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## Press release

### Three questions for Matthias Strauß

## “The response from the exhibitors was positive across the board”

Sabine Wagner  
PR-Manager  
+49 89 949 20802  
sabine.wagner@messe-muen-  
chen.de

**BAU, the world's leading trade fair for architecture, materials and systems, was rescheduled a few weeks ago from January to April 17-22, 2023. How have the exhibiting companies responded to the new dates, and what can the participants expect in April 2023? The Exhibition Director of BAU, Matthias Strauß, answers our questions.**

### How have your customers, in other words, the BAU exhibitors, responded to the new dates in April?

“The response from the exhibitors is positive across the board. In times like these, it is hugely important for our customers to have planning security; and since we announced it very early on, the exhibitors were able to respond and re-schedule accordingly. The number of registrations is almost the same as for the last BAU in 2019. More than 70 percent of the total floorspace has now already been sold after the first placement round. The companies, such as Schüco, Uzin Utz, Target, Würth, Hörmann, Schörghuber, Swiss Krono, Mapei, Engelbert Strauss, Agrob Buchtal, Euro Baustoffe or Steuler Fliesen, are with us on this path, so our decision to move from January to April was the right one.”

### What do you think: Will BAU 2023 be comparable to BAU 2019?

“As far as the topics and their relevance are concerned, definitely. There's no denying, of course, that the last few years have left their mark on the industry. But it's all the more important that the sector now has a platform again where it can meet face to face, discuss topics, and do business. The feedback we receive daily is clear: The industry representatives are looking forward to BAU after the long break.”

Messe München GmbH  
Messegelände  
81823 München  
Germany  
messe-muenchen.de



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### **What can participants look forward to? What's new?**

“First of all, to being able to experience the relevant industry giants and their products and innovations again live in Munich. Another highlight is also our main topics of ‘The challenge of climate change,’ ‘Affordable living,’ ‘Resources and recycling’ and ‘Digital transformation.’ And last but not least, there will be a stronger focus at BAU 2023 on the new topic of ‘modular construction / construction with prefabricated building systems’. I have no doubt that BAU will confirm its status as the world’s leading trade fair for architecture, materials and systems.”

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