



BVBS | Bundesverband
Bausoftware e.V.

digital
BAU 

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Press release

digitalBAU: New Trade Show for Digital Solutions in the Building Industry

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Under the title “**digitalBAU**”, Messe München launches a new trade show for digital solutions in the building sector jointly with the Federal Association of Construction Software [Bundesverband Bausoftware - BVBS]. “**digitalBAU**” will take place for the first time in Cologne from February 18 to 20, 2020. It is primarily addressed to planners, architects, engineers, building contractors and craftspeople. BAU, the world’s leading trade show in Munich, thus creates a second foothold for information technology in the construction sector.

The new trade show is planned to take place every two years. In future, **digitalBAU** will always be held in the even years, these are the interim years between two editions of BAU which, with its BAU-IT exhibition segment, hosts the largest construction software show north of the Alps. Every four years, **digitalBAU** will take place in parallel with DACH+HOLZ International (organized by GHM Gesellschaft für Handwerksmessen mbH, the trade show organizer for the craft sector). This will be in 2022 for the first time.

Messe München and the BVBS anticipate between 100 and 120 exhibitors on an exhibition space of 10,000 square meters for the premiere in 2020. Up to 10,000 trade visitors are expected.

The organizer of **digitalBAU** is Messe München, the BVBS is its ideational partner. The title of the trade show has been deliberately chosen in this form so as to address not only software companies. On the exhibitors’ side, the new trade show expressly includes all suppliers of digital solutions as well as start-up companies, apart from the software industry. The portfolio is to comprise the entire

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Press release | November 19, 2018 | 2/2

value-added chain relating to all aspects of the digital planning, construction and operation of buildings.

The exhibition features a congress and forum with lectures and discussions revolving around the digital future of building. A “Digital Village” - which will already celebrate its premiere at BAU 2019 in Munich under this name - offers presentation possibilities for start-ups. The best digital ideas of exhibitors and visitors will be awarded a prize.

For Messe München, Reinhard Pfeiffer, Deputy Chairman and CEO, states as follows: “We are very much looking forward to implementing this trendsetting trade-show project jointly with the BVBS and its members. The future of building decisively depends on the development of the building software industry which shows a clearly faster innovation cycle than all other building-specific segments. By **digitalBAU**, our worldwide leading trade show BAU will accompany this sector also in the interim years and thus further strengthen the existing ties. The Cologne location is ideal for reaching a vital core piece of the German building industry and offers the possibility of addressing architects, engineers and the building industry in Germany’s most populous region. A perfect complement to BAU in Munich”.

Michael Fritz, Managing Director, states for the BVBS: “We are happy to have a partner like Messe München who drives the new trade-show concept forward with great conviction and a high degree of professionalism. The new trade-show concept offers an excellent opportunity to establish, alongside the outstanding BAU in Munich, another successful trade-show platform tailored for the digital future of building for the entire IT segment in the construction industry and for all companies interested in the future of digital planning, building and operating. That is precisely what many of our member companies have long since wished for. “

Further information about BAU 2019:

www.bau-muenchen.com

Press release | November 19, 2018 | 3/3

<http://mag.bau-muenchen.com/>

<https://www.facebook.com/BAUMuenchen>

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About BAU

BAU is the world's leading trade fair for architecture, materials and systems, the largest and most important event for the industry. The next BAU will take place on the exhibition grounds of Messe München from January 14 to 19, 2019. Some 2,200 exhibitors from around 45 countries, and more than 250,000 visitors from all over the world are expected to attend.

On an area of 200,000 m² - the site has been fully booked up for years - BAU is presenting architecture, materials and systems for commercial, residential and interior construction in 18 exhibition halls, both in new and existing buildings. Every two years, it brings the market leaders of the industry together at this overarching building trade exhibition, which is unique worldwide. The range of products and services is structured according to building materials, product sectors and theme areas.

BAU addresses all those involved in the planning, construction and operation of all sorts of buildings. BAU is also the world's largest trade show for architects and engineers, attracting over 65,000 design professionals.

The supporting program with numerous attractive events on the agenda, including top-class panels with experts from all over the world round off the show.

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.

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



BVBS Bundesverband
Bausoftware e.V.

digital
BAU 

Press release | November 19, 2018 | 4/4

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.