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Munich, [22. February 2024](#)

## Presseinformation

### Final report

## digitalBAU establishes itself as a leading trade fair and sends a strong signal to the industry

- Over 270 exhibitors represented in Cologne
- More than 10,000 visitors
- Very high level of satisfaction among exhibitors

After 2020 and 2022, digitalBAU – the trade fair for digital solutions in the construction industry – took place for the third time in Cologne from February 20 to 22, 2024. 277 exhibitors from 16 countries presented products there from the fields of digital planning, construction and operation. Over the three days of the event, more than 10,000 visitors came to find out about new products and trends.

Dr. Reinhard Pfeiffer, CEO of Messe München, looks back on a successful event: “Satisfied exhibitors and a positive visitor response underscore the great potential of digitalization in the construction industry. With this excellent result, digitalBAU is sending a positive signal to the industry and at the same time creating ideal conditions for a successful BAU 2025 in Munich.”

Dieter Schäfer, Chairman of the Board of Deutsche Steinzeug Cremer & Breuer and Chairman of the BAU Advisory Board, is likewise impressed: “digitalBAU in Cologne has become an unmissable event in the construction industry calendar. Here, all the players can explore the latest trends and IT solutions to tackle climate-positive construction as a core challenge of our time efficiently and sustainably with digital technologies.”

“Digitalization methods and technologies are already available for the construction value chain and in use. What matters now, however, is implementing these achievements across the board in Germany – also in order

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to achieve the important sustainability goals,” says Prof. Dr.-Ing. Joaquín Díaz, Chairman of the German Construction Software Association (BVBS), assessing the current status of digitalization.

Felix Pakleppa, Managing Director of the Central Association of the German Construction Industry (ZDB), was impressed by digitalBAU 2024 and its resounding success: “digitalBAU has become an indispensable trade fair for the construction industry of the future. The construction industry faces massive challenges, since construction demand is huge, and skilled workers are scarce. Companies are required to build ever more effectively, efficiently and sustainably. digitalBAU shows how that works from prefabrication using digitalization, AI, and robotics.”

### **Over 270 exhibitors showcase digital solutions of the future**

Among the key topics at digitalBAU 2024 were the digital construction site, connectivity, the smart city, and circular construction. Exhibition Director Anja Gierstorfer is very satisfied with the participation of well-known exhibitors such as Bechmann, BRZ, Hexagon, Hottgenroth, as well as the NEMETSCHKE Group, RIB and Würth: “The participation of these leading companies shows how important digitalBAU is within the industry. We are delighted that the companies also actively participated in the supporting program alongside their presence at the trade fair.”

The share of international visitors was around ten percent. Dr. Thomas Reich, CEO of BRZ Deutschland GmbH, praises this development: “Once again, it shows that digitalBAU has established itself as an exciting meeting place for the industry. For all those who, especially in challenging times, want to find out in a very targeted and focused way how they can make pragmatic use of AI or other innovations, for example, in core construction processes. Top talks and trade fair visitors who are visibly enjoying driving forward their digital transformation and getting inspiration. That’s how a trade fair should be.”

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Yves Padrines, CEO of the Nemetschek Group, which presented its software solutions for the entire building life cycle with ten of its brands on a joint stand, is positive about how the trade fair went: “As in previous years, digitalBAU 2024 was also a great opportunity to meet our customers in person and discuss digital transformation, interoperability and innovation topics with them. We are already looking forward to the next digitalBAU in 2026!”

For Ronny Straube, Sales Manager at RIB-Software, the event is a must:

“digitalBAU is the most important trade fair in Germany with regard to digitalization in the construction industry. In addition, we were able to welcome numerous visitors to our stand, and optimally position our focal points such as sustainability, the carbon calculator, and RIB software.”

### **Supporting program with forums, award ceremonies and startup pitches**

In addition to the exhibition area, visitors had the opportunity to gain insights into practical examples in the supporting program. In more than 140 presentations and discussion panels, over 180 speakers presented solutions for digital and sustainable planning and construction.

Highlights of the supporting program included the presentation of the German Construction Award and the award ceremony for the winners of the “Built on IT” competition. The Founders Fight Night also offered young companies the opportunity to compete with other startups in the form of live pitches in front of an audience. A total of around 40 startups took part in digitalBAU 2024.

As part of BAU 2025 (January 13 to 17, 2025) in Munich, the exhibition area “Digital solutions powered by digitalBAU” will occupy Hall C3 with topics including BIM, software, and artificial intelligence.

The next digitalBAU will be held in spring 2026.

You can find more information about digitalBAU [here](#)

**Further exhibitor quotes:**

**Heike Kling, Head Of Engineering Hilti Deutschland AG:**

“digitalBAU offers Hilti Deutschland AG an excellent platform to present our hardware and software solutions to the digital enthusiasts in our target groups in construction and plant engineering, as well as specialist planners and architects. Cologne is also a central location and attracts a large number of visitors.”

**Ines Strohm, Strategic Corporate Development Würth GmbH:**

“digitalBAU offers Würth the opportunity to present our new software products and thus surprise numerous customers, as we are not directly associated with software. Overall, we are very satisfied with the trade fair and look forward to coming back in 2026.”

**Björn Wolff, COO Hottgenroth Software AG:**

“digitalBAU offers trade fair visitors the perfect overview of software innovations for the construction industry. Productivity progress in the planning process, for example, through the use of AI applications such as our ‘Hott-KI’, can be shown and experienced here live and in real time. In addition, the large number of presentations and exhibitors ensure a solution-oriented exchange between decision-makers from industry, education, and politics.”

**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 in Spring 2026.

**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, Turkey, 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.

**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.