The future of building

Exhibit. Inspire. Grow your business.

BAU 2021

January 11–16 · Munich
World’s Leading Trade Fair for Architecture, Materials and Systems

www.bau-muenchen.com
BAU 2021—Audience magnet and industry highlight

The future of building is in Munich. High-quality contacts, a unique spectrum of themes, and an amazing display of innovations capability—that’s what makes the World’s Leading Trade Fair for Architecture, Materials and Systems a magnet for the entire international building sector. Every two years.

2,300 exhibitors from 45 countries
250,000 trade visitors from around the globe
200,000 m² of exhibition space

Become a part of this future-oriented community and secure your space at BAU 2021, from January 11 to 16! Book now!

Secure your success now:
www.bau-muenchen.com/application
New concepts generate ideas for your future business

Preparing the ground for new business, making the right contacts and gathering all the relevant sector information—at BAU your mission is clear, and success is assured. Showcase your solutions here, help shape the future of building, and benefit from a comprehensive review of the market. Realize your goals at BAU 2021.

Focus on business goals

At BAU the whole world of building comes together. This is the place to meet your customers. The best place to achieve your goals. The exhibitors at BAU 2019 can confirm this.

Preparing new business ________________ 56 38 12
Cultivating existing business ties ________________ 69 27 4
Monitoring competition, market overview ________________ 45 46 10
Preparing follow-on business ________________ 44 44 12
Information about/Presentation of innovations ________________ 57 37 5
Exchange of experience ________________ 56 39 5
Company presentation/Image-building ________________ 69 26 3

Exhibitors’ rating of the achievement of their goals at BAU 2019. All values in percent. Source: Exhibitor survey BAU 2019—GMM Gelszus Messe-Marktforschung

“BAU 2019 is the most important showcase of the capabilities of the German and international building industry. Here the German building sector demonstrates its excellent innovations strength.”

Gunther Adler, State Secretary in the German Federal Ministry of the Interior, Building and Community

All the results from the survey of participants 2019: www.bau-muenchen.com/survey
Meet the decision-makers here!

The whole sector comes together at this event. An absolute highlight for building professionals, BAU is the place to talk directly to decision-makers from right across the spectrum. It is a perfect platform for your ambitions. Seize this opportunity of presenting your offering to over 250,000 trade visitors from Germany and around the world.

Inspire your target groups

More than 68,000 architects and engineers and over 75,000 industry representatives come to BAU to seek out new trends and information. At 95,000 the largest group of trade visitors traditionally comes from the building trades.

<table>
<thead>
<tr>
<th>3% Investors</th>
<th>3% Research, further education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing associations, private and local authority developers, real-estate managers, fund managers, agents, retailers/retail chains, facility managers (buildings maintenance)</td>
<td>Universities, research institutes, master craftsmen colleges and trade schools</td>
</tr>
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</table>

<table>
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<tr>
<th>38% Building trades</th>
<th>28% Planners</th>
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</thead>
<tbody>
<tr>
<td>Awning/blinds fitters, bricklayers, carpenters, concrete specialists, dry wallers, facade fitters, fitters, flooring fitters, glaziers, heating engineers, insulation fitters (thermal, sound), locksmiths, metalworkers, painters, parquet flooring fitters, plasterers, plumbers, roofers, screed layers, shopfitters, solar technology specialists, tilers, window/glass facade fitters</td>
<td>Architects, interior designers, landscape architects, engineers, structural engineers, local and national building authorities, energy consultants</td>
</tr>
</tbody>
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<th>28% Building materials trade</th>
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<td>Building material suppliers, DIY stores, other retail</td>
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Source: Visitor registration BAU 2019
Source: Trade visitor survey BAU 2019—GMM Gelszus Messe-Marktforschung

Proportion of decision-makers at BAU 2019.
Cross-border success

The whole world of building is on show in the 19 exhibition halls at Messe München. BAU 2019 attracted an even more international spectrum of exhibitors and visitors than BAU 2017. This offers great prospects for you to increase your chances of success worldwide.

250,000 trade visitors from around the globe

International trade visitors at BAU since 2011

<table>
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<th>Year</th>
<th>Visitors</th>
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<tr>
<td>2011</td>
<td>59,940 25%</td>
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<tr>
<td>2013</td>
<td>60,149 26%</td>
</tr>
<tr>
<td>2015</td>
<td>72,250 28%</td>
</tr>
<tr>
<td>2017</td>
<td>80,781 32%</td>
</tr>
<tr>
<td>2019</td>
<td>85,477 34.3%</td>
</tr>
</tbody>
</table>

Trade visitors from five continents

- **EU countries**: 213,836 (of which Germany) 163,751
- Rest of Europe: 18,136
- South, East and Central Asia: 9,359
- Middle East: 3,933
- North America: 1,486
- Africa: 1,237
- South and Central America: 790
- Australia/Oceania: 451

**Top 10 visitor countries (excl. Germany)**

- Austria: 11,036
- Switzerland: 5,386
- Italy: 5,262
- Russian Federation: 4,093
- China: 3,546
- Poland: 2,898
- Czech Republic: 2,537
- Slovenia: 2,529
- Turkey: 2,259
- Croatia: 2,096

**Top 10 exhibitor countries (excl. Germany)**

- Italy: 143
- Austria: 121
- Turkey: 65
- Poland: 53
- China: 49
- Switzerland: 44
- Belgium: 43
- Spain: 42
- Netherlands: 32
- Czech Republic: 23

Source: Visitor registration BAU 2019
Source: Exhibitor database BAU 2019
Innovation thrives on diversity

Experience the future close up at BAU. Once again this event showcases the entire spectrum of innovations capability and an amazing range of products and services. This is an ideal environment in which to present your innovations, to influence the market and to discover inspiring new ideas and developments for yourself. Exhibit here and play your part in shaping the future of building.

Unique variety of themes:

The breadth of the offering at BAU offers inspiration across the whole spectrum of the building trades. Whether commercial or residential construction, or interior fit-out—this is the place where planners and builders come together to discover new materials and products.
Growth on 200,000 m² of exhibition space

200,000 m² of exhibition space—plenty of scope for you to put on a successful presentation. This industry gathering is also flanked by an exciting supporting program of inspiring lectures featuring high-ranking speakers.

At BAU 2019 there were four key themes: “Digital: Processes + Architecture,” “Connected: Living + Working,” “Integrated: Systems + Construction” and “Smart: Building Technologies + Lighting.” Speakers like Ulrike Brandi, Professor Nathalie de Vries, Kai Uwe Bergmann, Professor Brian Cody and Professor Zhang Li attracted a lot of interest from BAU participants.

The new key themes for BAU 2021 will be published on our website in April 2020: www.bau-muenchen.com

An investment in your future

Whether you decide for a row stand or an island stand, 20 m² or 200 m²—BAU provides the ideal space for you to showcase your products and services.

Row stand
(one side open)
EUR 220/m²

Corner stand
(two sides open)
EUR 230/m²

End stand
(three sides open)
EUR 243/m²

Island stand
(four sides open)
EUR 258/m²

Further information on prices and conditions:
www.bau-muenchen.com/application

Perfect overview, set out in 19 exhibition halls

Materials
Concrete, sand-lime brick, roofing tiles and laminate flooring—the “A” Halls are traditionally all about building materials and innovations. Cost-efficiency and climate neutrality are a top priority.

Products
Outstanding building technologies are the focus in the “B” Halls. Future-oriented building and facade systems, plus sophisticated energy and building technology showcase the future of building.

Themes
User-comfort and safety are the foundation of the “C” Halls. Also on show here, along with lighting, smart building and building automation, is the section on BAU-IT, featuring sustainable solutions for the future of building.

Register now to exhibit: www.bau-muenchen.com/application

For your organization

Dates
Monday–Saturday, January 11–16, 2021

Opening hours
Monday–Friday:
09:30–18:00
Saturday:
09:30–16:00

Venue
Messe München

Organizer
Messe München GmbH
Messegelände
81823 München, Germany

Contact
Tel. +49 89 949-20123
projektleitung@bau-muenchen.com
www.bau-muenchen.com/application