

Press release

Outlook

BAU 2027 showcases potential of an industry on the move

17. June 2026

- Participation by leading companies in the industry already confirmed
- Key topics: A changing habitat; Materials and resources; Digitalization and productivity; Climate protection and climate adaptation
- Premiere of the special BLACK BOX area

In less than seven months, the international construction industry will gather again in Munich. From January 11 to 15, 2027, the world's leading trade fair for architecture, materials and systems will present sustainable solutions and products from the construction industry. Among the key topics at the event are creating living space through the efficient use of resources and climate-friendly architecture.

The construction industry is undergoing a radical transformation: While residential construction, infrastructure, and renovation are under significant cost and time pressure, demands for sustainability, digitalization, and productivity are increasing. Anyone building today has to do more—with fewer skilled workers and often more complex conditions.

As a world-leading trade fair, BAU serves as a platform for guidance during this period of transition. This is already evident a good six months ahead of the trade fair. Among the [exhibitors already registered](#) are leading companies such as Agrob Buchtal, Assa Abloy, Bechmann, dormakaba, Fritz Egger, Erlus, Geze, Gretsch-Unitas, Hörmann, Kleusberg, Renson, Schüco, Sika und Tarkett. Overall, the number of registrations is at the same level as it was during the same period prior to the previous event.

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Exhibition Director Cornelia Lutz sees the positive response on the exhibitor side as a clear sign of optimism within the industry: “The strong demand from leading exhibitors shows that companies are looking ahead and want to actively shape the future. It’s clear, particularly in a challenging market environment, that the industry is focusing on exchange and innovation for the future of construction.”

BAU 2027 with a focus on four key topics

This coming January, the world’s leading trade fair for architecture, materials, and systems will focus on the following aspects: A changing habitat, materials and resources, digitalization and productivity, and climate protection and climate adaptation will play a key role both in the individual exhibition areas and on the stages and in the special shows in the supporting program.

A changing habitat stand for housing and urban district concepts that are flexible, accessible, affordable, and suitable for different stages of life. The focus is on better use of existing buildings, converting vacant properties into living space, and simpler construction processes. The goal is to create more cost-effective housing faster without compromising on quality or quality of life. Exhibitors such as Alho and Hamberger Flooring, among others, will be showcasing their innovations in this context.

Material and resources describes the responsible use of building materials, existing buildings, and embodied energy. Key aspects here include preserving and repurposing existing buildings, climate-friendly material choices, and construction that conserves resources and promotes health. Digital product passports, material registries, and platforms lay the foundation for the targeted reuse of building materials in the future and enabling a truly circular economy in the construction industry. Sustainable solutions related to materials and resources are demonstrated, for example, by the companies Schlagmann Poroton and Würth.

Digitalization and productivity explores the shift toward more efficient, connected, and data-based planning, construction, and operating processes. Digital tools such as generative design, digital twins, and smart building infrastructure offer great

potential for addressing cost and efficiency pressure. The key to moving forward lies in greater digital literacy, better integration, and modern approval processes. Among the exhibitors in Hall C5 (digital solutions powered by digitalBAU) is Nemetschek, a leading provider of construction software.

Climate protection and climate adaptation outlines the task of ensuring that buildings, cities, and urban districts have lower emissions and at the same time are more resilient to heat, heavy rain, and flooding. Unsealing, sponge city principles, and green infrastructure make an important contribution to safety, health, and quality of life. That makes climate-friendly construction a necessity not only from an ecological but also from an economic perspective. Visitors will have the opportunity to discover new innovations offered by Caparol and Stiebel Eltron.

With regard to efficiency and cost savings, BAU will continue to drive forward the future-oriented topic of serial and modular construction this coming January. In addition to partnering with the Professional Association of Concrete and Precast Plants in Baden-Württemberg, the Serial and Modular Construction section will occupy part of Hall A2.

Premiere for the special BLACK BOX area and the interior work exhibition sector

The new BLACK BOX format will be presented for the first time at BAU 2027. It is not a traditional exhibition area like those in the other 18 exhibition halls at BAU. Instead, the BLACK BOX puts the spotlight on the various construction processes, bringing together the individual aspects such as planning, execution, and decision-making. The aim is to make solutions visible within real processes, interfaces, and applications, and to go beyond isolated product presentations.

The interior work exhibition area is also making its debut at BAU. This topic will occupy part of Hall A4 this coming January.

Tickets for BAU 2027 are expected to be available online from mid-August 2026.

More information about BAU: bau-muenchen.com

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.