

Press release

BAU unites social media channels

15. July 2024

- One channel for BAU Munich, digitalBAU and BAU Insights
- Central point of contact for all topics relating to construction
- Trade fair highlights and the latest news always at a glance

In future, the world's leading trade fair for architecture, materials and systems will offer its followers even greater added value on social media. Three channels (BAU München, digitalBAU and BAU Insights) on LinkedIn and two channels (BAU München and digitalBAU) on Meta - Facebook and Instagram - will each become one channel: BAU Insights. Users will then receive all information about the world's leading trade fair BAU and its network in one central location.

The two accounts digitalBAU and BAU are technically merged on the LinkedIn platform. There is no need for followers of these two accounts to take any action. However, users of the LinkedIn account BAU Insights are requested to follow the BAU Munich account until July 16 in order to continue to benefit from the bundled information offer in the future.

On the meta channels Facebook and Instagram, it is necessary that digitalBAU followers also actively switch to BAU München by July 16. In the course of the following day, the name will be changed to “BAU Insights.”

The name says it all. From this moment on, “BAU Insights” will be the central point of contact on social media for all topics relating to construction. At the same time, current information will no longer be available on the previous digitalBAU and BAU Insights channels.

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Matthias Strauss, Project Manager BAU and digitalBAU, sees a clear advantage for users in the merging of the previous channels: "From now on, followers will receive all topics relating to construction as well as all trade fair highlights and current industry news from a single source. Digital topics are increasingly taking center stage in the construction industry. This is why they will be given an even more prominent stage in future as an integrated component."

The consolidation of all channels is planned for Wednesday, July 17.

BAU Munich on [LinkedIn](#)

BAU Munich on [facebook](#) and [Instagram](#)

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 more than 80 international trade fairs. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Türkiye, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of over 15 associated companies and almost 70 offices worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.