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Munich, 4. October 2023

## Presseinformation

### Preparations have started

## digitalBAU 2024 on track for third edition in Cologne

- The industry's key players will be present
- Key topics: connectivity, digital construction sites and urbanization
- Supporting program: forums, digitalLAB, Innovation Trail, German Construction Award ceremony

Digitalization in the construction industry is making progress and facing major challenges. The increasing use of construction software is also having a positive effect on digitalBAU 2024. The trade fair for digital solutions in the construction industry will be held for the third time in Cologne from February 20 to 22. The focus will be on connectivity, digital construction sites and urbanization, among other things.

Around five months before the start of the event, Exhibition Director Otto Nowack is optimistic about digitalBAU 2024: "The response from exhibitors has been very positive. Following BAU last spring and digitalBAU conference & networking in summer, you can feel that the industry is now looking forward to another exchange in Cologne next February."

### Key players will be present

Among the exhibitors are also numerous leading industry companies, including Bechmann, Hexagon, Hottgenroth and the NEMETSCHEK Group, that will present their solutions and products in Cologne. "The participation of these key players shows that digitalBAU has its finger on the pulse and has established itself as an important meeting place," says Otto Nowack.

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**Key topics: Connectivity, digital construction sites and urbanization**

This year's event will focus on three key topics. Under the heading of connectivity, digitalBAU will showcase innovations and trends from the fields of BIM, virtual/augmented reality, planning software and smart building.

Digital construction sites focus on big data, the Internet of Things, blockchains and digital twins. In terms of sustainability, circular construction is taking on an increasingly important role. Visitors will have the opportunity to learn about topics such as modular construction, material databases and construction with used components. The future of urban living is called the smart city. There, the focus is on urban planning/development, connected buildings, green cities and refurbishment with digital technology.

**Supporting program: forums, digitalLAB, Innovation Trail, German Construction Award ceremony**

In addition to the exhibition area, digitalBAU 2024 will once again include a comprehensive supporting program. In various forums and interactive modules (Forum Hall 1, Session Area, Exhibitor Stage, Heinze Forum, digitalLAB), participants will gain insights into topics such as rationalization, digitalization in trade, and digital software for circular construction. In addition, the Innovation Trail offers the opportunity to see, touch and try out digital technologies. In cooperation with the Mittelstand-Digital Zentrum Handwerk, digitalBAU will show potential new solutions for everyday life in the construction industry at various stations. One of the highlights of the event will be the presentation of the German Construction Award on the first day of the fair. Together with Bauverlag, digitalBAU will honor innovative companies in the construction industry.

You can find more information about digitalBAU at: [www.digital-bau.com](http://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.

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**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.