

Building Tomorrow

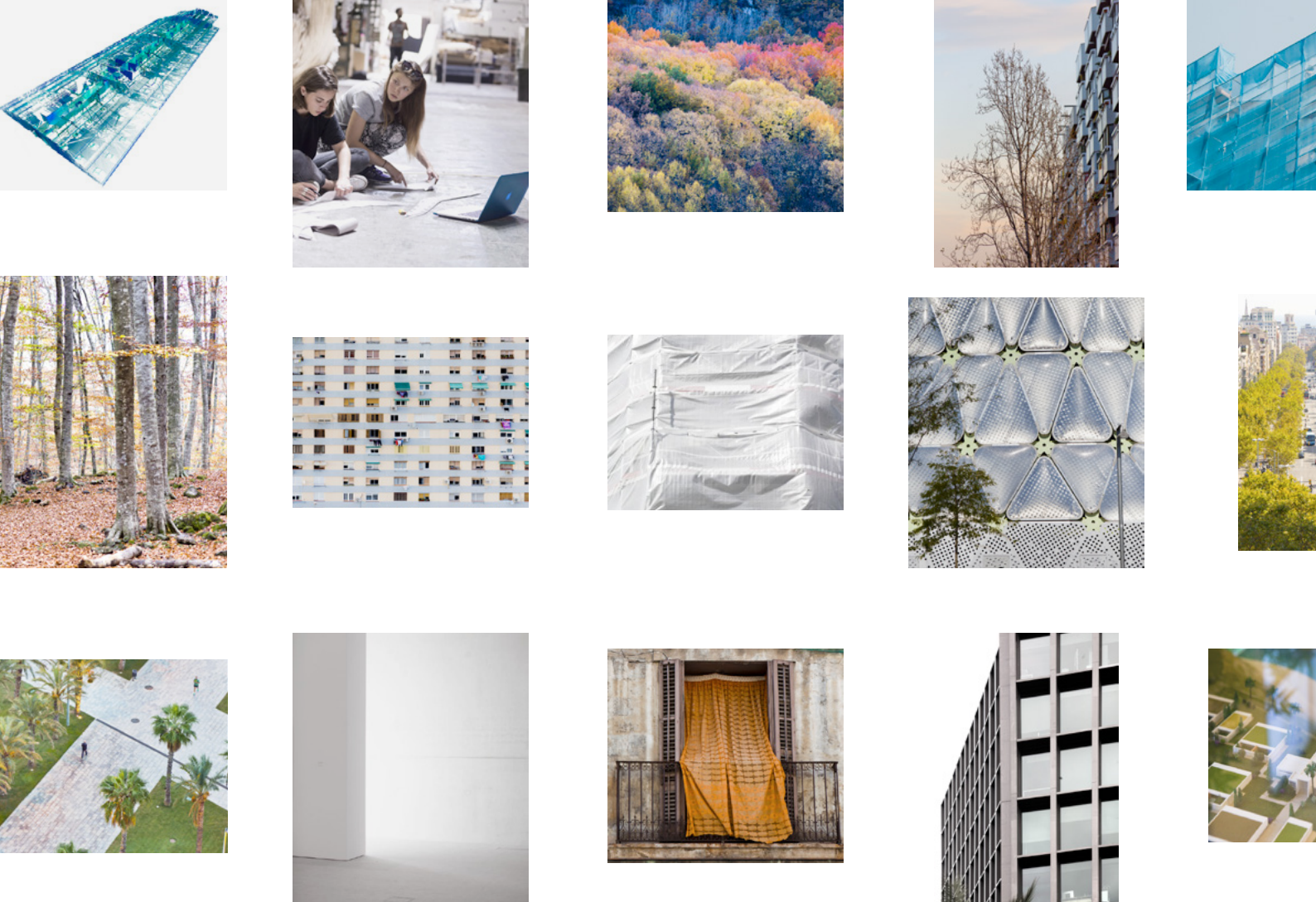
A look into the future...

From the standpoint of innovation and new technologies
Based on knowledge, dialogue and new challenges
Embracing new ideas for growth and business development

B Barcelona
B Building
Construmat

23-26.05.2017
Gran Via venue


Fira Barcelona



The challenges of the sector

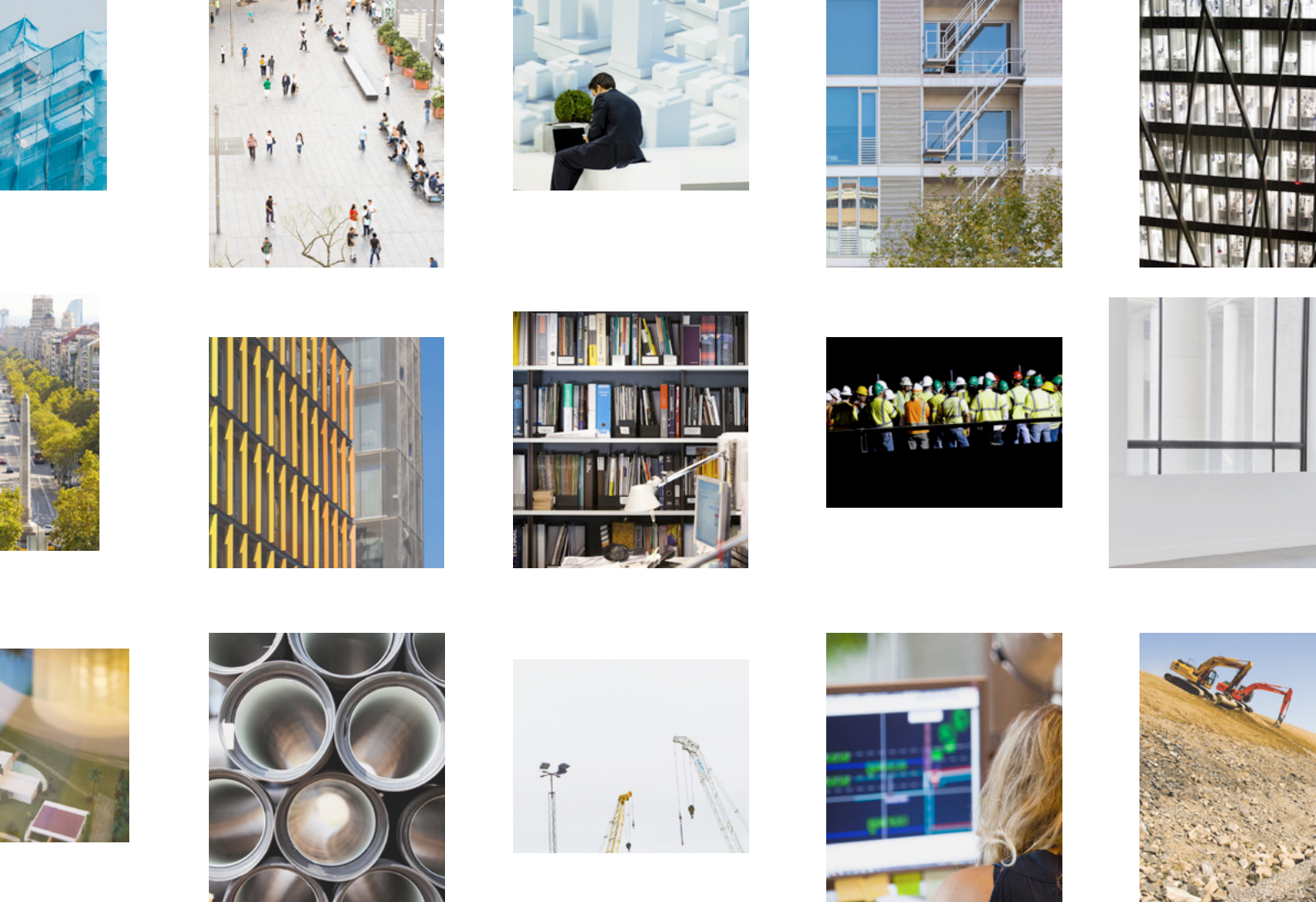
Economic and social driving force
 Innovation as a transformative agent
 New expectations for growth
 An open mind towards the future

The construction industry encompasses a series of key economic activities for our society in its value chain. Its size, wide-ranging and diversified nature, impact on employment and importance to sustainability make this sector one of the driving forces of our economy.

Its value chain has vigorously faced the challenge of taking on a new approach, a new definition. The construction industry needs change. A renewed dynamism. New challenges.

The environment and sustainability as the foundations of the circular economy. The new digital scenario. Social changes and their impact on housing. New public policies. This process of change must allow us to face the future with optimism and new expectations for growth.

The future is an opportunity.



The challenges of the trade show

A constantly evolving trade show
 A catalyst for the industry's process of change
 A wellspring of new ideas
 The future and innovation as key elements

Barcelona Building Construmat was founded within this framework. It is the outcome of the transformation of a traditional trade show. Its calling is to support the sector in the face of these new challenges. The show has emerged as a key factor in driving this process of change by contributing new proposals, generating new ideas and launching new challenges. Barcelona Building Construmat aims to be an essential component of this future.

Barcelona Building Construmat is an event that is constantly evolving. An event that has been redefined to provide the sector with better tools. An event that has been redesigned from a traditional standpoint (Construmat) yet incorporating innovation and knowledge as its core components.

This is a show that connects four main vectors: innovation, knowledge, new business development models and new experiential ideas.

A show that looks forward to the future from Barcelona, the European capital of architecture.

What better place to build the future?

A show looking firmly to the future

Open to the entire value chain of the construction industry
A dual perspective of the future based on innovation and social responsibility
A continuous search for business development models
An international vocation

An event that encompasses the entire value chain of the construction industry

Barcelona Building Construmat is the meeting point for every discipline in the construction sector.

Our value proposition adapts to different needs. We offer exhibition areas, spaces for demonstrations and even customisable proposals for recently-created start-ups.

An event with a dual perspective of the sector's future

Barcelona Building Construmat takes a dual perspective of the future:

Innovation, creativity and technological development as the key elements for renewal in the sector. The knowledge economy offers numerous opportunities to such an extensive sector and should be an essential driver for renewal and future growth. Barcelona Building Construmat aims to make an in-depth exploration of these trends: from start-ups to BIM platforms, from innovation to new materials.

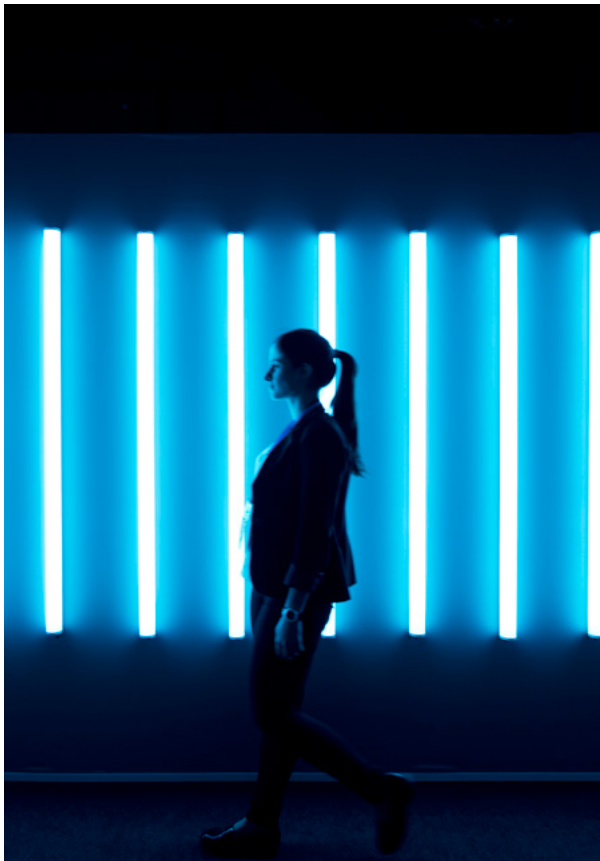
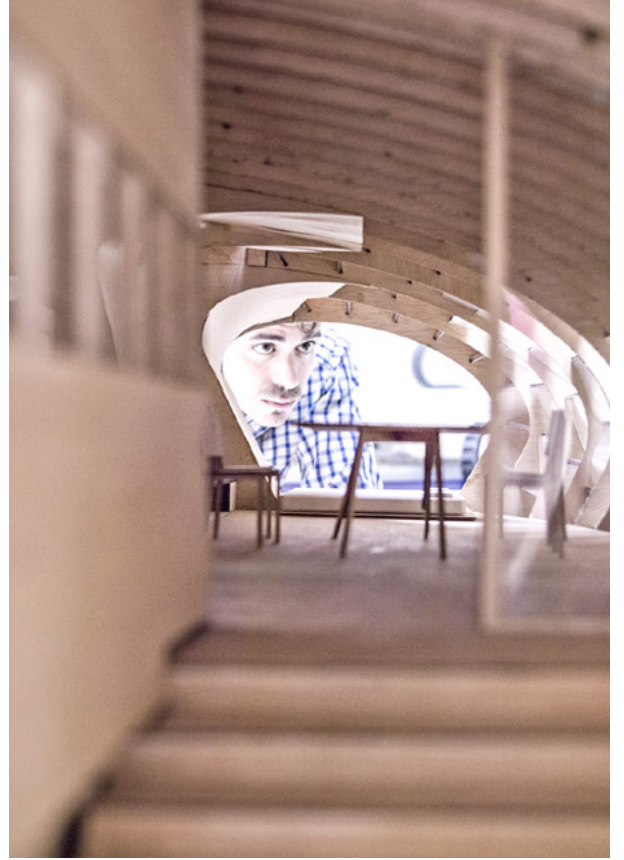
Twenty-first century society must also face up to great challenges. The construction sector, from its leading position and across-the-board scope, must interpret those challenges as new opportunities for development and growth. Social housing development policies and new circular economy models are prime examples.

With a focus on networking and developing new business opportunities

Barcelona Building Construmat is open to new business development models and practices. The show is an innovative and dynamic event that explores new formats, new encounters and new proposals aimed at business growth and development.

An event with a clear international vocation

Barcelona Building Construmat is an important business platform and has become a hub of trade relations and a bridge between both national and international projects. The internationalisation of the sector is one of the keys to tackling its challenges in the future.



Barcelona Building Construmat is built around innovation, knowledge and business development

Barcelona Building Construmat bases its value proposition on these three core components. The graph below shows how Barcelona Building Construmat has structured the sector's value chain around its growth engines. In this way, visitors can discover new ideas and opportunities in these three fields for any activity in the sector.





Photos of the 2015 show

The relationship between the value chain and its growth drivers can also be seen in the layout of space at the show and the nature of the activities taking place in it.

The layout of Barcelona Building Construmat is based on four key elements:

Barcelona Building **Industry**
 Barcelona Building **Future**
 Barcelona Building **Talks**
 Barcelona Building **Meetings**

Barcelona Building Industry

A large exhibition area featuring companies representing the sector's entire value chain.

Barcelona Building Future

A dynamic and experiential format where visitors can see the sector's latest advances and developments.

Barcelona Building Talks

The Talks area is our proposal for promoting dialogue and debate.

Barcelona Building Meetings

A business development platform.

Barcelona Building Industry

Barcelona Building Construmat's main exhibition space
Representing the sector's entire value chain
Featuring new products and new services
A space organised by industries and activities



Public spaces
Structures
Enclosures, facades, roofs
Installations, machinery
Interior spaces
Innovation
Associations, guilds and services



Barcelona Building Industry is a major trade show that will feature companies from the entire spectrum of the construction process. This is the space where companies will congregate to showcase their latest innovations to visitors.

Barcelona Building Industry will be organised systematically, grouping companies according to their business activity.. The area will offer companies both stand space and demo areas for their products.

Public space

- Urban furniture
- Lighting
- Prefabricated items
- Outdoor floor surfaces
- Applications
- Civil works
- Gardening and irrigation

Structures

- Elements for structures
- Prefab structures and industrialised construction
- Partitions

Enclosures, elements for walls and roofs

- Insulation, waterproofing and paints
- Elements for facades and roofs
- Exterior joinery
- Locks and metalwork
- Glass and its applications
- Sun shading devices

Fittings, ancillaries, machinery

- Machinery and equipment
- Lifting and transport
- Measuring and precision devices
- Air-conditioning and heating
- Electricity, water, gas
- Renewable energies

Interior spaces

- Interior flooring and facings
- Stonework
- Fire Industry
- Kitchens
- Bathrooms
- Lighting
- Painting
- Furniture
- Fabrics
- Joinery
- Partitions

Innovation

- Information and Communication Technologies (ICT)
- Building Innovation Modeling (BIM)
- 3D Printing
- Internet of Things (IoT)
- Augmented reality
- Drones

Associations, guilds and services

- Financing
- Consulting
- Technical offices
- Professional associations
- Architectural practices
- Interior design studios
- Engineering firms

Barcelona Building Future

The heart of Barcelona Building Construmat
The only trade show for the sector in Europe to dedicate more
than 2,000 sq. m to innovation and trends

A dynamic and experiential format where visitors can access the sector's main international advances in multiple formats and practical applications, ranging from proposals by start-ups to the new ICT applications that cover the entire construction process.

Digitalisation of the construction process

The digital transformation has reached the construction sector. The coming-of-age of new technologies means that every activity which forms part of a construction project can be transformed. This new paradigm offers the sector great opportunities and is key to optimising time and resources throughout the life cycle of a construction project.

The digital transformation is also the context for integrating other technological advances at different phases of a project. For example:

- Building Information Modeling (BIM).
- 3D printing technology applications.
- Virtual reality and its use at the modelling phase of the project.
- The use of mobile solutions at the management and execution phase.

Internet of Things (IoT)

The internet will transcend communications between people to pervade every aspect of communications between all kinds of devices. The IoT is undoubtedly a source of a huge transformation in the process model of every sector.

This applies to the construction sector too. Barcelona Building Construmat will be tracking this huge advance and showing visitors the applications of this technology that are already available as well as the main areas in which it will be developed in the future.

New materials

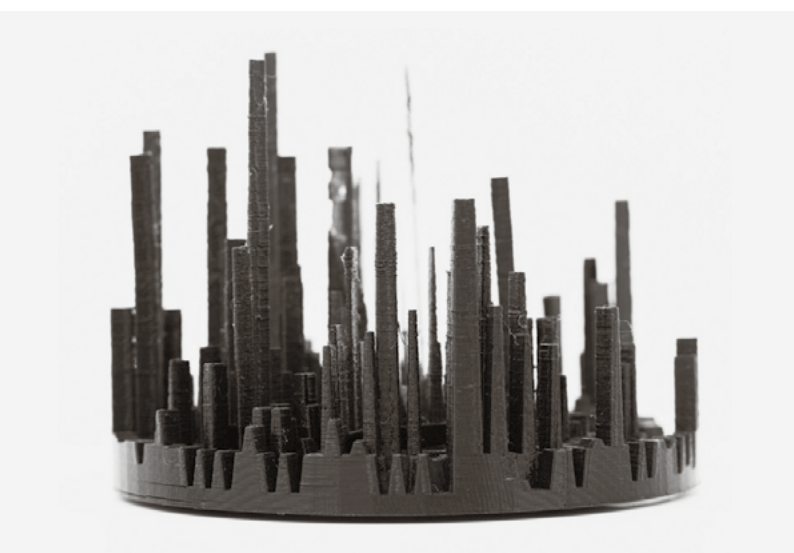
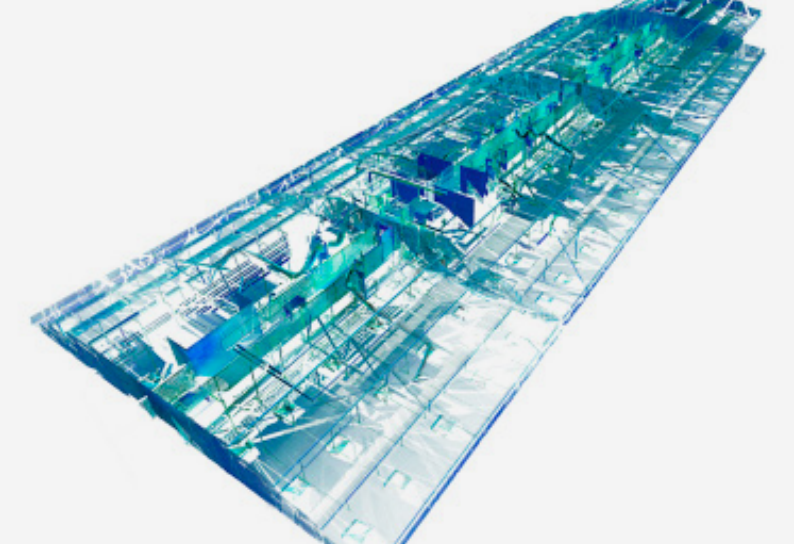
The knowledge society and, especially, advances in nanotechnology have given a huge boost to the marketing of new materials for use in construction sector, offering new properties, new applications and new opportunities for improvement.

The material sector today is extremely dynamic and Barcelona Building Construmat will be the platform for presenting these advances.

Building start-ups

Changes are also occurring in the fabric of company structures. Start-ups are destined to bring great wealth to the sector, not just as a driver of innovations and new solutions, but also as examples of new business development models in terms of their international conception and vocation, their relational models, and their cooperation in the development of joint projects.

Start-ups will have their own area at Barcelona Building Construmat, featuring up-and-coming projects selected from the international scene.



Building Information Modeling (BIM)
3D Printing
Virtual reality
Mobile solutions
New materials
Internet of Things (IoT)
Start-ups

Barcelona Building Talks

Society's new challenges are the sector's new challenges
A discussion forum for understanding the future as an
opportunity for growth

Barcelona Building Construmat will organise a series of conferences, talks and round tables to discuss and share ideas on these topical subjects that are set to define the future in the medium and long term. At this year's show, the major themes of Barcelona Building Talks will be Social Housing, Innovation and Circular Economy.

Independently of the core topics, the Talks will also introduce trends and new areas of development and consideration in a broad range of disciplines belonging to the sector's entire value chain.

Social housing
Innovation
The Circular Economy

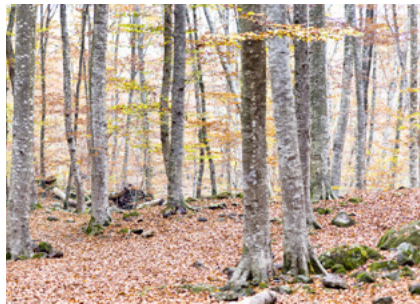
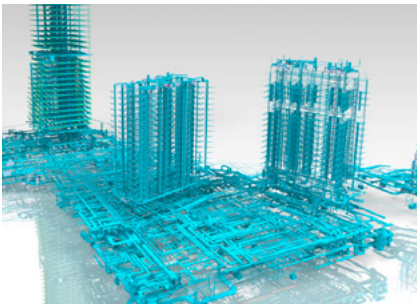


Social housing

A forum for debate and reflection involving representatives from every discipline connected to social housing, from public administrations to private enterprise: architecture, urbanism, technology, legal professionals, etc.

Themes

- The power of citizens in the conceptualisation, planning and execution of housing projects.
- Housing policies and collective housing projects from the perspectives of urban planning, morphology, classification and environmental function.
- Analysis of projects from the perspectives of management, multifunctional models, emergency housing and building renovation.



Innovation Congress

Meeting point and forum for discussion of new trends in current building practice, with special emphasis on new inventions, associations and scaling.

Circular economy

How the construction sector needs to go from a linear economic model based on producing, consuming and eliminating to a circular model based on reducing, reusing and recycling waste.

Themes

- Observation: Good practices that monitor building conditions to identify opportunities for reinvention. These practices are in some cases more closely related to ethnography, market research and materials evaluation - areas that have become essential for designers and business managers.
- Invention: Presentation of inventions successfully reformulating the way in which building relates to everyday life.
- Association: A discussion about the process of obtaining support, funding, patents, etc.
- Scaling: Scaling is on one hand the point at which invention and innovation are most relevant, but at the same time when new processes begin - maintenance, customer care, guarantees, monitoring, product updating, recycling, catalogue management and rebranding.

Themes

- The circular economy as a generator of employment.
- Design of 'products' to be deconstructed. The circular economy turns waste into raw materials, the paradigm of the system of the future.
- New opportunities for economic growth and promoting innovation.
- Improving economic results while reducing the consumption of resources.
- Climate change and the environmental impact of the use of resources.
- Eco-design: how to integrate environmental impacts from the conception of a product through its entire lifecycle.
- Reduce, Reuse and Recycle. The rule of the three Rs (3R).

Barcelona Building side event !



BIM Summit 2017

The European summit on Building Information Modeling (BIM) will present the latest advances and the most interesting experiences in this new method of work.

Experiences and debates

- Presentations, workshops, visits
- First level conferences
- Paradigmatic Case Studies
- Tools to redirect your study
- National and international engineers from the field of smart cities

Networking

The aim of the European BIM Summit is to host attendees from all European countries and from all sectors involved in the building cycle.



Barcelona Building Meetings

New networking formats to promote new business opportunities and internationalisation
A clear commitment to design and interior architecture

Barcelona Building Construmat has an ambitious and innovative programme of activities with the main objective of developing new business models. The internationalisation of the sector is one of the keys to meeting the challenges of the future. This space will encourage direct contact with national and international professionals as well as providing an advisory service for internationalisation of companies.

National and International Contract Forum
Brokerage Event
Investment Forum
Investment Forum - Startups
Employment Forum
Advice on financing and internationalisation
Latin American - European Forum
on construction industry chambers

National and International Contract Forum

Professionals working in the areas of design and interior architecture and representatives of the hotel sector from all parts of the world will talk about their projects, describe their view of the sector today and discuss business prospects.

Brokerage Event

The Brokerage Event is a business meeting with a format of B2B meetings lasting 30 minutes with the aim of helping businesses and professionals to find national and international business partners in the construction sector.

Investment Forum-Startups

A business forum bringing together innovative start-ups in the construction sector seeking funding, and investors and investment funds.

Advice on financing and internationalisation

An exclusive service available during the dates of the show which consists of 45-minute meetings with expert advisors. Companies looking to internationalise their business will have the opportunity to get expert advice.

Investment Forum

Selection of projects open to companies that are working on property projects in the residential sector and the tertiary sector (retail, offices, hospitality, students' halls of residence, logistics, etc.) looking for financing to develop the project.

Employment Forum

A recruiting and networking event featuring job offers in all areas of the construction industry.

Latin American - European Forum of construction industry chambers

The show will have a meeting point for representatives from construction industry chambers from 20 Latin American and European countries.



Col·legi de dissenyadors d'interiors
i decoradors de Catalunya



Photos of the 2015 show



A space covering 33,000 sq. m divided into four areas
Over 2,000 sq. m dedicated to innovation and trends

Photos of the 2015 show

Industry Arena

30,000 sq. m

- Stands for exhibiting companies
- Demo areas for exhibitors

Future Arena

2,000 sq. m

- New materials showroom
- Innovation showroom
- Agora for demos and presentations
- Selection of start-ups
- Exhibition of projects
- Augmented reality area
- TV stage

- BBC awards
- BBC party

Talks Arena

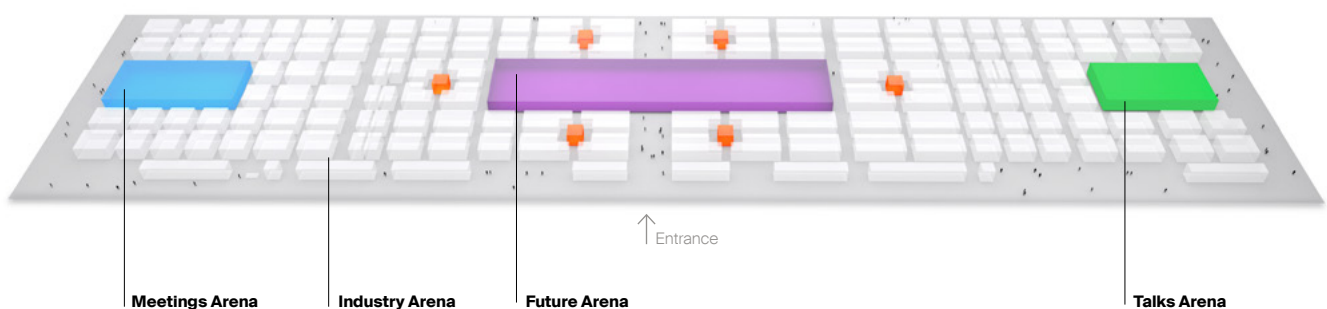
400 sq. m

- Agora for conferences
- VIP lounge for speakers

Meetings Arena

400 sq. m

- Networking lounge
- VIP lounge
- Private restaurant for exhibitors
- Specialist press corner
- Specialist bookshop



Barcelona Building Construmat is held at the Gran Via Exhibition Centre, one of Europe's most modern show venues that is committed to sustainability

The Gran Via Exhibition Centre was designed by Japanese architect Toyo Ito, the winner of the 2013 Pritzker Architecture Prize.



Gran Via Venue Centre

This venue is characterised by its design, functionality and commitment to sustainability: it houses one of the largest rooftop-based solar parks. Gran Via has 25,900 solar panels that generate 5.86 GWh of electricity a year, which prevents the emission of more than 2,200 tons of CO₂.

Its eight pavilions are connected by a tunnel that channels visitor traffic and it has the most advanced technical and logistical features. The gourmet restaurant Nuclo is located in the large Europa Hall. Barcelona Building Construmat will be held in Hall 2 of the venue.

The exhibition centre is located in a new area of commercial development close to Barcelona airport and has excellent connections to Barcelona's public transport network.

Towards 0 Waste

Barcelona Building Construmat is committed to sustainability in line with the European Commission's Circular Economy Strategy.

Towards 0 Waste is a pioneering initiative for reducing waste and saving resources while the show is being held.



Barcelona, the European capital of architecture

The best place for designing the future of the construction industry

In conjunction with the Architects' Association of Catalonia (COAC), Barcelona Building Construmat is organising 'Architecture Week', which will include an extensive programme of activities. The show will be the epicentre from which various activities dedicated to the dissemination and learning about architecture will radiate. This will open the programme to conferences and discussions. These activities will be supplemented with trips to the city's iconic buildings organised by 48H Open House.

Organized by



Col·legi d'Arquitectes
de Catalunya

In collaboration with



48H OPEN HOUSE
BARCELONA



GBCe
green building council europe



ITeC



Exhibitions in museums and public spaces
Urban interventions in the city
Architectural itineraries focusing on social housing, the
Circular Economy and engineering
Discussions and conferences

The 2015 show

A turning point for the sector

Visitor profile

Business activity of companies attending

58.2%

Architectural practices
Engineers
Interior designers
Technical architects

10.6%

Distributors of
construction
materials

8.1%

Manufacturers of
equipment
Suppliers of construction
materials

7.1%

Builders

3.9%

Consultants
Environmental planners
Sustainability technicians
IT

3.4%

Industrialists
Installers
Building contractors

2.2%

Offices
Offices for civil
engineering projects

6.4%

Others

Sectors of interest

43%

Interior spaces

40.8%

Innovation

38.1%

Structures

26.3%

Enclosures

26.3%

Facilities
Ancillary elements
Machinery

23.3%

Public spaces

12%

Services

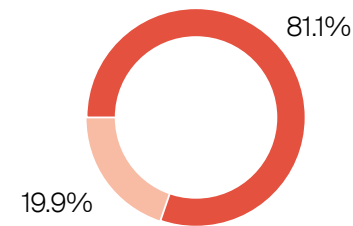
11.3%

Others



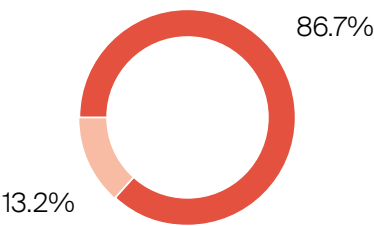
54,326 visitors from 103 different countries
1,975 VIP procurers
710 B2B meetings
More than 300 companies from 15 countries
430 top-class speakers
More than 100 conferences

Photos of the 2015 show



Loyalty

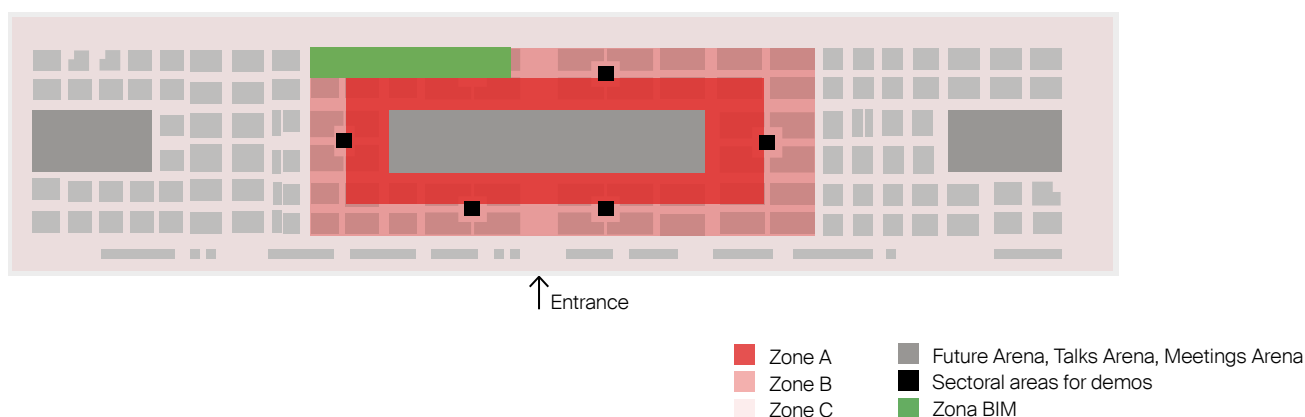
- Have visited the show previously
- Visited the show for the first time in 2015



Intervention during the procurement process

- 86.7% decision-makers or purchase influencers
- 13.2% do not intervene

Taking part is easy thanks to our extensive, flexible offer



Method of participation	Partnership (minimum 75 m ²)	Additional visibility for Global and Event partners
1. Free space (Minimum 24 sq. m. Lower surface, stand pack mandatory). See point 2. Take advantage of Build-up, Fira Barcelona's expert dedicated stand design department.	Global Partner <ul style="list-style-type: none"> Includes 125 m² of free space (can be enlarged) Preferential location in zone A Advantages for visibility and networking (Premium) Standard €26,500 / €146 extra sq. m Early Bird €25,500 / €140 extra sq. m	Sponsorship of elements of the show : <ul style="list-style-type: none"> Staff uniforms Barcelona Building Construmat Awards ... Sponsorship of events at the show : <ul style="list-style-type: none"> National and International Contract Forum Investment Forum ...
2. Stand installation pack and services (Zone C) Gold (minimum 35 sq. m) Standard €10,336 / €270 extra sq. m Early Bird €9,938 / €260 extra sq. m Silver (minimum 24 m ²) Standard €7,735 / €268 extra sq. m Early Bird €7,298 / €255 extra sq. m Bronze (minimum 16 m ²) Standard €4,768 / €254 extra sq. m Early Bird €4,334 / €231 extra sq. m	Event Partner <ul style="list-style-type: none"> Includes 75 m² of free space (can be enlarged) Preferential location in zone B Advantages for visibility and networking (Premium) Standard €15,000 / €154 extra sq. m Early Bird €14,000 / €145 extra sq. m	
3. 6 m² BIM and Tic exhibitors sector, stand pack and services (BIM zone) Standard €3,345 Early Bird €3,041		

VAT not included

*Early Bird: early reservations must be made before 30.08.2016

We know what the sector wants and we address those needs

We understand the needs and interests of the professionals who visit us and we provide them with answers and solutions based on innovation, knowledge and networking.

+ Innovation: Future Arena

Discover the sector's new developments and its evolution
Reduce costs and improve competitive capacity
Improve the quality of all your processes

+ Knowledge: Talks Arena

Understand the future and the great opportunities for growth presented in the programmes of conferences, discussions and seminars

+ Business: Meeting Arena/Industry Arena

Discover new proposals and business models
Make contact with new suppliers and update your contact network

+ Internationalisation

Understanding internationalisation as a real opportunity
A hub for business relations and bridge for international projects

'Face-to-face meetings are the most effective way of strengthening relationships with potential and current customers'

Oxford Economics

'Exhibiting at an event is one of the most profitable ways for your company to reach qualified audiences'

US study by Exhibit Surveys Inc

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