

With its successful premiere, digitalBAU has provided significant impetus to digitization in the building industry. From February 11 to 13, more than 270 exhibitors and around 10,000 visitors created a veritable atmosphere of enthusiasm on the exhibition grounds in Cologne, Germany. All participants involved agreed: Digitization is opening up opportunities along the entire value chain of the construction industry, increasing productivity and efficiency in the construction process and thus ensuring long-term success.

Event date	February 15-17, 2022
Location	Cologne
Ideal Partner	Bundesverband Bausoftware e.V.

Our Key Facts: digitalBAU 2020 in figures

17.000

sqm exhibition space

270

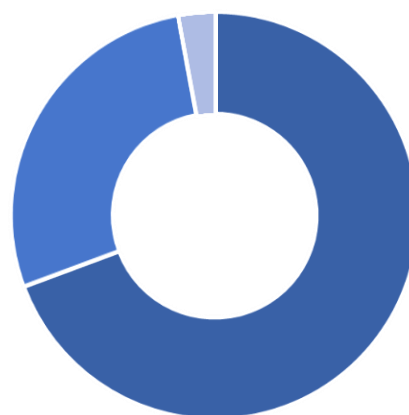
exhibitors

10.000

visitors

Exhibitors' evaluation

69,5% of our exhibitors rate digitalBAU as excellent or very good*



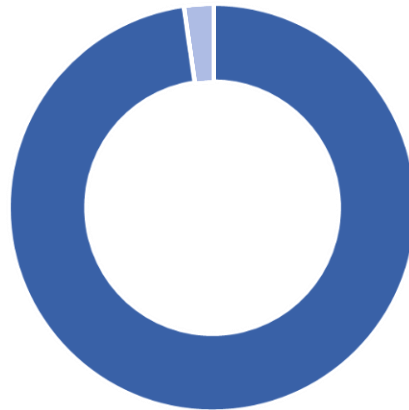
■ excellent / very good

■ good

■ acceptable / poor

*Source: GMM Gelszus Messe-Marktforschung

98,7% of our exhibitors would recommend digitalBAU to business partners and friends*



- certainly, probably yes, maybe
- probably not

*Source: GMM Gelszus Messe-Marktforschung

Exhibitors' evaluation of the achievement of their goals at digitalBAU 2020*

Company presentation / Image-building	94%
Exchange of experience	92%
Information about / Presentation of innovations	92%
Monitoring competition, market overview	87%
Cultivating existing business ties	88%
Preparing new business	88%
Preparing follow-on business	86%

*Source: GMM Gelszus Messe-Marktforschung

Our visitors: Decision-Makers of prime importance

Regarding digitalBAU's high requirements in quality, it is not surprising, that there is an enormous amount of decision-makers among their visitors.

59%

of professional visitors are
decision-makers
of which **30%** are of prime
importance

90%

of visitors estimate, that
digitalBAU is going to gain
significantly / slightly more
importance in the future

Thematic Focuses



Software



Hardware



Measurement technology



Intelligent building technology/
Smart Homes



VR and AR solutions all along the
value chain in building



Digitalization solutions,
concepts and ideas for the
building site



Digitalization solutions for
use in facility management



Science & research,
professional
development



Digital building
trades



Digitalization in construction
machinery



Digital urban development
and integration