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Press Release

More than a year before the event BAU 2023 registers huge interest

Sabine Wagner
PR Manager
Tel. +49 89 949 - 208902
sabine.wagner@messe-muenchen.de

A good 14 months before its opening, it's clear there is huge demand for BAU, which will take place from January 9 to 14, 2023 in Munich. More than 1,200 companies have already registered for the world's leading trade fair for architecture, materials and systems. 44 percent of the registrations received so far have come from outside of Germany. BAU 2023 will occupy all 19 halls of Messe München.

Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, is very pleased that "BAU is able to record such a high number of registrations so early on. After the last event unfortunately had to be canceled due to the coronavirus, the industry is naturally very excited for the next edition."

This sentiment was echoed by Martin J. Hörmann, personally liable partner at the Hörmann Group (current winner of the BaustoffMarkt Oscar 2021): "After the cancellation due to the pandemic in 2021, I am already very much looking forward to BAU 2023. Even though digital concepts work well, we still believe in direct communication and personal exchange. The international specialist audience can view our various product innovations on site and we can strike up a conversation with them. That's always a very special atmosphere." Dieter Schäfer, Chairman of the BAU Advisory Board and CEO of Deutsche Steinzeug, added: "I am firmly convinced that BAU will play an important role for the industry as an in-person trade fair in 2023 and of course beyond – as it has in the past. It is still the platform for seeing and experiencing the latest innovations in the industry on site every two years. Of course, BAU will also be supplemented with digital products in future, which will offer participants even more opportunities to

Messe München GmbH
Messegelände
81823 München
Germany
messe-muenchen.de

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exchange. But regardless of this I am already looking forward to being there in Munich in person in 2023.”

In addition to this special atmosphere, BAU 2023 also brings something new. For the first time, the topic of “modular construction / construction with prefabricated building systems” will receive more focus at BAU. Jan Ackerstaff, Head of Marketing at KLEUSBERG, confirmed that this was a good decision: “Modular construction has been increasingly establishing itself as a real alternative to conventional construction. We still find it very important to illustrate to all those involved in construction – architects and planners, building owners and investors as well as tradespeople and specialists – which specific advantages this modern method of construction offers, particularly as regards sustainability but also in terms of optimizing construction processes. This goes best when you can discuss the topic with the target groups in person and directly. BAU offers a very good platform for this important exchange.”

In addition to modular construction, BAU 2023 will also deal with “The challenge of climate change,” “Affordable living,” “Resources and recycling” and “Digital transformation” – four highly current topics that will be thematically reflected by the exhibitors, but of course also by the conference program.

Lastly, Pfeiffer had one more piece of good news for the industry: “I am very excited that digitalBAU, which will take place from February 15 to 17, 2022 in Cologne and of course also in person, is experiencing a similarly strong feedback as BAU. With this, we are offering the industry top platforms at two locations to present and experience new products, innovations and trends live again at last.”

You can find more information at www.bau-muenchen.com and <https://digital-bau.com/en/>

About BAU

BAU, the world's leading trade fair for architecture, materials and systems, is the largest and most important event in the industry. Due to Corona, the next BAU will take place from 13 to 15 January 2021 as a as a purely digital format.

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The last time, in January 2019, BAU presented architecture, materials and systems for commercial, residential and interior design in new and existing buildings on 200,000 m² of exhibition space.

BAU is the only trade fair of its kind in the world to bring together the market leaders in the sector every two years for this comprehensive exhibition. The range of products and services on offer is structured according to building materials as well as product and subject areas.

BAU addresses all those involved in the planning, construction and operation of buildings of all kinds. At the same time BAU is the world's largest trade fair for architects and engineers.

The numerous attractive events in the supporting program, including high-caliber forums with experts from all over the world, round off 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, about 50,000 exhibitors and around 3 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 fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.