

Press release  
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**Presseinformation**

## **BAU Exhibition Director takes new orientation**

Johannes Manger  
MarCom Category Head  
Construction & Real Estate  
Tel. +49 89-949-21 482  
[Johannes.Manger@messe-muenchen.de](mailto:Johannes.Manger@messe-muenchen.de)

**The BAU Exhibition Director, Mirko Arend, will leave Messe München on 31 July. Arend ran the Market Research Department at Messe München from 2005 to 2010, and from 2007 he also took charge of the New Business Development Department. In April 2010 he moved to BAU as Exhibition Director in the 4th Business Unit, where his responsibilities included the conceptual and strategic development of the trade fair. His long-standing experience and expertise at the market research institute GfK Marktforschung was of particular help here.**

Mirko Arend has given significant impulses as Exhibition Director of BAU and as the responsible Exhibition Group Director. During this time, he was not only responsible for the Poing Building Centre (Bauzentrum Poing), but also played a major role in the introduction and expansion of the international BAU cluster. In addition, he strategically developed BAU into the world's leading trade fair for architecture, materials and systems in Munich. "Now it is time to set off for new shores. Due to family reasons I would like to move my private and geographical future to my old homeland in Rhineland-Palatinate," says Arend. As the son of a building contractor, he will certainly remain connected to the construction sector. Dr. Reinhard Pfeiffer, the Managing Director of BAU, and Georg Moller, the Business Unit Manager responsible, wish him all the best for the coming months and, like many exhibitors and visitors at BAU, are looking forward to seeing him again soon. For the time being his duties will be taken over by Markus Sporer, Deputy Exhibition Director of BAU, and Matthias Strauss, Exhibition Director of BAU China and digitalBAU for the BAU Cluster.

Messe München GmbH  
Messegelände  
81823 München  
Deutschland  
[messe-muenchen.de](http://messe-muenchen.de)

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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 11 to 16, 2021.

On an area of 200,000 m<sup>2</sup> - 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 70,000 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.