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Cologne, 26. March 2026

Presseinformation

Final report

digitalBAU sets the pace for the digital transformation of the construction industry

- **Significant increase in exhibitors and visitors**
- **Best result since the start of the trade fair in 2020**
- **Artificial Intelligence as a driver of innovation in the construction industry**

The fourth edition of digitalBAU, the trade fair for digital solutions in the construction industry, achieved its most successful result since it began in 2020. From March 24 to 26, 2026, 300 exhibitors presented solutions and products on the topics of digital planning, construction and operation on the grounds of the Cologne trade fair. Over the course of three days, about 11,000 visitors learned about the latest innovations and trends from the world of construction software.

Dr. Reinhard Pfeiffer, CEO of Messe München, is very positive in taking stock of the trade fair: “Setting new records, digitalBAU has emphasized its role as an important driving force for the construction industry. This is where solutions are developed that not only make construction processes more effective but also make a significant contribution to the growth of the construction industry across the entire value chain.”

Chairman of the BAU Advisory Board, Dieter Schäfer, was also very satisfied with the event: “digitalBAU has impressively demonstrated how rapidly the digital transformation of the construction industry is progressing. As a platform for discussion, innovations and practical solutions, it brings planning, construction and operation more closely together. The strong response and high quality of the trade show underscore that the industry is actively shaping the digital transformation.”

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“The big question is no longer whether the digitalization of the construction industry is coming, but rather how we are going to organize its implementation in a structured, binding and scalable way,” says Prof. Dr.-Ing. Joaquín Díaz, Chairman of the German Association for Software and Digitalization in the Construction Industry (BVBS).

For Felix Pakleppa, Managing Director of the Central Association of the German Construction Industry (ZDB), digitalBAU stands for new beginnings and innovation: “Digitalization, AI and robotics are no longer visions of the future. They are already reality and are significantly shaping what will make companies competitive tomorrow. With digitalBAU, the construction industry has a unique platform that brings innovations to life; one where concrete solutions for the construction site of the future are developed for the benefit of our construction companies.”

300 exhibitors showcased the digital future of construction

The focus of digitalBAU 2026 was on the four key topics of Circular economy in the construction industry, Digital optimization of construction processes, Artificial intelligence in construction and Digitalization in existing buildings. Over the course of three days, 300 companies—a record number of exhibitors at digitalBAU and an eight percent increase from two years ago—showcased innovations and sustainable solutions for the construction industry. digitalBAU also recorded a higher proportion of international exhibitors, with a 16 percent increase in companies from outside of Germany. In total, digitalBAU 2026 occupied a total area of approximately 17,000 square meters, representing growth of over six percent compared to the previous event.

According to Exhibition Director Cornelia Lutz, the participation of key players highlights the event’s importance: “The strong presence of market leaders makes it clear that digitalBAU currently plays a key role for the industry. It’s a place where the relevant actors can network and shape the digital future of construction together.”

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One example of digitalBAU's increasing internationality is Bentley Systems' trade fair presence. The company based in Ireland celebrated its premiere at the trade fair. "digitalBAU 2026 was an excellent platform for topics that are currently shaping our industry—from digital work processes to the role of AI in the digital transformation. The discussions in Cologne confirmed that the German market is ready," says Richard Vestner, Vice President, Market Development, Bentley Systems, very satisfied.

For the Nemetschek Group, which presented its software solutions for the entire building life cycle with nine of its brands at a joint stand, the trade fair was very successful, as CEO Yves Padrines says: "digitalBAU 2026 offered the ideal opportunity to show how we are supporting more efficient and sustainable work processes as a vertical AI provider for the construction industry. By combining open standards with AI-powered processes and putting people at the center, we are shaping the future of digital construction."

Jörg Reckhardt, Managing Director BRZ Deutschland, was also positive: "For us, digitalBAU is and remains an important date in the trade fair calendar. The discussions at our stand were in particular about how to use AI agents in construction processes. The targeted digital transformation is noticeably picking up speed."

Visitors give top marks

The successful outcome of the trade fair is also reflected in the survey carried out by the Gelszus market research institute, in which 94 percent of the visitors rated the fair as good to excellent. According to 93 percent of respondents, the significance of digitalBAU for the industry in the coming years will not only remain, but will continue to grow. Visitors were on average 40 years old and there was a share of approximately 80 percent of 20- to 49-year-olds, which shows that digitalBAU is composed of a comparatively young audience. The number of about 11,000 visitors was 7 percent higher than in 2024, setting a new record.

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Supporting program with forums, award ceremonies and startup pitches

In addition to the 300 exhibitors' innovations, visitors had the opportunity to expand their specialist knowledge in the accompanying forum program. Experts discussed digital innovations and trends across four stages. Artificial intelligence played a key role in around 90 lectures and panel discussions.

Highlights of the supporting program included the Presentation of the German Construction Award 2026 and the announcement of the winners of "Built on IT – Construction Professions with a Future".

There was also a new edition of Founders Fight Night. On the second day of the trade fair, startups engaged in a verbal exchange through short pitches. A boxing ring served as the stage, and the audience decided the winner by a show of hands. In total, around 60 startups presented themselves at digitalBAU 2026.

As part of BAU 2027 (January 11 to 15, 2027) in Munich, the exhibition area "Digital solutions powered by digitalBAU" will occupy Hall C5. The key topics will include BIM, robotics and AI.

The next digitalBAU will be held from March 21 to 23, 2028 in Cologne.

You can find more information about digitalBAU at: www.digital-bau.com

You can find photos of digitalBAU 2026 [here](#)

Further statements on digitalBAU 2026:

Florian Biller, Founder and CEO – Capmo:

"This year, digitalBAU once again demonstrated just how great the interest is in digital solutions—and, above all, in AI-powered solutions—within the construction industry. This event is valuable to us because it brings together the people who are truly driving digital transformation and actively seeking to engage with software partners."

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Heike Kling, Head of Engineering Region West – Hilti Deutschland:

“digitalBAU in Cologne offers us an excellent platform to present our innovative strength along the entire value chain

of construction—from construction software like 4PS and Fieldwire, to technologies like value engineering with 3D scanning and the drilling robot Jaibot. The exchange with digital pioneers from planning, construction and operation is particularly valuable.”

Martin Muth, Managing Director – RIB Deutschland:

“Connecting Solutions was our theme at digitalBAU, and that’s exactly what we showcased: innovative solutions that connect the construction industry. The large crowd at our booth showed that we’re precisely meeting the industry’s needs.”

Manfred Scholz, CEO – Orca Group:

“Our first appearance at digitalBAU as Orca Group was a complete success. We are very satisfied with the response, the number of visitors and the many good discussions.”

Ines Strohm, Senior Manager Corporate and Venue Development – Würth:

“digitalBAU is an important platform for accelerating the digitalization in construction and crafts. Compared to the previous event, planners and architects in particular showed great interest in our products this year. We are very happy with how the trade fair went.”

Michael Strucker, Managing Director of Global Sales, ISD Group:

“As a globally active software company, we once again view digitalBAU as a key meeting point for the industry—and as clear confirmation that the need for structured, integrated engineering processes is constantly growing. For us, taking part in digitalBAU was a complete success again this year.”

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Björn Wolff, Executive Board – Hottgenroth Gruppe:

“digitalBAU showcases the industry’s software innovations. Digital building models and AI-powered planning open up concrete pathways to sustainable construction and renovation. For Hottgenroth, data sovereignty remains a top priority: The digital transformation demands a high level of data resilience—and this trade fair provides the ideal setting for expert and practical discussions.”

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 about 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.