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Presseinformation

Change of personnel

New project management at digitalBAU

- **Anja Gierstorfer appointed Exhibition Director until June 2024**
- **Otto Nowack takes on new role at Messe München**
- **Positive prospects for digitalBAU 2024**

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As of December 1, 2023, digitalBAU will have a new project management. Anja Gierstorfer, Exhibition Manager of digitalBAU until July 2023, is temporarily taking over from Otto Nowack, who has been responsible for the event since 2021. Nowack will take on a new role in the management department of Messe München from December.

Anja Gierstorfer already worked for the BAU cluster at Messe München between 2017 and 2023 and joined the digitalBAU project team in 2019. In July, she moved internally to the Corporate Strategy & Inhouse Consulting department at Messe München. Anja Gierstorfer is now managing digitalBAU on an interim basis until June 2024 and is looking forward to her new role: “I have witnessed and helped shape the development of digitalBAU from the very beginning. This event is therefore very close to my heart and I look forward to working with the team, exhibitors and partners again.” Anja Gierstorfer is supported by Matthias Strauss, Exhibition Director of BAU and Global Industry Lead, and David Krebs, Deputy Exhibition Director of the entire BAU network.

Otto Nowack, who after six years in the BAU cluster and more than two years as Exhibition Director of digitalBAU will now take on a new challenge in the management department of Messe München, views Anja Gierstorfer as his ideal successor: “We have both known digitalBAU since the beginning. With Anja Gierstorfer, the event will have an experienced Exhibition Director who is well connected in the industry.”

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Dr. Reinhard Pfeiffer, CEO of Messe München, is satisfied with the smooth handover: “Many thanks to Otto Nowack for his outstanding performance as Exhibition Director of digitalBAU. I am very pleased that he will remain with our company in a different role. At the same time, I wish Anja Gierstorfer every success as the new Exhibition Director of digitalBAU 2024. I am sure that this event will once again be a success.”

Preparations for digitalBAU, which will take place from February 20 to 22, 2024, are currently in full swing. Numerous key players in the industry will be presenting their solutions and products at digitalBAU in Cologne at the beginning of next year.

You can find more information about digitalBAU at: www.digital-bau.com

About digitalBAU

digitalBAU is the trade fair for digital products and solutions for the construction industry and represents the entire value chain related to the digital planning, construction and operation of buildings. The trade fair is primarily aimed at planners, architects, engineers, construction companies and tradespeople. It is a part of the BAU exhibition network and is held in partnership with the German National Association for Construction Software (BVBS). digitalBAU 2022 was host to 330 exhibitors and around 10,000 visitors. The next digitalBAU will be held from February 20 to 22, 2024 in Cologne.

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 fairs 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, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.

digitalBAU partner:

German National Association for Construction Software (BVBS)

Planning, construction, operation – the right software helps to work in a structured manner, avoid errors and comply with deadlines and budgets over the entire life cycle of a building. Since the foundation of the association in September 1993, the members – leading software and IT companies – have pursued their mutual goal of enhancing the performance and innovative strength of the construction industry through the use of construction software. The association now represents more than 90 companies (as of November 2018) with more than 250,000 users throughout the construction sector. The members of BVBS e.V. are software providers and IT service providers and represent the fields of architecture, technical planning, civil engineering, construction, manufacturing and IT services.