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## Press Release

### Three questions for Matthias Strauss

## “BAU will be the prime meeting place for the industry in 2023, too”

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Preparations for BAU, the world's leading trade fair for architecture, materials and systems that will be held from April 17 to 22, 2023, are moving full speed ahead. The hub of industry interaction will open its doors in less than six months. So now is a good time to take a look at the latest registration figures, innovations and the focal topics of next year's BAU. Matthias Strauss, the Exhibition Director of BAU, will now bring us up to date.

### BAU will open in Munich in about six months. How many companies have already signed up for it?

We are very optimistic about the trade fair that will open next April. At this point in the preparation schedule, we have already filled 95 percent of space in comparison to 2019. That amounts to more than 115,000 square meters of space, or 16 soccer fields. A total of 1,450 companies have already registered. This underscores the role of BAU as the construction industry's leading meeting place. We are really happy about the way that our customers have accepted the new dates and are doing everything they can to be a part of the world's leading trade fair for architecture, materials and systems. After a four-year interruption, it is about time to meet once gain in person in Munich and talk about trends and developments.

### Will BAU 2023 have any new exhibition areas?

We are certainly continuing to refine the trade fair. Our goal is to attract new companies and visitors to BAU while enhancing our existing segments. This is why we will have two new exhibition areas at next April's exhibition. The Innovation Hub in Hall B0 will focus on the topics of resources & recycling, urban mining, modular construction and innovative building processes. Our aim is to

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highlight the importance of climate-conscious and resource-conserving construction practices. As part of our focus on modular construction, we will set up a special village-like exhibition area in the atrium between Halls A and B. Exhibitors will use this space to showcase the features of architectural modular construction practices. A complementary joint booth will be set up in Hall A2. Companies still have time to register for the Innovation Hub and the topic of modular construction.

### **Which industry issues will BAU focus on next year?**

As we have done in the past, BAU will concentrate on topics that are shaping and moving the industry. These topics will serve as a common thread that runs through all aspects of the exhibition and the supporting program. Climate change presents a special challenge for the construction industry. Energy-efficient construction practices are one effective way to respond to it. The focal topic resources & recycling will address this issue as well. In addition to energy-efficient construction practices, reusable raw materials will play key roles in construction practices of the future.

Like all other industrial branches, the digital transformation is a major issue in the construction industry. We had good reason two years ago for creating digital-BAU, our own event that is devoted to this issue. Next year, visitors who come to BAU in April and to the digitalBAU conference & networking scheduled for July 4 to 6 will gain insights into digital solutions in the construction industry.

Current trends like rising energy costs and mobile working will also impact the way we live in the future. At BAU, companies will showcase solutions, and experts will discuss various aspects and challenges related to these developments.

**More information is available at [www.bau-muenchen.com](http://www.bau-muenchen.com)**

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### **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. The range of exhibits is broken down according to building materials, products and topics. BAU addresses all those involved in planning, construction and the operation of all types of buildings. BAU is also the world's biggest trade fair for architects and engineers. 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**

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, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.