

Press release

New partnership

BAU and concrete components industry will work closely together

19. March 2026

- Trade associations with a joint booth at BAU 2027
- Serial and modular construction will be featured in Hall A2
- Participation by ADK Modulraum, Alho, and Kleusberg confirmed

The world's leading trade fair for architecture, materials, and systems continues to drive forward the future-oriented topic of serial and modular construction. For this purpose, BAU is now collaborating with the concrete components industry, which will be presenting itself with its own exhibition space at the fair. The organizing partners are the Professional Association of Concrete and Precast Plants in Baden-Württemberg (FBF), together with the Bavarian Industry Association for Building Materials, Stone, and Earth (BIV). At the upcoming BAU, taking place in Munich from January 11 to 15, 2027, the Serial and Modular Construction section will be located in Hall A2. For the first time, in addition to the exhibition space, the topic will have its own forum.

The shortage of affordable housing is one of the biggest challenges facing Germany. Studies estimate that over 300,000 new apartments are needed each year to meet demand. At the same time, rising construction costs, a shortage of skilled workers, and lengthy planning processes are slowing down new construction.

Against this backdrop, serial and modular construction is becoming increasingly important. Industrial prefabrication and standardized planning can significantly

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shorten construction times and reduce costs. Already today, over 10 percent of residential buildings in Germany are constructed using prefabricated components—and the trend is rising.

Trade associations with a joint booth at BAU 2027

Following the successful debut of the Serial and Modular Construction exhibition area at BAU 2025, Messe München is expanding this key theme for future events. For this purpose, BAU and the precast concrete components industry have agreed to a long-term cooperation at the BetonTage industry congress in Ulm, following an initiative by the Baden-Württemberg Association of Concrete and Precast Plant Manufacturers and the Concrete Components Section of the Bavarian Industry Association for Building Materials, Stone, and Earth.

Messe München Managing Director Dr. Reinhard Pfeiffer emphasizes the significant importance of modular construction for the industry and society: “Together with the trade associations, we will bring serial and modular construction even more into the public spotlight. In times of housing shortages and high construction costs, modular construction, with its innovative power and effectiveness, plays a decisive role that extends beyond the construction industry.”

In return, the Concrete and Precast Industry Association welcomes the collaboration with Messe München: “As the leading trade fair in the construction sector, BAU offers our member companies the ideal platform to demonstrate the future viability of serial and modular construction to a broad professional audience and, furthermore, to present their own solutions across the entire value chain,” explain FBF Managing Director Dr. Ulrich Lotz and BIV Managing Director Diana Krüger.

Serial and modular construction will be featured in Hall A2

The Serial and Modular Construction section will occupy Hall A2 at BAU 2027 with a total area of approximately 6,000 square meters. The trade associations of the concrete and precast industry will participate under the motto “A Head Start Through Prefabrication” with a joint booth of around 500 square meters.

Participation by ADK Modulraum, Alho, and Kleusberg confirmed

In addition, leading companies such as ADK Modulraum, Alho, the Federal Association of Building Systems, and Kleusberg have already confirmed their participation in BAU in Hall A2. In addition to the exhibition area, visitors will have the opportunity to gain experience of the latest innovations and trends at the trade association's accompanying forum.

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