

Press release

BAU PreView

Focus on Productivity, Inventory, and Affordable Construction

12. October 2026

- **Prof. Marcel Fratzscher: “Building more housing requires lower costs, faster permits, and higher productivity”**
- **Build simpler, renovate smarter: Experts discuss ways to resolve the tension between demand, costs, and quality**
- **BAU Insider presented the key themes of BAU 2027**

About three months before the start of the world’s leading trade fair for architecture, materials, and systems, BAU PreView provided insights into the key themes, focal points, and innovations of BAU 2027. The focus included, among other things, the economic conditions for construction and housing, as well as the panel discussion “Build Simpler, Renovate Smarter: How Do We Resolve the Conflict Between Needs, Costs, and Quality?” Participants also got a first glimpse of the BLACK BOX, which will make its debut at BAU 2027.

Recent industry analyses highlight the urgent need for action in the construction sector: The 2026 Construction Monitor points to a housing shortage of approximately 1.35 million units and describes the decline in housing construction as a burden on the economy, employment, and growth. At the same time, the Architecture Trend Report 2026 shows that the requirements for housing itself are also changing—there is a demand for flexible floor plans, multifunctional spaces, energy efficiency, healthy living environments, recyclable materials, and a smart approach to the existing housing stock.

Felix Kirschenbauer
PR-Manager
Tel. +49 89 949-21472
Fax +49 89 949 97-21472
felix.kirschenbauer@messe-muenchen.de

Messe München GmbH
Am Messesee 2
81829 München
Deutschland
messe-muenchen.de



BAU PreView addressed these perspectives and asked how, in the future, we can build not only more, but also in a way that is simpler, more economical, and more resource-efficient. A panel discussion with experts shed light on current approaches from the fields of architecture, the construction industry, the real estate sector, and manufacturing.

Construction and Housing Under Economic Pressure

In his keynote speech, Prof. Marcel Fratzscher, President of the German Institute for Economic Research, assessed the economic conditions for construction and housing in Germany. He focused in particular on the housing shortage, high construction costs, and structural barriers. Fratzscher identified key levers for change in faster permitting processes, lower construction costs, greater competition, and higher productivity and a greater willingness to innovate within the construction industry. At the same time, he cautioned against speaking negatively about Germany as a business location: small and medium-sized enterprises, innovative companies, and a high degree of adaptability continue to provide favorable conditions—the key, he said, is to consistently implement the necessary changes.

Build Simpler, Renovate Smarter: Ways to Resolve the Conflict of Objectives

How affordable construction can once again become faster and more productive was the focus of the panel discussion “Build Simpler, Renovate Smarter: How Do We Resolve the Conflict of Objectives Between Demand, Costs, and Quality?” Representatives from business, the construction industry, and existing building renovation discussed with Prof. Marcel Fratzscher where the greatest obstacles lie—in construction costs, regulation, or lack of productivity. The discussion also focused on the relationship between new construction and existing buildings, the opportunities offered by modular and serial construction methods, dealing with standards and efficiency requirements, and the role of digitalization and new production methods in enabling faster and more cost-effective construction.

BAU Insiders Presented the Key Themes for 2027

In addition to the discussion on current challenges and developments in the industry, BAU’s brand ambassadors presented the trade show’s key themes using personal, real-world examples. Among others, Gerda Söhngen spoke about durable and

resource-efficient solutions; Christoph Krause emphasized the importance of digitalization and called for a faster pace of transformation; and Julian Waning argued that products, systems, and digital solutions should be integrated into planning processes much earlier.

The BAU PreView was rounded out with a preview of the new trade show format, BLACK BOX, which will take place for the first time at BAU 2027 in Hall B0. Among other things, participants were able to learn about light-colored concrete samples and elements of a timber construction system, as well as see a construction robot in action up close.

More information about BAU: 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 and is regarded as an innovation driver and industry network. The range of exhibits is broken down according to building materials, products and topics. Everyone involved internationally in planning, constructing and designing buildings comes to BAU: architects, planners, investors, industry and trade representatives, tradespeople, and many more. As one of its USPs, BAU combines know-how from all sectors and trades at a high international level. 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

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.