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Presseinformation

Game changer AI

How artificial intelligence is revolutionizing construction

- **More efficiency and sustainability for planning and operation**
- **Rapid market growth and leaps in productivity**
- **Automation and data-based decision-making**

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The construction sector is undergoing a profound shift. The daily routine in the industry is shaped by challenges such as high construction costs, a shortage of skilled workers, and the associated need to become significantly more efficient in planning and the construction phase. At the same time, artificial intelligence (AI) is rapidly becoming a key driver, a game changer, for the transformation into more efficient, more sustainable, and adaptive construction. digitalBAU (March 24 to 26, 2026 in Cologne) will therefore focus on the key topic “Game changer AI: building for the future” and show how AI technologies can revolutionize the value chain.

The title “Game changer AI: building for the future” describes the profound shift that the use of AI brings about in all the life cycle phases of a building, from planning, approval, and construction to operation, conversion or even deconstruction. AI technology supports this with automation and optimization, and enables sound, data-based decision-making in every construction process. It is therefore considered a decisive key factor for more efficiency, more sustainability and less use of resources. “The construction industry is driven in large part by medium-sized businesses. We want to support them and introduce them to new ways of building for the future. Digital construction process optimization and AI are fundamental tools that feature in our key topics and the supporting program,” emphasizes Messe München CEO Dr. Reinhard Pfeiffer.

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Rapid market growth and leaps in productivity

The global market for AI in construction is growing exponentially: Current market analyses show that the volume in 2024 was still around USD 4 billion, but is expected to grow to over USD 22 billion by 2032, [according to forecasts](#) for the coming years. This growth once again underscores the relevance of AI as a disruptive technology for construction. Initial studies [demonstrate the huge benefit it offers](#): Companies that make strategic use of AI achieve significant productivity gains and can reduce planning times by up to 20 percent. Although its use in the German construction industry is still in its infancy, [according to an OECD report \(2024\)](#), international markets are already showing the transition to automated and learning construction processes – which will also be used in the diversified German market.

AI in the value chain: automation and data-based decision-making

AI links planning, execution and operation to create an end-to-end digital and data-driven cycle. It is fundamentally changing processes and value chains in the construction industry by being able to cover the entire life cycle of a building: In the planning phase, AI systems unfold their potential through generative design and design support for architects. They can develop numerous variants in no time, taking account of important parameters such as construction costs, supporting structure, or carbon footprint. In addition, AI solutions enable automated cost and risk analyses, and precise building simulations for the technical planning, which massively improves the basic situation for a joint and informed design decision.

During construction, AI makes a valuable contribution to quality assurance, for example, by analyzing and evaluating image and sensor data. It monitors construction progress in real time and controls machine- or robot-assisted processes at the construction site.

Finally, in building operations, AI solutions are already supporting facility management with predictive maintenance. By analyzing data from intelligent, networked building technology, AI ensures data-driven optimization of energy

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and resource consumption – a benefit that extends far beyond operation and continues into conversion or deconstruction at the end of the building life cycle.

Focus on artificial intelligence at digitalBAU 2026

digitalBAU 2026 will present the latest AI applications that are driving the transformation of the construction industry. The trade fair will also show how small and medium-sized enterprises can put AI technologies to good use to ensure their competitiveness and open up new business models. With this key topic, digitalBAU 2026 is focusing on a resilient construction industry, as Senior Director Cornelia Lutz explains: “AI is not just a tool, but rather a pioneer for a more sustainable and efficient future of construction. digitalBAU is where this vision becomes tangible, and where the construction industry can build the skills it needs for the transformation and a successful future.”

Exhibitors presenting innovative AI applications

Visitors will have the opportunity to find out about AI tools from numerous exhibitors. RIB is presenting [“RIB 4.0”](#), a cloud-based platform that bundles cost estimation, procurement, business partner and document management, and other central construction processes in an integrated environment. The solution enables end-to-end digital workflows along the construction process, and supports project teams in planning and control – also across several projects. Integrated AI functions help make better use of data and make faster, more informed and more transparent decisions.

The Nemetschek Group is expanding its AI Strategy in 2026 on the basis of three main areas. They include agent-based assistance functions and automated processes that will be incorporated into the brands’ products via the Group-wide AI platform.

Among other things, Bluebeam is presenting [“Bluebeam Max”](#), a new generation of AI-powered functions that digitally support reviews, drawing comparisons, and communication processes. Automated tools for review, measurement and coordination are designed to identify errors sooner and simplify workflows between the office and the construction site.

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NEVARIS is presenting new AI-powered functions that support day-to-day work in construction project management. A cross-product AI assistant helps with tasks such as cost accounting or photo documentation, with the aim of speeding up processes and improving efficiency in construction project management. The AI Assistant and AI Visualizer from Vectorworks make planning smarter and more efficient, as they can be seamlessly integrated into day-to-day work, automate routine tasks, and support individual working methods through adaptive AI.

Outlook and supporting program

At digitalBAU 2026, visitors can look forward to a host of top-class lectures and discussions in the Main Stage, Exhibitor Stage, Neo Stage and Start-Up Stage forums, which will deal specifically with the use of artificial intelligence, its ethical implications, and the steps toward its secure implementation in the medium-sized business sector. That makes digitalBAU 2026 the central platform for finding out about the revolutionary potential of artificial intelligence and setting the course for the digital future of the construction industry. The program will be available on the digitalBAU website from January 2026.

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. 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, Türkiye, 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.

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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.