

## Press release

### **BAU and ift Rosenheim at the AIA Architects' Congress in Washington**

**10. May 2024**

- US market becomes increasingly important for European manufacturers
- AIA assumes position as leading meeting place for architects in the USA
- BAU and ift Rosenheim join forces at a shared booth

**The booming economy and the attractive promotion of sustainable technologies in the USA currently offer the best opportunities for manufacturers of innovative and energy-efficient building products from Germany and Europe. The good reputation of “German engineering” and a great need for renovation - especially the large number of poorly insulated glass façades - contribute to this. For this reason, Messe München and ift Rosenheim will be at the well-known AIA Architects' Congress in Washington DC from June 5 to 8, 2024, presenting the world's leading trade fair BAU and “German Engineering”. The aim is to explore the American market and network in order to facilitate access to the US market for European manufacturers. The ift Rosenheim can rely on its American partners UL and NFRC.**

European manufacturers of construction products and supplier parts (system providers) are looking for alternatives to the increasingly risky Chinese market and the lost Russian market. The North American market is coming into focus here, as a steadily growing population and a high demand for infrastructure and renovation projects offer interesting sales opportunities for European manufacturers, particularly in the USA.

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European manufacturers benefit from a good reputation in terms of quality, safety, sustainability and energy efficiency. This reputation in the USA can be used to develop new sales markets with long-term business.

However, the construction market in the USA is very federally structured and without established verifications and certificates from UL Solutions, NAFS (North American Fenestration Standard) or the energy label from NFRC, market entry is difficult. Thanks to the worldwide recognition of ift Rosenheim and the cooperation with UL Solutions, NAFS and NFRC, testing and certification can be carried out by ift Rosenheim in Germany. European manufacturers can thus avoid duplicate testing, realize cost and time savings and achieve faster market access.

BAU - The World's Leading Trade Fair for Architecture, Materials and Systems is the leading international meeting place for architects, engineers, investors, retailers and tradespeople. Around a third of visitors to BAU are architects, civil engineers or planners. In view of the upcoming event, which will take place in Munich from January 13 to 17, 2025, BAU is positioning itself as the ideal address for manufacturers from the USA to tap into the European market. In addition, US architects represent a large visitor potential for BAU.

In order to better achieve these goals, ift Rosenheim and BAU will present themselves from June 5-8 with a joint stand (Hall B, Stand 1625) at the AIA in Washington DC, as part of Bayern International. The AIA is the leading meeting place for architects, building experts and manufacturers of building products in the USA. The objective is to explore the American market and to network in order to facilitate access to the US market for European manufacturers. Interested companies can visit us in Washington or register free of charge for "Info Talks", where experts from NFRC and ift Rosenheim will provide tips on the US market and answer questions.

## **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 and is regarded as an innovation driver and industry network. The range of exhibits is broken down according to building materials, products and topics. BAU brings together everyone who is involved in the planning, construction and design of buildings internationally: Architects, planners, investors, industry and trade representatives, craftsmen and many more. As one of its USPs, BAU pools the know-how of all sectors and trades at a high international level. 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**

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its more than 80 international trade fairs. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of over 15 associated companies and almost 70 offices worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.

## **About the ift Rosenheim**

The ift Rosenheim is a research, testing, monitoring and certification body notified throughout Europe and internationally accredited in accordance with DIN EN ISO/IEC 17025. The focus is on the practical, holistic and rapid testing and evaluation of all properties of windows, façades, doors, gates, glass and building materials as well as personal protective equipment (PPE, respiratory masks, etc.). The aim is the sustainable improvement of product quality, construction and technology as well as standardization work and research. Certification by the ift Rosenheim ensures acceptance throughout Europe. The ift Rosenheim is committed to the transfer of knowledge and therefore enjoys a special status with the media as a neutral institution. The publications document the current state of the art.