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Presseinformation

BAU Insights

World-leading trade fair BAU launches 365-day specialist portal

- First personalized online platform in the construction industry
- Content and information can be tailored individually
- Available 365 days a year

Together with the manufacturer-independent comparison platform Plan.One, BAU – the world's leading trade fair for architecture, materials and systems – has developed the specialist BAU Insights portal. In addition to the digital exchange between manufacturers and users from the construction industry, the online platform also enables access to specialist information 365 days a year.

In April of this year, BAU will be back as an in-person event at the Munich exhibition grounds. In addition, the leading industry event is also offering a new communication tool for exhibitors and visitors, as Exhibition Director Matthias Strauss explains: "Right now, we are breaking new ground with BAU. BAU Insights is the first personalized and interactive online platform in the construction industry. With the platform we are creating an intensive exchange between manufacturers and users beyond the duration of the BAU trade fair."

Messe München received technical support from the manufacturer-independent comparison platform and technology expert Plan.One. "Anyone who uses BAU Insights can tailor all the content and information individually and create their own news feed. Due to the large number of exhibitors and visitors at BAU, the platform has huge potential, as Patric de Hair, Managing Director of Plan.One, explains.

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BAU Insights, as a specialist portal for the construction industry, offers exhibitors the opportunity to provide new products and information about their company to users in digital form. At the same time, users on the platform have direct access to personalized industry news 365 days a year. In addition, users can use interactive hall maps to create their own individual tours of the BAU trade fair. An update of the first release of the website will follow in March, allowing unrestricted access to all functions.

More information: www.bau-insights.de and www.bau-muenchen.com

About BAU

BAU, the world's leading trade fair for architecture, materials and systems, is the largest and most important event in the industry. Unique worldwide, BAU brings together the industry's market leaders in this multi-trade exhibition every two years. The range of exhibits is broken down according to building materials, products and topics. BAU addresses all those involved in planning, construction and the operation of all types of buildings. BAU is also the world's biggest trade fair for architects and engineers. The numerous events in the supporting program, including high-profile forums with experts from around the world, round out the trade fair program.

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, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.