

## Information

Essen, January 14, 2012  
Final Report on Deubau 2012

### Positive Mood in the Building Trade

### Fair Profile as a Competence Centre for Architects and Housing Industry Made Considerably More Distinct

Deubau in Essen has once more proven to be an important event in the building trade at the beginning of the year: Just as since 1962 when the curtain was raised on the premiere of the construction trade fair in Essen, it was once again the meeting place of the "people working in the construction sector" in the year of its 50th anniversary as well: For the total of 621 exhibitors who had arrived from 15 countries, the 25th edition of Deubau highlighted its significance as an indispensable communication hub. The concept of profiling Deubau even more strongly as a competence centre for architects and the housing industry has come off.

### **Intensive Information Interest and Very Concrete Demand Interest**

"In view of the very positive development in the past year with a turnover plus of over ten percent and of the optimistic prospects for the new year, the sector showed itself to be very confident at Deubau," Frank Thorwirth, Chairman and CEO of Messe Essen, made an initial assessment towards the end of the fair. The intensive information interest and the very concrete demand interest on the part of the over 55,000 trade visitors are said to be emphasised by the results of the representative survey of visitors. "Almost half of the specialists are giving very good and good marks to the economic trend in the sector. In 2010 on the occasion of the last Deubau, these marks were only awarded by one in four visitors."

### **Energy and Sustainability Remain Main Subjects**

More than ever, subjects about everything to do with energy and sustainability are dominating the situation in the building trade. Housing industry subjects, often connected with the demographic change and with aspects relating to all facets of the replanning, restructuring and revival of entire urban districts, were made the focus of attention at Deubau and were topics of very lively discussions. For the first time, Deubau had highlighted the significance of this important sector with the "Housing Industry Day". A lot of space was occupied by wood construction and by building with steel to which the largest architecture congress of the year in the German-language region with around 1,000 participants was dedicated.



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## **"Dealing with Subjects in the Sector in Greater Detail is the Trademark of Deubau"**

"The fact that we regularly place particular emphasis on individual topical subjects in the sector and deal with them in greater detail within the framework of Deubau was well accepted in the sector this year as well," according to Egon Galinnis, Managing Director of Messe Essen. "As the sole universal construction fair of the year in Germany, Deubau comprehensively portrays all the fields in the construction sector from the first planning right up to the completion but always sets thematically topical main focal points while doing so."

The visitors made intensive use of the advice possibilities about the utilisation of heat pumps offered by the exhibitors as well as on the booth of Energieagentur NRW ("North Rhine-Westphalia Energy Agency"). On one of the three days of the Civil Engineering Congress with 240 participants in total, it also provided information about the exploitation of geothermal heat which has a promising future.

With the new trade fair for the designing of public spaces which was integrated into Deubau, the fair set, here as well, a fresh subject stimulus which addressed landscape planners and architects, municipal authorities and housing associations in particular.

With the catch phrase of "Change in the Population Structure", the accompanying trade fair entitled "Leben plus Komfort" ("Living Plus Comfort") was able to bring the exhibitors together with the target group interesting to them (i.e. property developers, architects and specialists in the housing industry) in a perfectly matching way. Not only the ranges offered by the 53 exhibitors at "Leben plus Komfort" whose ideal sponsor is Deutsche Gesellschaft für Gerontotechnik ("German Society for Gerontotechnology") but also the lectures in the forum met with great interest amongst the trade public.

## **Construction in the Existing Stock Remains a Pillar of the Building Trade**

The fact that renovation, modernisation and redevelopment continue to be important pillars of the building trade was shown by the large number of products offered for this sector in which individual solutions for the various applications were in the spotlight. In cooperation with the Federal Ministry of Transport, Construction and Urban Development, Bundesarbeitskreis Altbauerneuerung (BAKA - "Federal Working Group for the Renewal of Old Buildings") provided information about things worth knowing and innovations for construction measures in the existing stock in 60 lectures.

## **26th Deubau on January 14 - 18, 2014**

The 26th Deubau will take place at Messe Essen on January 14 - 18, 2014. Over 90 percent of the visitors were so satisfied that they already spontaneously declared at the fair: "In two years, we will come to Deubau once again."