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Presseinformation

digitalBAU 2024

Connectivity throughout the building life cycle

- Focus on digitization, efficiency, and resource conservation
- digitalBAU showcasing products, software solutions, and services
- Extensive supporting program in five expert forums

Felix Kirschenbauer
PR Manager
Tel. +49 89 949-21472
felix.kirschenbauer@messe-
muenchen.de

Preparations for digitalBAU 2024, taking place from February 20 to 22, 2024 at the Cologne trade fair grounds, are in full swing. The trade fair addresses the transformation of the construction industry into a digital, networked, and forward-looking key industry for Germany, Europe, and worldwide. The focus is always on the entire construction value chain, from planning and the construction process, to operation, subsequent conversion or dismantling, and the return of valuable resources to the materials cycle.

This is also reflected in the key topics for digitalBAU 2024. Connectivity at all process levels and throughout the life cycle of buildings is one of four key topics being addressed at the trade fair at numerous exhibition stands, top-class expert forums, and in-depth discussion panels on site.

Exhibition Director Otto Nowack underlines the importance of digitalBAU in the current situation: “digitalBAU 2024 is a barometer of the current turmoil in the construction industry. With our trade fair, we provide guidance and show possible perspectives – on the path to a digital construction industry that is above all more sustainable and remains innovative.”

Focus on digitization, efficiency, and resource conservation

The construction industry is in a state of upheaval: Analog processes are becoming digital, artificial intelligence is finding its way into planning, and robots are conquering construction sites. What sounds like a far-off vision has long

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



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since become reality in initial projects around the globe. At the same time, the challenges are immense. According to a [recent PwC study](#), nine out of ten construction companies regard incalculable price developments and bottlenecks in the supply chain as key problems in the industry. What's more, globally rising raw material prices, and shortages of resources and skilled workers are also cited as major problem areas that demand a swift and targeted response.

To solve the tasks ahead, digitalBAU 2024 offers collaboration between exhibitors, construction companies, institutions, politics, and research. A central core element of this is to connect all the participants, digital services, hardware and software, robotics, and the valuable building trade with each other during the trade fair. Under the key topic of *connectivity*, digitalBAU 2024 will also highlight the necessary shift in perspective for a successful digital transformation of the construction industry, and show the opportunities, solutions, and challenges in the context of *connectivity*. All that combined with the goal of creating what continues to be a high-quality, sustainable, and resource-efficient architecture for the future through digital processes.

Extensive supporting program in five expert forums

Incorporated in expert forums, guided trade fair tours, and numerous special areas, digitalBAU offers a wealth of background information on the four key topics of *digital construction site*, *networked city*, *circular construction*, and *connectivity*. Important focal points of the key topic of *connectivity* are BIM, virtual reality, augmented reality, building life cycle, planning software, and innovative tools. Added to that are promising technologies and product applications in the context of artificial intelligence, robotics, and the digital twin. Artificial intelligence, for example, has huge potential in the construction sector, as studies and initial project applications both show. For example, the [faculty of Prof. Borrmann at TU Munich](#) is currently training AI to generate comprehensive 3D models from 2D planning data. Using point cloud data from laser scans of the actual structures and the models generated from the plans, it is now possible to compare partially incomplete or faulty plans with the actual situation, and to implement them in a digital twin.

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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 as well as around 70 representations abroad for over 100 countries, Messe München has a 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.