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Munich, 25. February 2026

Presseinformation

digitalBAU supporting program

Artificial intelligence in construction: from trend to strategic key technology

- Over 60 lectures and discussion panels on four stages
- Presentation of German Construction Award 2026
- Practical examples on Innovation Parcours and Guided Tours

Artificial intelligence is also sweeping the construction industry. From March 24 to 26, 2026, digitalBAU, the trade fair for digital solutions in the construction industry, will be showcasing what opportunities AI offers architects and planners in Cologne. The exhibition area with around 300 companies is complemented by an extensive supporting program comprising a lecture program, award ceremonies, an innovation parcours and guided tours.

This year's digitalBAU will focus on [the key topics](#) Circular economy in the construction industry, Digital optimization of construction processes, Use of artificial intelligence in construction and Digitalization in existing buildings. Among the [around 300 exhibitors](#) are key players such as Hottgenroth, ISD, NEMETSCHKE, ORCA, RIB, Trimble and Würth.

A clear indication of just how important the event is, says Exhibition Director Cornelia Lutz: "digitalBAU impressively demonstrates how indispensable digital solutions are for the future of construction. Alongside the innovative products of the exhibitors, the supporting program in particular offers valuable stimulus and orientation for the practical transfer of knowledge in the industry."

Forum program focusing on artificial intelligence

In addition to the exhibitors' innovations, visitors will have the opportunity to expand their specialist knowledge in the accompanying [forum program](#). On the

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four stages, Main Stage, Neo Stage, Exhibitor Stage and Start-up Stage, [experts](#) will speak on and discuss digital innovations and trends in construction.

Artificial intelligence will play a key role in the more than 60 lectures and panel discussions. Matthias Pfeifer from the Architektenkammer Nordrhein-Westfalen will be discussing the potential and prospects of AI in planning on the second day of the trade fair (Wednesday, March 25, 10:30, Hall 8, Stand 127) on the Neo Stage. Thomas Wortmann, ICD University of Stuttgart, will explain the importance of AI for architecture on the last day of the trade fair (Thursday, March 26, 10:00, Hall 8, Stand 151) on the Main Stage. That's also where Sigrid Brell-Cokcan from RWTH Aachen University will outline how AI and robotics are revolutionizing the construction site (Thursday, 26 March, 12:30, Main Stage).

Presentation of German Construction Award 2026

On the first day of the trade fair (Tuesday, March 24, 16:00), digitalBAU will be the stage for the winners of the [German Construction Award 2026](#). On the Main Stage (Hall 8, Stand 151), Deutsche Bauverlag will award prizes to eight winners from a total of more than 200 submissions in the categories Construction companies (small, medium, large) and Circular construction, Construction in existing buildings, Simple construction, AI & automation, and Occupational health & safety.

A day later, the RKW Competence Center will honor young construction professionals in the competition ["Built on IT – Construction Professions with a Future"](#) in the categories of civil engineering, construction process management, architecture, and crafts and technology. The award ceremony will be held on Wednesday, March 25, at 14:00 on the Neo Stage (Hall 8, Stand 127).

Practical examples on Innovation Parcours and Guided Tours

The Innovation Parcours and the Guided Tours will show how digitalization is changing construction using concrete examples from the field. On the [Innovation Parcours](#) (Hall 8, Stand 647), visitors can try out and test various technologies such as printing motifs or graphics precisely onto surfaces, documenting construction with AI, automated time tracking, or millimeter-precise measuring and visualization for themselves.

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The guided tours at digitalBAU also offer insights into the industry's trending topics. In partnership with Heinze Architecture Verlag, two specialist tours of the exhibition area will take place daily. Registration for the tours is possible on the [digitalBAU website](#).

After the successful premiere at last year's digitalBAU, there will be a new edition this year of the [Founders Fight Night](#). On the second day of the trade fair (Wednesday, March 25, 16:00, Start-up Stage, Hall 8, Stand 760), startup companies will engage in a verbal clash in the form of short pitches. A boxing ring serves as the stage, and the audience decides the winner by a show of hands.

The fourth edition of digitalBAU will take place at the Koelnmesse exhibition center in Hall 8 (North Entrance).

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.

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.