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## Press Release

### Innovations on BAU ONLINE

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- **Result of the latest poll of exhibitors: BAU will take place in 2021 as a digital format**
- **BAU 2023 to be held in the usual way—in all the exhibition halls, and with a digital extension**

**BAU will take place in 2021 as a digital format. At BAU ONLINE exhibitors can showcase their innovations between January 13 and 15, and present themselves to a global audience.**

On September 30, 2020, Messe München announced BAU would not be held as a conventional trade fair in January 2021, but that it would not be cancelled entirely. On Friday, October 16, 2020, a poll of exhibitors ended—we had asked how they would like to present their products and innovations between January 13 and 15 in a much altered and smaller format. A clear majority of the exhibitors said that they wanted to concentrate on the purely digital concept.

Based on the results of this poll, the management of BAU has decided for 2021 to focus just on a digital format. This has the advantage that all resources can be concentrated on digital presentation options and a digital supporting program. The specific offering for “BAU ONLINE” will be announced to customers of BAU in the coming days.

BAU ONLINE will feature talks and discussions from the forums as live streams and as recorded videos—for a global audience. In addition companies will have the opportunity of presenting their products virtually in their own online sessions. To enable participants to engage with each other, there will be virtual networking

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modules within the digital format. The aim is also to integrate the traditional BAU Info Talks between trade journalists and exhibitors into BAU ONLINE.

### **BAU 2023 already in preparation**

In 2023 BAU will take place again as normal, and it will include a digital offering such as is being implemented for the first time next January. Messe München is confident this is the right track: Because almost all the big-name exhibitors who are staying away in 2021 because of the coronavirus pandemic have already announced their participation in the next BAU in January 2023.

### **About BAU**

BAU, the world's leading trade fair for architecture, materials and systems, is the largest and most important event in the industry. Due to Corona, the next BAU will take place from 13 to 15 January 2021 as a purely digital format. The last time, in January 2019, BAU presented architecture, materials and systems for commercial, residential and interior design in new and existing buildings on 200,000 m<sup>2</sup> of exhibition space.

BAU is the only trade fair of its kind in the world to bring together the market leaders in the sector every two years for this comprehensive exhibition. The range of products and services on offer is structured according to building materials as well as product and subject areas.

BAU addresses all those involved in the planning, construction and operation of buildings of all kinds. At the same time BAU is the world's largest trade fair for architects and engineers.

The numerous attractive events in the supporting programme, including high-calibre forums with experts from all over the world, round off the trade fair programme.