

Munich, May 25, 2023

Press Release

A premiere in Munich

Here's what awaits visitors at the first digitalBAU conference & networking

- **The future of the construction industry: from metaverse to the digital twin**
- **DigitalLAB: Start-ups meet with investors**
- **Innovation trail: Experience digital technologies live**

The new digitalBAU format will take place at the Munich exhibition grounds for the first time in just a few weeks. Software companies, planners, architects, engineers and tradespeople will meet on the *digitalBAU conference & networking* dialog platform from July 4 to 6, 2023. In addition to an accompanying exhibition, the focus will primarily be on interactive sessions such as panel discussions, think tanks or BarCamps.

Digitalization in the construction industry is progressing at a rapid pace. This development also affects digitalBAU – the trade fair for digital products and solutions in the construction industry. Following two successful trade fairs in Cologne (in 2020 and 2022), the interim format will take place for the first time in Munich as a bridge to the trade fair in Cologne in February 2024.

Dr. Reinhard Pfeiffer, CEO of Messe München, sees it as a logical step: “With BAU and digitalBAU alone, we can no longer comprehensively reflect the ever-shorter innovation cycles in the field of digitalization. It is therefore all the more important to provide manufacturers and users with an additional offering that focuses on dialog and expanding the network in the form of digitalBAU conference & networking.”

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Conference program with various formats

The focus of digitalBAU conference & networking is on personal exchange. To that end, participants have access to a variety of different communication elements: from customary lectures and discussion rounds in forums, to interactive sessions, think tanks, workshops or a BarCamp.

One of the forums will be organized by the German National Association for Construction Software (BVBS). The topics discussed on the stage will deal, among other things, with innovations in the field of building information modeling (BIM), digital construction sites, and artificial intelligence in construction, as Ines Prokop, Managing Director of the BVBS, explains: “In four panels, we want to offer an informative and future-oriented program based on the four key topics of digitalBAU conference – digital twin, connectivity, sustainability, and urbanization – with a mixture of discussion rounds and lectures. We’re very much looking forward to being there in July.”

In addition to the forums, taking place both in Hall C6 and the rooms of Conference Center Nord, visitors will also have the opportunity to participate in interactive formats. These range from think tanks (e.g. architectural research & immersive media) and fireside chats (e.g. Metaverse & Tokenization – part of the digital transformation?), to fishbowl (How to f*#k up digitalization?) and round tables, in which the audience can also actively participate in the discussions.

DigitalLAB: Start-ups meet with investors

Another aspect of digitalization in construction is the strong emergence of numerous young companies specializing in digital solutions and products. These start-ups will get their own stage at digitalBAU conference & networking in the form of the DigitalLAB. Interactive speed dating sessions will allow the newcomers to make contact with potential investors. Mastermind sessions will offer the start-ups access to mentors for leadership, growth, and fundraising. As part of the Founders Fight Night, start-ups will compete against each other with their business ideas and innovations in front of an audience.

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Innovation trail: Experience digital technologies live

In addition to the numerous communication elements, visitors to the digitalBAU conference & networking will also find live demonstrations to see, touch and try out. These will enable practical access to new technologies in construction, including exoskeletons, digital measurement with 3D scan, various robot applications, augmented reality with apps and data glasses, and 3D printed products for tools, replacement parts, or even furniture.

The first digitalBAU conference & networking in Munich is rounded off by an additional exhibition area with leading industry representatives and innovative solution providers (e.g. BECHMANN, doka, BRZ, FARO, Hottgenroth, NEMETSCHEK Group, NFG, PERI, RIB).

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

About digitalBAU

digitalBAU is the trade fair for digital products and solutions for the construction industry and covers the entire value chain from digital planning and construction to the operation of buildings. The trade fair is primarily aimed at planners, architects, engineers, construction companies and tradesmen. It is part of the BAU trade fair network and is organized jointly with the Federal Association of Construction Software (Bundesverband Bausoftware—BVBS). The next event will be held as digitalBAU Conference in Munich from July 4 to 6, 2023.

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 and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Africa, Turkey, and Vietnam. With a network of associated companies in Europe, Asia, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.

Partner of digitalBAU:

Federal Association of Construction Software [Bundesverband Bausoftware—BVBS]

Planning, construction, utilization—the right software helps to work in a structured way, avoid errors and comply with schedules and cost requirements over the entire life cycle of a building. Since the association's foundation in September 1993, its members, leading software and IT companies, have pursued one common goal: strengthening the efficiency and innovative power of the building industry by using construction software. Meanwhile, the association represents about 100 companies with more than 300,000 users in the entire building industry. The members of the BVBS e. V. are software suppliers as well as IT service providers, and represent the areas of architecture, specialist planning, civil engineering, building construction, the manufacturing

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industries and IT services.