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## Presseinformation

### BAU 2021: Positive booking situation gives us hope

- Three quarters of the net area are already firmly booked with concrete placements
- Booking status similar to previous event
- Numerous well-known as well as new names among bookings
- Supporting program with top speakers and new offerings

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**BAU holds steady against the effects of the worldwide COVID-19 epidemic.**

**Despite the difficult situation, the excellent booking situation is creating confidence among trade fair organizers and the exhibitor advisory board.**

**Three quarters of the available net exhibition area are already firmly booked.**

The BAU project team currently assumes that it will again occupy all 18 trade fair halls with a total of 180,000 m<sup>2</sup> exhibition area. The supporting program will also once again meet highest standards. Architects, planners and civil engineers can look forward to talks from renowned colleagues from around the world. The specific offer for the building and finishing trade will also be expanded: For example, the fair will feature a demonstration area where building experts can present their work.

Among the companies that have already firmly booked their exhibition site are long-standing BAU partners such as: Assa Abloy, Bosch, Busch Jäger, Deutsche Steinzeug, Festool, Gira, Glas Trösch, Gretsch-Unitas, Hörmann, Hydro Building Systems (WICONA), Interpane, Klaus Multiparking, Merck, Metabowerke, Novoferm, Roma, Roto Frank, Teckentrup, Utzin Utz, Vaillant, Würth and many more.

It is good to see that prominent industry giants such as BASF, Lafarge, Steuler Fliesen (for the first time since BAU 2011) or ULMA ARCHITECTURAL SOLUTIONS (Spain) are using BAU as a presentation and business platform again.

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**Press release** | 28. April 2020 | 2/2

In the light of this broad support, Dr. Reinhard Pfeiffer, Chairman and CEO of Messe München, is optimistic about the coming BAU: “We are glad to see that most of our long-standing customers are supporting us in this difficult time and that many new exhibitors are relying on BAU in the hope of a better future. BAU has always been a pillar of strength for the industry, particularly in turbulent times such as after the 2009 financial crisis. We will do everything we can to give our customers a unique trade fair experience, no matter what the conditions in January 2021 will be like.”

Dieter Schäfer, CEO of Deutsche Steinzeug and chairman of the BAU exhibitor advisory board, makes a statement on behalf of the exhibitors: “We fully support BAU, especially in this situation. It is very important to us to have an anchor that provides orientation and that stands for recovery and hope. This anchor has always been BAU, and this is how it will also be in 2021.”

Martin J. Hörmann, personally liable partner at the Hörmann Group and vice chairman of the exhibitor advisory board, explains: “The consequences of the coronavirus crisis will only fully hit the industry next year. This is why BAU with its great appeal at the beginning of the year will play a vital role in the development of the order situation. Many companies are hoping for a boost in connection with BAU in January. BAU has demonstrated often enough that it can provide this impetus. For this reason, it is important that the industry offers BAU its support.”

Christian Mettlach, project manager trade fairs at Hydro Building Systems (WICONA), is once again pinning his hopes on BAU. “BAU is and remains the absolute industry highlight for WICONA. It offers the ideal platform to meet our customers – metalworkers, architects/planners and project developers – in person and to present our product innovations to them. One of our top topics in 2021 will be the particularly sustainable aluminum alloys Hydro CIRCAL that we are already successfully using in many of our system solutions. We are already looking forward to the trade fair and to many interesting conversations.”

**Press release** | 28. April 2020 | 3/3

Architects and planners are also placing their hope in BAU, as Thomas Welter, national head of the Association of German Architects (BDA), explains: “The BDA and its members look to BAU in January 2021 with confidence. As the internationally leading trade fair, and as a positive sign that large events can be brought into accordance with infection prevention, BAU 2021 is best suited to give the industry as a whole a positive outlook and to consequently take up important architectural and urban planning topics around the world of building with a look to the future.

Small and medium-sized building businesses also place high expectations in BAU. Felix Pakleppa, CEO of the Zentralverband Deutsches Baugewerbe (ZDB, central association of German construction companies), comments: “Our members are convinced that BAU 2021 will happen despite the current situation. The unique platform offers small and medium-sized construction companies the opportunity to boost the business for 2021. After this current crisis year, the world’s leading trade fair in the industry therefore plays a vital role. The ZDB and BAU look back on a long-standing partnership, which is why we will without question be present at the fair in 2021 once again.”

Mirko Arend, project manager at BAU, comes to the following conclusion: “All in all, we are in a similar position as two years ago in terms of booking numbers and preparation. “This makes us positive that BAU 2021 will be equally successful as the previous fair. After the corona shutdown, more will be expected of the industry than ever before, and rightly so.”

#### About BAU

BAU, the world’s leading trade fair for architecture, materials and systems, is the largest and most important event in the industry. The next BAU will be held from January 11 to 16, 2021, at the Messe München Exhibition Center. More than 2,200 exhibitors from around 45 countries and more than 250,000 visitors from around the world are expected.

On an area of 200,000 m<sup>2</sup> – the grounds have been fully booked for years – BAU presents architecture, materials and systems for economic, home and interior construction in new constructions as well as existing buildings. Unique worldwide, it brings together the industry’s market leaders in

**Press release** | 28. April 2020 | 4/4

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. With around 70,000 planners, 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.