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## Press Release

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### **This is where the future of the construction industry happens”**

- digitalBAU conference & networking: July 4-6, 2023 in Munich
- Increasing need for exchange on digital topics in the construction industry
- Three questions to Otto Nowack, Exhibition Director of digitalBAU

**A new format of digitalBAU will celebrate its premiere from July 4 to 6, 2023. As of now digitalBAU will be held annually and will take place as the digitalBAU conference & networking in Munich for the first time this year. Otto Nowack, Exhibition Director of digitalBAU, explains what participants can look forward to this summer:**

#### **Mr. Nowack, why is digitalBAU now taking place with two different, alternating formats in Cologne and Munich?**

At digitalBAU 2022, numerous discussions with exhibitors and partners showed us that digitalization in the construction industry is more important than ever, and for that reason the demand for exchange between those involved is also constantly on the rise. On the one hand, with the new digitalBAU conference & networking format, we are closing the gap in the years between digitalBAU and, on the other, with the format in Munich we are consciously putting the focus on networking and knowledge transfer. In doing so, we are treading entirely new ground: In addition to presentations and discussion rounds, we are also offering workshops, think tanks, masterclasses and also a BarCamp. This way, we enable an interactive cooperation and scope to get creative on the topic of the digitalization of the construction industry for all participants.

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### **Alongside the varied program, will there also be an exhibition space in Munich?**

The aforementioned formats enable comprehensive discussions of the various approaches of digitalization in the construction industry. Unlike the traditional trade fair format, with this concept we have the opportunity to delve into greater detail into the topic and to focus on individual aspects from several points of view. This will give exhibitors and visitors the chance to introduce their personal solutions. In addition, there will also be an exhibition space where companies can present their digital solutions and other highlights will take place over the three days: These include an innovation trail and a start-up program.

### **What are the key topics of digitalBAU conference & networking this July?**

As with digitalBAU, visitors to digitalBAU conference & networking will find information on the entire value chain of the construction industry: all the way from planning, to the construction process, up to restructuring or dismantling. The key topics of digitalBAU conference & networking include connectivity, digital twins, sustainability and urbanization. Among other things, these points cover terms like digital building sites, artificial intelligence, circular economy, smart building, urban planning and modular construction. In other words: This is where the future of the construction industry happens.

You can find more information about digitalBAU here: [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 covers the entire value chain from digital planning and construction to the operation of buildings. The trade fair is primarily aimed at planners, architects, engineers, construction companies and tradesmen. It is part of the BAU trade fair network and is organized jointly with the Federal Association of Construction Software (Bundesverband Bausoftware—BVBS). The next event will be held as digitalBAU Conference in Munich from July 4 to 6, 2023.

#### **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, Africa, Turkey, and Vietnam. With a network of associated companies in Europe, Asia, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.

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**Partner of digitalBAU:**

**Federal Association of Construction Software [Bundesverband Bausoftware—BVBS]**

Planning, construction, utilization—the right software helps to work in a structured way, avoid errors and comply with schedules and cost requirements over the entire life cycle of a building. Since the association's foundation in September 1993, its members, leading software and IT companies, have pursued one common goal: strengthening the efficiency and innovative power of the building industry by using construction software. Meanwhile, the association represents about 100 companies with more than 300,000 users in the entire building industry. The members of the BVBS e. V. are software suppliers as well as IT service providers, and represent the areas of architecture, specialist planning, civil engineering, building construction, the manufacturing industries and IT services.