



Poznan, 18.01.2011

Budma 2011 summary report

- **62,000 visitors**
- **1,420 companies from 33 countries**
- **Exhibition area of 60,000 sq m**
- **470 journalists**

Record-breaking attendance! The innovative offer of exhibitors during the twentieth jubilee edition of BUDMA International Construction Fair, held on 11-14 January 2011 in Poznan, was introduced to **62,000 people** – which is by around 3 percent more than last year.

Exhibitors harmoniously emphasised the high professionalism of the public who came to the fair, among whom **the largest group were the representatives of construction companies**. According to data collected during the registration, the percentage breakdown of Budma 2011 visitors was as follows:

- construction companies (including main contractors, general building companies and contractors) - 38.9 percent
- construction warehouses and stores - 11.1 percent
- construction engineers - 9.8 percent
- individual investors - 9.3 percent
- architects, designers, design agencies - 6.9 percent
- institutional investors (including developers, building administrators) - 6.1 percent
- craftsmen (including, among others, roofers, bricklayers, tile setters, floorlayers) - 5.6 percent
- producers of construction materials - 4.3 percent
- technical universities and scientific and research centres - 1.9 percent
- other groups - 6.1 percent

The growing professionalism of visitors is the result of many actions taken by Poznan International Fair to invite industry experts to visit the fair. The most effective element of the promotion was direct mailing. Invitations to Budma were sent to 80,000 experts from Poland and abroad. Key visitors received VIP-cards authorising free admission into the exhibition for the duration of the fair, as well as the use of a Business Point special zone, where they could carry out business talks, have a meal and skim through the press in comfortable conditions. This year's edition was preceded by the wide-ranging promotional campaign including an advertising campaign on the Internet, in newspapers and industry magazines, a supplement "Gazeta na Budme" attached to the nationwide issue of "Gazeta Wyborcza" and a magazine "Budma NEWS" published in Polish and English.

All the stages of construction investment execution

During the jubilee edition of the largest construction fair in our part of Europe, held under the theme "Sustainable Construction - Energy Efficiency, Innovation, Security", **1,420 companies from 33 countries** presented their offers. The exhibition area covered **60,000 sq m** and involved all the stages of construction investment execution - from design, ground works and construction equipment

on site, by structural elements, walls and elevations, ceilings, floors, wood joinery, doors, roofs, building chemistry and bathroom ceramics, to finishing systems and building management systems. Wood joinery exhibition was among most spectacular presentations. At the fair, the most important manufacturers of doors, windows, screens and gates presented their products. Also within the thematic block "Wood in Construction", an unexpectedly broad representation of the market presented their innovative offers.

This year's edition of Budma emphasised the international character of this event. Almost every third exhibitor came from abroad. Common presentations under the auspices of foreign government and business institutions were organised by Austria, Belgium, Belarus, China, Denmark, Finland, France, Spain, Romania and Italy.

The fair was held under the patronage of Minister of Economy Waldemar Pawlak and Minister of Infrastructure Cezary Grabarczyk, who personally opened the exhibition during the ceremony combined with the gala of fair awards.

Budma exhibition was made more attractive by simultaneously held **CBS - Sports Facilities, Amenity Areas, Wellness & Spa** fair and **WinDoor-tech Fair of Machines and Components for Window, Door, Gate and Facade Production**.

Modern building live

Companies participating in Budma fair presented hundreds of novelties. The list of new products presented by exhibitors is available at www.budma.pl. The novelties were presented not only on the stands, but also on numerous special exhibitions and during interactive presentations:

- Energy-efficient and passive construction - a special exhibition of companies that offer energy efficient solutions for construction accompanying Energy-Efficient and Passive Construction Forum
- BudShow - intelligent house - in hall 12, there was built a model intelligent house KNX equipped with the latest solutions of computer-assisted electronic control
- Wood House Village
- Roof tiling demonstrations
- Modern Carpentry Shop
- A barrier-free building – a special exhibition presenting the offer of companies offering solutions in the field of reinventing available space
- Parquet Exhibition
- Workshops for parquet layers
- Competition for the title "The Capital of Polish Floor Laying"
- 4th Polish Tile Setters' Championships
- Cobblestone laying shows

Conferences, meetings, debates

Budma Fair 2011 was accompanied by an exceptionally rich programme of events. Numerous meetings, seminars, conferences and lectures were an excellent opportunity to exchange experience between professionals in the construction industry and the valuable source of information on the latest trends in the construction sector. During the fair, there were held **several dozen specialist thematic conferences and debates** designed for particular groups of visitors such as: architects, investors, contractors, craftsmen and construction engineers.

- Energy-Efficient and Passive Construction Forum
- Architecture Day involving the star of world architecture, one of the leading Finnish architects, Prof. Rainer Mahlamäki

- Academy of Effective Design within an Archispace area
- Town Planning Day "Public Space - from Idea to Realisation".
- Construction Engineering Days, this year devoted to eurocodes and after-flood construction
- Debate: "Sustainable Construction in the EU"
- 10th Congress of Polish Roofers
- Work safety in construction
- Modern floor laying - Draft, design, technology, construction
- Prospects and problems of the parquet industry
- Design of lightweight walls and roofs, Flat roofs
- Nuclear power construction as a chance for the Polish construction industry
- Windows and doors - Polish export specialisation. Sectoral export promotion programme for windows and doors in 2011-2015
- New regulations in the construction industry
- Cobblestone market in Poland - present situation and development prospects
- Greenbuilding
- Green public procurement in the construction industry - problems and solutions
- Construction Craftsmanship Forum

Full information about the fair at www.budma.pl

Prizes for the best

During the fair, there were awarded prizes in many prestigious competitions. 8 particularly innovative products presented at the exhibition were awarded **Gold Medals** of the Poznan International Fair. Whereas **Acanthus Aureus** prizes were awarded to 14 stands that were best designed and prepared to implement the marketing strategy of the exhibitor. The full list of companies awarded in those contests is available at www.budma.pl.

At the fair, there were also awarded prizes in the following contests and competitions:

- 5th edition of the competition for Maciej Nowicki Prize
- 4th Polish Tile Setters' Championships
- Competition for the title "The Capital of Polish Floor Laying"
- Third edition of the SPBKD Quality Mark "Durable Cobblestone - Quality Guarantee"
- Crystal Profiles
- 5th edition of the contest Tenders for the Best - the Leader of Eco Investment
- Pearls of Ceramics

Under the watchful eye of the media

A cooperation with several dozens industry magazines and websites on construction has been started. During Budma, **470 journalists** were accredited in the MTP Press Centre. Numerous reports from the fair were presented both in newspapers and on the radio and television stations. A special nationwide supplement on the occasion of the fair was released by "Gazeta Wyborcza".

Exhibitors eagerly took advantage of the presence of media representatives. During the fair, interesting press conferences were organised by: Fakro ("20 years of FAKRO - the history of innovation"), Roto FRANK ("DESIGNO - the new generation of Roto roof windows"), The Union of Employers and Manufacturers of Building Materials ("How much glue is there in glue - continuation") Cobblestone Manufacturers' Association (press conference of the winners of the third edition of the Quality Mark "Durable Cobblestone - Quality Guarantee"). During the press conference of Budma organisers, there was presented the latest report of ASM Market Research and Analysis Centre Ltd. regarding the situation in the construction market.

Budma 2012

We invite you to participate in the next edition of BUDMA International Construction Fair that will be held between **24-27 January 2012** under the theme "Construction of the Future".

Budma 2012 will include the themes of civil and road engineering, cubature, industrial and specialist construction. An increasingly important issue is the modernisation of existing buildings (such as landmarks, old large slab housing estates, public buildings). Therefore, particular emphasis will be put on the presentation of modern technologies for the renovation and thermomodernisation of buildings. Also new technologies for hydro-construction and flood protection will be presented in more detail.

Wide range of construction and road machinery and construction vehicles and equipment will be available during **Bumasz** fair, held at the same time every two years. Like every year, Budma will be accompanied by the **CBS** exposition.