

Press release

BAU Insider

BAU 2027 highlights industry topics with new brand ambassadors

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- **BAU announces new brand ambassadors**
- **BAU Insiders focus on key future topics in the construction industry**
- **Personal perspectives from the built environment, craftsmanship and technology**

BAU is expanding its communications activities to include selected brand ambassadors from various sectors of the construction industry. Known as “BAU Insiders,” these professionals—representing fields such as planning, skilled trades, industry, digitalization, existing building transformation, large-scale renovation, and construction robotics – will support communications for the world’s leading trade fair for architecture, materials, systems, which will take place in Munich from January 11 to 15, 2027.

Through their own channels and networks, the BAU Insiders will address key topics of the trade show, analyze developments from their professional perspectives, and provide insights into issues currently shaping the industry. In this way, BAU is supplementing its traditional trade show communications with personal perspectives from the field and effectively promoting the key themes of BAU 2027 across various networks.

“BAU thrives on direct exchange between industry stakeholders and can only continue to evolve through this interaction. With the BAU Insiders, we aim to make the trade show’s key themes even more tangible and demonstrate where the future of construction is already taking shape today,” emphasizes Cornelia

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Lutz, exhibition director of BAU. “Our brand ambassadors contribute technical expertise, hands-on experience, and their own networks. They help us highlight the key themes of BAU 2027 from different perspectives and intensify the dialogue with the industry even before the trade show begins.”

Real-World Perspectives

The BAU Insiders address key questions about the future of the construction industry: How can the existing building stock be used more intelligently? How can digital technologies and industrial processes increase productivity?

What role do skilled trades, small and medium-sized businesses, and contractors play in climate protection, resource efficiency, and quality?

Sarah Dungs, Managing Director of the Greyfield Group and Chairwoman of the Board of the Association for Building Renovation, brings the perspective of existing building transformation to the table. Her focus is on how existing buildings can be further developed, repurposed, and understood as a resource for the future: “The future of construction does not lie solely in new construction. What will be decisive is how we deal with what is already there and whether we succeed in viewing the existing building stock as an opportunity for climate protection, urban development, and new usage concepts.

Christoph Krause and Dr. Lena-Marie Pätzmann, among others, are leading the technological transformation of the industry. Krause translates digitalization, AI, and automation into concrete applications for construction and trades companies. Pätzmann, co-founder and CEO of Sitegeist Robotics, focuses on robotics and artificial intelligence as tools for safer and more productive construction sites. “Robotics combines workplace safety with productivity. It reduces hazards on the construction site while simultaneously improving quality and cost-effectiveness. BAU 2027 shows how this future of construction is already becoming a reality today,” explains Pätzmann.

Craftsmanship, small and medium-sized enterprises, and construction execution are also key focuses of BAU Insider. Gerda Söhnngen, Managing Director of KEIL

Befestigungstechnik GmbH, embodies technical quality, durability, and innovative strength in the specialized SME sector. Cehan San, an entrepreneur and consultant in the HVAC trade, offers the perspective of practical implementation: “The skilled trades are one of the greatest drivers of climate protection, digitalization, and true productivity. That’s why we need to be more visible, more courageous, and more modern—not just talk about the future but put it into practice on the construction site and with our customers.”

Additional perspectives come from Julian Waning, Architecture Media Manager at Gira, with a focus on architecture, design, and smart building technology, Romina Haller, entrepreneur at Haller Raumgestaltung, with a focus on modern finishing trades and interior design; Emanuel Heisenberg, founder and CEO of ecoworks, specializing in serial renovation; and Bernhard Wolter, known as Bernd the Construction Coach, who clearly communicates construction practices, product knowledge, and trade-related topics to his community.

From the industry, for the industry

With the BAU Insiders, BAU 2027 strengthens the dialogue with various target groups in the construction industry. The brand ambassadors provide personal insights, address industry trends, and bring the trade show’s key themes to life in a practical way—from “Changing Living Spaces” to “Materials & Resources,” “Digitalization & Productivity,” and “Climate Protection & Climate Adaptation.”

More information about BAU: bau-muenchen.com

About BAU

BAU, the world’s leading trade fair for architecture, materials and systems, is the largest and most important event in the industry. Unique worldwide, BAU brings together the industry’s market leaders in this multi-trade exhibition every two years and is regarded as an innovation driver and industry network. The range of exhibits is broken down according to building materials, products and topics. Everyone involved internationally in planning, constructing and designing buildings comes to BAU: architects, planners, investors, industry and trade representatives, tradespeople, and many more. As one of its USPs, BAU combines know-how from all sectors and trades at a high international level. The numerous events in the supporting program, including high-profile forums with experts from around the world, round out the trade fair program.

Messe München

As one of the world’s leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. These include 14 of the world’s leading trade fairs such as bauma,

BAU, IFAT and electronica, cooperative events such as the IAA MOBILITY, and numerous guest events.

With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Together with its around 1,200 employees in the group, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, the U.S., and Saudi Arabia.

Around 150 events held annually attract more than 50,000 exhibitors and around three million visitors in Germany and abroad. That makes Messe München an important economic driver, triggering purchasing power effects in the billions.