigips innovations every two years. We also appreciate the chance to intensify existing contacts in direct dialog and to meet new business partners. BAU 2017 completely met these objectives. There was a noticeable increase in the number of international contacts this year. The fact that architects were so interested in our BIM solutions, which are setting new standards, was also a special highlight."

Tihomir Žitković, Technical Department, M, S.B.S. d.o.o., Croatia: "BAU is the most important event in our industry and number one in the world. We are very satisfied and have reached all our goals."

Francesco Bigoni, Marketing Director, Scrigno Holding spa, Italy: "In our opinion, BAU is the most important event in Europe when it comes to bringing manufacturers together with experts in the construction industry. Everything at

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this fair works really very well. BAU helps us to perfectly present our large product portfolio."

Thomas Lauritzen, Director Corporate Coordination, Schüco International KG, Germany: "BAU has proved more than ever that it is the leading international exhibition. One again, this year's fair saw some great increases overall, although more from abroad than from Germany. During the six days of the fair, we had some 450 visitor groups stop by our stand. That is a total of some 9,000 people from around the world. They received everything their hearts desired during their stay at our stand. This year, our exhibition stand was divided up into five theme worlds: Intelligent Control, Work, Life, Home and Digital. Add to that separate product worlds for fire protection, doors, windows and facades. Putting together a presentation with that kind of atmosphere and emotion is only possible at BAU. We received a design award for our new fire-protection system at the fair. That was particularly gratifying to me."

Michael Baxter, Marketing Manager, SE Controls, Great Britain: "This was the first time that SE Controls has had such a large exhibit at BAU, and it was a complete success. We were able to contact our customers, competitors and colleagues, and in a manner that is only possible at a trade fair like BAU."

Michael Hecker, Managing Director, Sopro Bauchemie GmbH, Germany: "Sopro's three main target groups—processors, dealers and planners/architects—all attend BAU. For Sopro, BAU is the most important trade show for our key sales market, i.e. Germany, and it has the largest number of visitors and the highest-qualified audience. That is why, every two years, we also update our 100-page Sopro Planning Manual, which is now in its eighth edition, especially for our appearance at BAU. Besides industry professionals, we also enjoy having young people from the industry visit our stand. For example, this year some trainees from the building materials retail trade stopped by the Sopro stand during their tour of the fair."

Jose López, Export Manager, Stac, Spain: "BAU is the best trade fair in this sector, especially when it comes to the share of international visitors. If you want to export, then BAU is a must."

Rolf Wohllaib, Director Marketing Germany, Sto SE & Co. KGaA, Germany: "How would we summarize BAU 2017? We are very satisfied. There was another considerable increase in the number of visitors compared to two years ago, especially international visitors from Asia and South America. Architects, investors, craft businesses: The audience here is clearly very qualified and diverse. Skilled tradesman in particular came to us with a number of concrete project ideas. For us, this year's BAU was extremely successful, and we are pleased that our stand concept was so well received among architects."

Dietmar Bernert, Director Strategic Corporate Accounts Business Development, Trimble Germany GmbH, Germany: "BAU is the central trade fair in the building construction sector. It is a permanent entry in the Trimble calendar. As a manufacturer of building software, we are very pleased that BAU has developed so massively in the BIM and digitalization sector. It is nice that

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these topics are also at the top of the agenda for Messe München. We have a large portfolio of hardware and software, so our target group is quite diverse. We see architects, engineers, building services experts and medium-sized construction companies at BAU. I was cautiously hopeful two years ago, but now I'm optimistic: The market for our solutions is moving in a positive direction."

Ayten Yilmaz, Head of Communication DACH, WICONA, Germany: "BAU is sensational. The last few BAU exhibitions were also successful, but the number of visitors at our stand increased again this year. We scanned more than 1,000 visitors on Thursday alone. The large international share of visitors is very gratifying, many of them coming from Turkey in particular. We were also very satisfied with the press coverage of the fair. All of the industry's important trade journals were there. All in all, we are thrilled with the positive overall atmosphere that prevails at BAU. Naturally, we will be back again in 2019."

Ivo Schintz, Vice-President Central Europe and General Manager, Tarkett, Germany: "The mood was very good although perhaps not as euphoric as in 2015. Geopolitical developments are of great concern to the market. Once again the quality of the visitors was very high—architects, designers, planners, professional tradesmen and investors. And the international spread among the visitors was noticeably higher this time. As well as the theme of functionality, there was also much interest in the design of home and work environments. Modular and sustainable floor concepts were also a focus of the visitors."

Dr. Sebastian Dresse, Managing Director, VELUX Deutschland GmbH, Germany: "We are very pleased. We had a very high number of visitors at our booth and the response from our customers to the new products was extremely positive. BAU is very well accepted by the sector and not for nothing is it the biggest trade fair for building. Of course we will be back again for BAU 2019. For us BAU is a tremendous opportunity to present our new developments and focal themes to a broad trade audience."

Bettina Guedeu, Export manager, Novintiss SAS, France: "It was the first participation at the Bau for Novintiss to promote our green wall system Vertiss. It was a good trade show with a lot of qualified professional visitors. Many interesting leads from abroad but also good domestic contacts to follow up after the show. Our aim is to make the urban environment greener with modular vertical gardens and the exhibition at Bau 2017 will sure contribute to it."

[See also Press Release No. 21: Final Report BAU 2017](#)

About BAU

BAU, the World's Leading Trade Fair for Architecture, Materials and Systems, is the biggest and most important event in the sector. The next BAU takes place from January 16 to 21, 2017 at the Messe München exhibition center. Around 2,000 exhibitors from more than 40 countries and approximately 250,000 visitors from all around the world are expected to take part.

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On display at BAU on about 185,000 square meters of exhibition space—for years all the available space has been fully booked—are architectural solutions, materials and systems for commercial and residential construction and for interior fit-out, for both new-build and renovation and modernization. Every two years this event brings together market leaders from the sector to participate in a unique international display of competence spanning all the construction trades.

BAU is also the world's largest trade fair for architects and construction engineers, attracting more than 60,000 design professionals. The exhibits at the fair are organized according to building material and also product and theme area.

The many attractive events in the supporting program, including high-caliber forums with experts from all over the world, round off this industry showcase.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.