The future of building

BAU attracts more and more exhibitors from around the world

We, the team at BAU, also know where our roots are, true to BAU’s motto of “At home in Germany, leading in Europe, the benchmark worldwide.” Even though the number of visitors from abroad keeps setting new records (60,000 at the last event!), we are well aware that three-quarters of our visitors still come from Germany. And for us this means: yes, push ahead strongly on the global front, but continue to build up the domestic market.

On the subject of visitors: Our visitor campaign is now getting under way and by summer it will be in top gear. We are paying particular attention this time to careful targeting of the different groups according to their needs, be they planners, designers and architects or building material suppliers, tradesmen or property agents. So, we have come up with a theme-oriented visitor-guidance system at the fair, to help them find what they are looking for. For more on this turn to page 4.

We have now more or less completed drawing up the hall layouts, the exhibitors have received their placement offers, now we are at the fine-tuning stage. To find out what’s in store for you, and who is helping us put it all together, read on in this edition of BAU News.

We hope you enjoy the read

Your BAU Team

Contents
In this newsletter, all the latest on:

BAU’s networks
Sales markets survey
New theme-based orientation
Viewpoint: Eva-Maria Jäger
Skilled trades fill the halls at BAU
Training for World Skills
Key theme: Urban development academy BAU

Hotline
Tel. +49 89 949-11308
Fax +49 89 949-11309
info@bau-muenchen.com
www.bau-muenchen.com

BAU NEWS
March 2012
BAU's networks

The research network

BMVBS (German Federal Ministry of Transport, Building and Urban Affairs): Hans-Dieter Hegner, Ministerial Counselor and Head of B13, the section on construction engineering, sustainable building and building research in the Federal Ministry. Sustainability, the energy turnaround and electrification—for many years Hegner has been traveling the country, explaining the themes that are driving his ministry and how they are tackling them. BAU is an important forum for this, Hegner is coordinating the involvement of his ministry at the fair: a tour of the fair accompanied by the government minister, congress, booth, lectures etc. (bmvs.de)

Fraunhofer Building Innovation Alliance: Founded only recently, in 2008, the Fraunhofer Building Innovation Alliance is a relatively young partner of BAU. Yet Professor Klaus Sedlbauer (Chairman), Andreas Kaufmann (Managing Director), Janis Eitner (Press Spokesperson) and their team are now an indispensable part of the show. At BAU the Alliance, which comprises 16 research institutions within the Fraunhofer Gesellschaft, will be presenting the results of its research (e.g. in Forum B0) and showcasing the latest product and system solutions for industry. (bau.fraunhofer.de)

ift Rosenheim: Based in Rosenheim, Bavaria, this research and testing institute is the reference for technical services connected with the building envelope and building components. They will be putting on a number of special shows at BAU highlighting recent developments. The ift is also contributing its expertise to the lecture program at BAU and to the fair’s events abroad, including in Turkey and Eastern Europe. The names behind this advantageous partnership are the institute’s director, Ulrich Sieberath and its head of PR, Jürgen Benitiz-Wildenburg. (ift-rosenheim.de)

BVBS (Bundesverband Bausoftware e.V.): These days modern software solutions are an integral part of the world of building. Without them construction professionals would hardly be able to tackle the complex challenges facing them. Accordingly the subject of IT for construction has also gained ground at BAU. The section on this subject, in Hall C3, has now developed into the largest display of building software in Europe. All this has been made possible thanks to the support of the BVBS, an association for building software, and its managing director, Michael Fritz. (bvbs.de)

GGT (Deutsche Gesellschaft für Gerontotechnik): Building for life, i.e. ensuring our built environment is suitable for people of all ages, including those with a disability, is an increasingly important subject. In 2011, therefore, BAU launched a special show on this theme, in cooperation with GGT, a gerontotechnology company. A continuation of this at BAU 2013 has been agreed with GGT’s managing director Martina Koepp. This time the display will feature full-scale, multi-functional hotel rooms, fitted out with products that cater to the young and the old. (gerontotechnik.de)

The media network

Bauwelt/DBZ Deutsche Bauzeitschrift: Editors-in-chief of these two journals, Boris Schade-Bünsow (Bauwelt) and Burkhard Fröhlich (DBZ), have been supporting BAU now for over a decade. They put together the Forum in Hall C2, work out with the BAU team which exciting themes to cover from the world of architecture, and then get together top-class architects and engineers from all over the world to come and give forum participants the benefit of their experience and expertise. At BAU 2013 Bauwelt will be presenting the 8th 1:1 Award for “The First House.” (bauwelt.de/dbz.de)

DETAIL: BAU has also been working for many years with this highly regarded architectural magazine. Together BAU and DETAIL launched the DETAIL Prize for Aesthetics and Construction, supported by BAU. BAKA (Bundeskreis Altbaueneuerung): This extensive network and platform for renovation and modernization, represented by its director, Ulrich Zink, is an authoritative voice in Germany on the subject of R&M. Many years ago Zink started the “Praxis Altbau” Forum, which has now developed into the “Intelligent Building” Forum (Hall B0). As part of the new forum, Ulrich Zink will be continuing to organize the lectures on renovation and modernization, as well as presenting the “BAKA Awards for Product Innovations for R&M” at BAU. (baka-berlin.de)

This award now ranks among the most important awards in architecture. In the Forum in Hall A6, at its communication platform “DETAIL research,” the magazine will be looking at developments in design and construction and interdisciplinary approaches. Meike Weber, editor-in-chief of “DETAIL transfer,” is the one coordinating this year’s arrangements. (detail.de)

ArchiWorld: Always on the go, always full of ideas: that’s Jacques Allard, founder and head of the online portal “ArchiWorld.” Founded in 1997—long before Facebook and Twitter—this network now extends to 182,000 architects around the globe. Born in Belgium, Allard, himself a supreme networking, is helping BAU to become a brand, a “big player” in the world of architecture. His latest project is the Archi-World Academy, a competition for young architects supported by BAU. (archi-europe.com)

For reasons of space, we can only bring you some of the people and organizations that are part of the BAU network. Details of all the partners can be found at www.bau-muenchen.com.
Beneficial alliance: BAU is continuing its alliance with the Turkish “Building Information Center” (YEM). YEM is also the organizer of “Turkeybuild,” the largest building trade fair in Turkey. In particular this cooperation involves mutual support in marketing. For example, BAU will be putting on a presentation at the upcoming Turkeybuild in Istanbul (May 2–6); BAU is the show’s exclusive German trade-fair partner. And YEM will also be taking a booth at BAU 2013. The cooperation started in 2009, and already it has helped make BAU better known in Turkey, which is a very important market. Visitor numbers from Turkey have almost tripled: 2,600 visitors from Turkey attended BAU in 2011, compared to 939 in 2009.

BAU on Facebook: Do you like BAU? If so, then just click on the Facebook button! BAU recently joined this highly popular social network, and step-by-step we will be publishing on this platform a multimedia review of the last event and news about BAU 2013. We look forward to your comments and ideas on our themes. On another platform—YouTube—BAU has featured for some time, with moving images of the event. Take a look for yourselves: at www.facebook.com/BAUmuenchen and www.youtube.com/BAUmuenchen.

Sales markets survey

One in three BAU exhibitors operates in Asia

Approximately one in three BAU exhibitors operates in Asia and/or North America. The main sales markets are in German-speaking countries. 97 percent also have business relations in those countries, 70 percent moreover have the whole of Europe, including Turkey and Russia, in their sights.

These findings emerged from an anonymous representative online survey on the subject of “international sales markets” initiated by BAU in November 2011 polling former, current and potential BAU exhibitors. 637 companies took part, 62 percent of which have headquarters in Germany, and 38 percent abroad. The top sales markets in Europe, in addition to the German-speaking countries (Germany, Austria and Switzerland), are the Benelux countries (Belgium, Netherlands, Luxembourg) and France, Italy, the United Kingdom and Scandinavia (Norway, Sweden, Finland and Denmark). In Asia, the Arab States (UAE, Qatar, Bahrain, Kuwait, Saudi Arabia) and China, India and Japan were the top-ranking preferred markets. In North America, the USA ranks ahead of Canada. Nevertheless 19 percent of companies which took part in the survey are extending their operations to Central and South America, with Brazil being at the forefront of these.

It is not really surprising that the larger the company, the greater its commitment to international trade. For example, 49 percent of large companies (more than 500 employees) do business in Asia, among the SMEs (small and medium-sized companies with fewer than 500 employees) the figure is “just” 30 percent.

One intriguing question is where do BAU exhibitors want to build sales in the short or medium-term? Where does the major potential lie? BAU exhibitors think it lies in the East. They place some of the countries of Eastern Europe clearly ahead of traditional Western European markets. In Asia the “unknown East” (Turkmenistan, Uzbekistan, Tajikistan, Kyrgyzstan) is on the sales markets wish-list, ahead of crisis countries such as Pakistan and Iraq, “We are on the right track,” says BAU Exhibition Director Mirko Arend, summing up the conclusion reached by the BAU project team. “The markets in which we are concentrating our visitor marketing activities coincide almost completely with the main sales markets of our exhibitors. And it is in those places where our exhibitors want to operate in future that we, too, see the greatest potential. We shall be focusing our marketing campaigns accordingly.”

Excerpted details of the survey can be viewed on the internet at www.bau-muenchen.com.
New theme-based orientation

180,000 m²—that's the hall space being taken up by BAU 2013. It's the equivalent of 25 football fields, dedicated to building materials, technologies and systems. The space at BAU is divided up into categories according to product or material type, but now this established system of organization is being overlaid with another guide to orientation: BAU exhibitors can now also be found according to theme as well. Aluminum and ceramic systems' manufacturers, for example, also come under the theme of "facades," and chemical building products suppliers are also a part of the theme of "floor coverings." These overarching themes make it easier for the visitors, too, to find their way around the great diversity of products and services on show at BAU. Symbols, representing the various themes, are used to show in which halls corresponding products can be found, e.g. the facade symbol points out where to find the different products that are mainly used in facades. Set out below are the graphic symbols used for this new theme-based system of orientation.

### Fassaden / Facades

- **Stone / Earth**
  - A1, A2
- **Building Chemicals**
  - A4, A5
- **Brick / Roof Structures**
  - A3
- **Stone / Cast Stone**
  - A4
- **Aluminum**
  - B5
- **Wood / Plastics**
  - B1, C1

### Bodenbeläge / Floor Coverings

- **Natural Stone / Cast Stone**
  - A4
- **Wood / Plastics**
  - B5
- **Building Chemicals**
  - A4, A5
- **Tiles / Ceramics**
  - A6

### Energieerzeugende Systeme / Energy Generating Systems

- **Brick / Roof Construction**
  - A3
- **Aluminum**
  - B1, C1
- **Steel / Stainless / Zinc / Copper**
  - B2
- **Glass**
  - C2
- **Energy / Building Technology**
  - B2
AluKönigStahl—can you tell us what’s behind the name?

AluKönigStahl stands for tradition and continuity. The company is now almost 150 years old: it dates from 1864, when Jacob König set up his building business in Vienna. To this day AluKönigStahl remains a family-owned company. Since the 1960s we have concentrated on the aluminum and steel systems trade.

Who are your customers?

Our customers are metalworking firms in the building industry on the one hand, and investors, planners and architects on the other. Obviously we have an interest in our products being considered in the early planning stages. Consequently we don’t see ourselves simply as a trading company, we are also a service provider covering all phases of a construction project.

Our technical experts sit down round a table early on with the investors and the architects and work up customized individual solutions for the project concerned.

Apart from your HQ here in Vienna’s Goldschlagstrasse, you have a presence all over Europe.

We do indeed. We are currently operating 21 subsidiaries in thirteen countries, with an overall payroll of something like 900 across the König Group. In the important markets of Eastern and South Eastern Europe we are a major sales partner of Schüco and Jansen.

How important is BAU for AluKönigStahl?

BAU is the world-leading trade fair for metalworking in the construction sector—the top event anywhere. For our customers, the fair is a reliable information platform; everyone attending has a real hunger to find out about trends and developments on which their success and therefore their future will depend.

You mentioned the Eastern European markets. Which countries do you mean, specifically?

Austria is our home market. Over and above that our group has member companies in Hungary, Romania, Bulgaria, Slovenia, Croatia, Serbia, Montenegro, Macedonia, Bosnia–Herzegovina, the Czech Republic, Poland and Slovakia. However, the product portfolio is not uniform across all markets—it depends partly on local market and customer requirements, also on the agreements with Schüco and Jansen.

You bring your customers along to BAU, but you don’t exhibit there yourselves. Why not?

There would be no point. The metal construction systems we sell are featured at the booths of our partners Schüco and Jansen, where they are magnificently displayed. This kind of impressive presentation of the latest cutting-edge technologies matters to us, not least for image reasons. It lets us show that we are united with our system partners as market and innovation leaders. What the newly developed products and systems get exposed to at BAU is virtually a world premiere. We want to give our customers that sense of experiencing a revelation.

In 2011 you brought 2,223 visitors to Munich to attend BAU. It’s a really impressive figure. How did you achieve it?

We arrange all-inclusive packages for them, tailor-made. From the moment the customer gets out of his car in Munich, or steps off the train or aircraft, we see to his or her every need. Pick-up with the shuttle bus, hotel check-in, catering at the fair, dinners organized, keynote presentations and of course the exclusive guided tour of the Schüco and Jansen booths at BAU—we set all that up for our customers.

Do you find the Munich image a help—“metropolis with a heart”?

Sure. And Munich as a city has got what it takes, that helps too—it makes the trip attractive in itself, and not just for our Eastern Europe customers. Where a visitor program extends over more than a day we often add a city tour or a special interest visit.

Is the expense worth it?

Absolutely. That’s what it’s worth to us. It is important to get the decision-makers from Austria and the East and Southeast European markets to come to Munich, to let them see for themselves the presentations at BAU of innovations and the latest technologies from our system partners, and to ensure that their trade fair visit is informative and also delivers a feel-good factor.

Personal profile

Vienna-born Eva-Maria Jäger has worked for AluKönigStahl for almost 24 years, having joined the company in 1988. She has been the trading group’s Marketing Director in Austria since 2003. Her responsibilities are many and various. For example, Eva-Maria Jäger directs the design and implementation of the group’s communications, advertising and PR output. It also falls to her to plan and organize events and trips to trade fairs. Although at 42 she has by now been parceling up the travel packages to BAU for years, it is still a task into which she can put heart and soul: “It’s a challenge, and then a great feeling when it all goes to plan. But it is emphatically not time to relax until the project has been completed to the full satisfaction both of our guests at the fair and of the group itself.”
Skilled trades fill the halls at BAU

The skilled trades are the lifeblood of construction. And BAU reflects that in full, because it is the visitors from the finishing trades who really fill the halls at the fair. That’s why BAU has become the barometer of sentiment and an indicator of economic growth in the building industry.

Of the 238,230 visitors who attended BAU 2011, 45 percent came from the building and finishing trades—indeed numbers that was 107,203. For comparison, Germany’s biggest football stadium, in Dortmund, has a capacity of “only” 80,000 spectators. And in much the same way as it takes the fans to fill the football grounds with euphoria, here at BAU it is all those thousands of visitors from the building trades who create the buzz and fill the order-books.

Small wonder then that the building and allied finishing trades rank so high in the fair organizers’ priorities. For this target group of visitors, in fact, a dedicated contact zone has been set up, centrally located under a large sign reading “Skilled Trades Meeting Point!” In 2013 this zone will be located in Hall B0. Visitors from across this sector can go to this meeting point for specific information, or simply use it as an easily found rendezvous, or relax and recharge batteries in its coffee bar. First launched at the 2011 fair, the “Skilled Trades Meeting Point” has since been developed into a brand in its own right, sponsored jointly by BAU and Poing Building Center.

BAU’s Exhibition Director Mirko Arend, who is also Deputy Business Unit Director of Messe München, comments: “In the middle and longer term what we aim to do—‘we’ meaning BAU and Poing Building Center—is to use the “Skilled Trades Meeting Point” as an independent platform for communication in the whole area of the building trades. It would enable us for instance to position ourselves at upcoming events that focus on these trades and take advantage of new synergies.”

Exclusive partners of the “Skilled Trades Meeting Point” at BAU 2013 will include both Bauzentrum München and Holzland GmbH, a cooperative grouping of 240 independent timber merchants. On all six days of the fair there will be a forum at which members of the craft trades can expect to get answers to a host of work-related questions. There are also plans for special tours of the fair, lasting about two hours and focused on selected exhibitors who offer exciting, practical solutions of particular interest to the trades.

“Skilled Trades Meeting Point” at BAU 2013 will include both Bauzentrum München and Holzland GmbH, a cooperative grouping of 240 independent timber merchants. On all six days of the fair there will be a forum at which members of the craft trades can expect to get answers to a host of work-related questions. There are also plans for special tours of the fair, lasting about two hours and focused on selected exhibitors who offer exciting, practical solutions of particular interest to the trades.

Young people train for WorldSkills

WorldSkills—that is the name of the professional championships for young employees in the skilled trades from all over the world. The next international competition will take place in July 2013 in Leipzig. Visitors to BAU can enjoy a preview of the event when the German national construction–industry team consisting of masons, plasterers, tilers and carpenters will gather at the Munich exhibition center for a public training session.

This opportunity for the next generation of building tradesmen and -women to demonstrate their skills at BAU has been made possible by the Zentralverband Deutsches Baugewerbe (ZDB—the Central Association of German Building Trades) working together with BAU. Felix Pakleppa, chief executive of the ZDB says: “We are happy that BAU has given us space for this training camp. The young apprentices are there to learn how to work with concentration even in the atmosphere of a trade fair, and deliver top-quality work. At WorldSkills they will be exposed to an almost unimaginable level of noise and commotion, as well as high expectations, and they will have to take great care over every tiny detail in their work.”

At WorldSkills, the world champions will be selected in over 50 disciplines in the skilled trades. In 2011 in London the ZDB Team won two out of a total of just four German medals.

www.worldskills.org

“We are modernizing Germany” That’s the name of a campaign being launched at BAU 2013 by Germany’s builders’ merchants association (Bundesverband Deutscher Baustoff-Fachhandel—BDB) and its federation of the insulation industry (Gesamtverband Dämmstoffindustrie—GDI). The aim is to raise the profile of builders’ merchants and the building materials industry as key professional partners in the energy-efficient renovation and modernization of buildings. BAU will be supporting the campaign with a range of marketing initiatives, further details are to be announced at the fair. BAU, the GDI and the BDB certainly have a lot planned, as the partners explain:

Mirko Arend, BAU Exhibition Director: “Together with the building materials industry and the builders’ merchants we want to initiate a debate in society on the importance of the building industry in this energy turnaround, and raise public consciousness about the subject.”

Stefan Thurn, President, BDB: “Energy-efficiency in building is about comprehensive consultation, across the different trades, and coordination of the use of quality products. The broad spectrum of products on offer through the builders’ merchants has to be the basis for such consultation.”

Klaus Franz, President GDI: “Energy-efficient modernization is most cost-effective when other measures are also incorporated. Resource-efficient building products that improve both energy-efficiency and home comfort are the key here, and standardized insulation materials are a perfect example of this.”
City life!

Already over half of us live in an urban environment. In 2050, 75 percent of the world population, which will by that time have reached about 9.3 billion, will live in towns. How this development is to be assessed and what it means for the future of the town will be a key theme at BAU 2013 under the heading of “Urban development in the 21st century.”

In Germany the future has already begun. Here, three-quarters of the population live in urban structures. In particular from an energy point of view, typical dense urban settlement has its advantages. We know that 40 percent of delivered energy is consumed in buildings. Of this, 75 percent is used for space heating alone, the rest is accounted for by lighting, cooling technology and the power consumed by our modern means of communication. A further ten percent of energy consumed in Germany is used in traveling between workplace and home, going shopping and engaging in social and cultural life. In developed countries, for example throughout Europe, these values are similar.

As a result, an “integrated city” in which the homes have optimized energy consumption, offers an immense potential for energy saving. This does not mean transforming each individual house. Energy-efficient improvements are not intended to destroy local identity or ruin listed buildings. We need to conserve structures, and, using intelligent networking, generate carbon-neutral districts with energy-generating new buildings which will then form a carbon-optimized city as a whole.

Another advantage of city life is that it is only in urban structures that it is possible to provide for older people in a way that means they can live for a long time in their own home environment. Life for old people is not just a matter of health care and visits to the doctor. It means taking part in cultural and social activities too. This can only be provided in towns and cities, as many social and other services and their associated infrastructure, for example, local public transport, will only continue to be sustainable in urban districts long term.

Growing old at home!

Most people would prefer to grow old in their own home. Buildings are increasingly being designed to ensure that this is possible. What “Building for Life” looks like in detail and what it has to take into account will be on show at BAU 2013.

In 2011 BAU was already championing this cause and, in cooperation with the Gesellschaft für Gerontotechnology® (GGT)—a gerontology company—, translating its concepts into a special display. It was a great success. The GGT model house in Hall A4 drew in hundreds of trade visitors each day. The media, including specialist and newspaper journalists, seized on the issue and it filled many column inches. “That is why we just have to continue the work with GGT at BAU 2013,” explained BAU’s Exhibition Director, Mirko Arend.

This time the special show on “Building for Life” will take into account in particular the concept of comfort. In a dedicated zone in Hall A4, multifunctional hotel accommodation will be replicated and fitted out with products designed to appeal to young and old alike. To accompany this, there will be special tours around BAU to visit the booths of exhibitors offering products and services in this area. The tours will also focus on the issue of how buildings can be designed and equipped to make them attractive and comfortable for all generations and can be used by anyone, regardless of age or physical disability.

Because people are living longer and want to remain independent for as long as possible, “Building for Life” is an issue that is not going to go away. A questionnaire surveying 1100 people aged over 50 presented by pollsters TNS Emnid at BAU 2011 discovered that two-thirds of respondents wanted to live in their own homes at age 70 without outside help. Half of those surveyed wanted their home to be converted to suit a able at age 70 without outside help. Half of those surveyed wanted their home to be converted to make them suitable to live in in later life. Architects and designers are among those who have long been contemplating the issue. What subjects will dominate construction and the building industry in the coming five years was the question Heinz market researchers asked of 206 architects and planners. 63 percent responded “Barrier-free design.”
Young companies ... have an opportunity to take part in BAU 2013 at very favorable rates, by exhibiting at the “Made in Germany” stand. This initiative, aimed at promoting innovative products, is being backed by Germany’s Federal Ministry of Economics. Start-ups and young companies can apply to take part in this program, subject to meeting certain conditions. For example, the companies have to be less than ten years old, have a turnover of less than ten million euros, and employ no more than 50 people. Companies that meet these criteria and are accepted into the program, receive a reimbursement of up to 80 percent of their costs for taking part in the fair. Further information: www.bafa.de, under “Trade Promotion.”

“academyBAU”—that’s the name of a range of added-value services offered to BAU exhibitors and visitors

Specialist lectures: If you happen to miss a lecture in the high-caliber forums, and want to catch up, then it’s easy: The key contents will be made available to everyone online after the fair. You will be able to call up the information you require as a webstream at www.bau-muenchen.com. This service is free of charge.

“Your key to trade fair success”: That’s the name of a series of measures designed to help exhibitors successfully plan their presentation at the fair and make the most of all the opportunities it opens up. The package is made up of interactive workshops and online training aimed at passing on practical hints and tips on how to best prepare for the show. The workshops and training sessions are offered in German and English. Many of the measures are free of charge to exhibitors. Meplan GmbH, a subsidiary of Messe München, organizes the initiative. For further details go to: www.bau.initiative-messeerfolg.de

Leads management: Generating new customer contacts and processing them quickly is key to the success of the exhibiting companies. ExpoEasyLead is the name of a software program for easy recording of discussion notes and export into an Excel file. Using this tool, exhibitors at BAU can, even while still at the fair, action the dispatch of the information requested by contacts met at the fair. ExpoEasyLead is made available free of charge to exhibitors at BAU 2013.