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Presseinformation

Personnel announcement

Saskia Rettenbacher takes over as digitalBAU Exhibition Director

- **Homegrown talent at Messe München with over 20 years' experience**
- **Support for Senior Director Exhibitions Cornelia Lutz**
- **Digital solutions powered by digitalBAU at BAU 2027**

New leader for the trade fair for digital solutions in the construction industry. Effective immediately, Saskia Rettenbacher is the Exhibition Director for digitalBAU. She succeeds Cornelia Lutz, who will now once again focus fully on her role as Senior Director of Exhibitions for the entire BAU Network, including being Exhibition Director for the world-leading trade fair BAU.

The successful conclusion of digitalBAU 2026 a few weeks ago in Cologne also marked the handover of the role of Exhibition Director to Saskia Rettenbacher. She has been at Messe München since 2004. After holding various positions in Marketing and Communications, Rettenbacher moved into the consumer goods trade show sector, where, as Head of Event Management, she was responsible for the conceptual and operational side of staging trade fair events.

“I am very pleased that we were able to recruit Saskia Rettenbacher, an experienced and highly regarded colleague from within our organization, for this position.” She is well connected within the company and contributes the trade fair expertise and passion we need to further develop digitalBAU. “I look forward to working with her,” says Dr. Reinhard Pfeiffer, CEO of Messe München.

At the same time, the Management Board would like to thank her predecessor for her commitment: “Huge praise goes to Cornelia Lutz, who has only been with

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the company for just under a year and, alongside her numerous responsibilities as Senior Director Exhibitions, is handing over a very smoothly running project. I wish Ms. Lutz and her team every success for BAU 2027.”

Saskia Rettenbacher is enthusiastic about her new role: “After more than 20 years at the company, I now very much look forward to my new and exciting challenge at digitalBAU. Here, I can perfectly combine my passion for innovative technologies and digital solutions with my many years of trade fair experience.”

Before the next digitalBAU takes place in around two years’ time, Saskia Rettenbacher and her team are currently preparing the exhibition area “Digital solutions powered by digitalBAU” as part of BAU 2027.

Further information: 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 Software and Digitalization in Construction (BVBS). digitalBAU 2026 was host to 300 exhibitors and around 11,000 visitors. The next digitalBAU will be held from March 21 to 23, 2028 in Cologne.

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.

digitalBAU partner:

German Association for Software and Digitalization in the Construction Industry (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.