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Presseinformation

Hotspot for digital construction expertise

digitalBAU is a driving force for the construction industry of the future

- **Leading industry companies have confirmed their participation**
- **Key topics: Circular economy in the construction industry, digital optimization of construction processes, game changer AI, digitalization for existing buildings**
- **Presentation of the German Construction Award 2026 at digitalBAU**

The fourth edition of digitalBAU – the trade fair for digital solutions in the construction industry – starts in six months' time. From March 24 to 26, 2026, around 300 companies will be showcasing innovations and trends relating to the digital construction site of tomorrow in Cologne. Among other things, the upcoming event will focus on the circular economy, construction process optimization, artificial intelligence, and digitalization in existing buildings.

Despite the current challenges in the construction industry, digitalBAU is on track and is enjoying a lively response from the industry, as Exhibition Manager and Senior Director Cornelia Lutz explains: "Digitalization is proving to be a dynamic driver for the construction sector. As a trade fair, we also benefit from this and can therefore offer visitors a broad portfolio of solutions and products. digitalBAU has now established itself as a leading platform and is considered a must-attend event in the industry."

The industry's key players will take part

The high status of the event is also highlighted by the high caliber of the exhibitors. Numerous market leaders such as BRZ, Hottgenroth, NEMETSCHEK

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Group and RIB are among the 300 or so companies that will be exhibiting in Cologne at the end of March.

digitalBAU 2026 will focus on four key topics

A shortage of skilled workers, cost pressure, long planning processes and the urgent need to build more sustainably: The construction industry is currently facing extensive challenges. That is why digitalBAU 2026 is focusing on four key topics that will have a significant impact on the future of the industry.

The future of construction is sustainable while aiming to conserve resources. In [circular construction](#), building materials are not disposed of after deconstruction, but reused instead in a new function, turning buildings into a valuable raw material warehouse. To be successful, that requires digital tools and new planning approaches, from material databases, building information modeling (BIM) and the digital twin to the digital construction site. digitalBAU 2026 will showcase the many digital solutions for circular construction.

Planning more efficiently, building faster, managing more sustainably – [digital optimization of construction processes](#) is the key to the future of construction. The focus of digital process optimization is on integrating digital technologies and methods across the entire life cycle of a building: from the concept and design, planning and execution, to operation, conversion and dismantling. The aim is to optimize established but analog processes. It also helps minimize sources of error and improve collaboration between those involved in planning with the help of suitable digital work tools.

The digitalization of construction and the associated automation of various planning and building processes is continuing to pick up speed. Nevertheless, the building sector remains analog when compared to other branches of industry. A wealth of recurring tasks – fields of activity that have long since been solved by robots and controlled digitally in the automotive sector, for example – still need to be carried out on our construction sites by hand and with physical strength. However, [artificial intelligence](#) (AI) and machine learning form an

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important foundation here for making planning and building more automated, efficient and high-quality in future.

[Construction in existing buildings](#) is one of the most important levers on the path to a sustainable future: This is where the greatest potential for resource-saving construction and achieving climate targets lies. After all, the building sector accounts for more than a third of greenhouse gas emissions and around 40 percent of energy consumption in the European Union. Digitalization thus plays a key role in the transformation of existing buildings.

Presentation of the German Construction Award 2026 at digitalBAU

The key topics of digitalBAU 2026 will also be reflected in the accompanying supporting program. These include various forums such as the Main Stage, Neo Stage, Exhibitor Stage and the Startup Stage, including the Founders Fight Night on Wednesday, March 25. In addition, digitalBAU will be the venue for the German Building Award ceremony for the third time on March 24. Federal Building Minister Verena Hubertz will act as patron.

Early bird tickets for visitors

If you decide early on to visit digitalBAU 2026 in Cologne, you can save money. The early bird campaign for [visitor tickets](#) runs from September 30 to November 30, 2025. During this period, there is a discount of up to 55 percent on the regular price.

You can find more information about digitalBAU at: 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 Construction Software (BVBS). digitalBAU 2024 was host to around 280 exhibitors and more than 10,000 visitors. The next digitalBAU will be held from March 24 to 26, 2026 in Cologne.

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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. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, and electronica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and the affiliated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, triggering purchasing power effects in the billions.

digitalBAU partner:

German National Association for Construction Software (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.