

Media Release | Basel, 22 September 2021

Swissbau 2022: Trade fair meeting now even more personal

In a few months' time, Swissbau 2022 will be opening its doors in Basel as the first major trade fair since the start of the corona pandemic. A concentrated dose of innovation from Switzerland's construction and real estate industry awaits visitors at this popular multi-industry event again, with Swissbau Focus, the Swissbau Innovation Lab and the exhibitors with their products and services. Swissbau is taking place in Basel from 18 to 21 January 2022.

The latest visitor survey conducted in August 2021 made it quite clear that, of the more than 4300 respondents, almost 90% are looking forward to the forthcoming Swissbau from 18 to 22 January 2022 at Messe Basel. The need to meet up and engage in face-to-face discussions is greater than ever before. Swissbau, as a multi-industry fair, with its broad-based offerings provides the ideal platform for this. And – thanks to the certificate requirement – there is no need to wear a mask at all.

Compact trade fair – big cinema

Swissbau has always been a popular meeting point for decision-makers and professionals, attracting visitors from all over Switzerland and the regions immediately over the border. In the past, the focus has similarly been on in-person discussions and the transfer of know-how, including beyond the industry. Swissbau Director, Rudolf Pfander, is delighted that this will be possible again in the coming year: "In 2022, Swissbau will once again be featuring great presentations by a range of top brands, despite having fewer exhibitors. It's wonderful that we can hold the trade fair despite all the obstacles." The fair will be featuring industry leaders from a wide range of theme areas once more. One highlight will be the Bathroom Trends again, ensuring an unforgettable visitor experience with its unique ambience. And, as a further highlight, Holzbau Schweiz is presenting a pioneering concept for a high-rise building in wood, in cooperation with students from Bern University of Applied Sciences.

A focused experience thanks to Swissbau City

The new **Swissbau City** trade fair concept with its reconfigured platforms offers visitors a well-rounded overall experience. Thematically arranged districts now enable exhibitors to present themselves in a setting alongside their competitors and other providers on the market. This also includes marketplaces in the four most important themed halls, where communities can meet up and engage in discussions – with cosy bistros at their disposal too. Interested parties can also acquire practical knowledge from the short presentations and innovation pitches staged in the Speakers' Corner. Smart offerings from exciting companies will similarly be available on the marketplaces.

At **Swissbau Focus**, the interdisciplinary event and networking platform at Swissbau, a full programme of exciting contents awaits visitors too. Current topics and future trends will be discussed in more than 80 events. Swissbau Focus promotes networking between experts and opinion leaders and is the established meeting point for all players in the construction and real estate industry. The main partner for Swissbau Focus is the Swiss Society of Engineers and Architects (SIA).

The **Swissbau Innovation Lab** is the platform for digital transformation in the construction and real estate industry. The contents have been developed together with Bauen digital Schweiz / BuildingSMART Switzerland and the Swiss Society of Engineers and Architects (SIA). Here, interested parties can experience right up close which digital solutions are already a reality today and which new technologies are set to shape the future of the industry. The focal theme for 2022 is the value chain in the construction and real estate industries in the context of digitalisation. The focus is on collaboration, and the partners show how, together, they are constructing the high-performance building of the future. These new ideas are being presented in a 20-minute film in the iRoom – a 270° cinema. More than 80 partners, from the major manufacturers through to the “young guns”, will be presenting their innovative solutions live.

Evening opening until 20:00 on Thursday

The entire programme for Swissbau 2022 with all its different facets can be experienced live at Messe Basel from **18 to 21 January 2022**. And the trade fair will be keeping its doors open until 20:00 on the Thursday for the first time. This will open up a further time slot for visitors to come to the fair. All the events being staged at Swissbau are now posted in the event calendar too:

www.swissbau.ch/events

Swissbau 2022 – The leading platform for the construction and real estate industry in Switzerland

Organiser

MCH Swiss Exhibition (Basel) Ltd., Swissbau, CH-4005 Basel

Duration of the trade fair, opening hours

Tuesday, 18 to Friday, 21 January 2022

Tuesday to Friday 9:00 to 18:00

Thursday, evening opening until 20:00

Admission ticket

Buy a ticket or redeem a voucher at www.swissbau.ch/ticket

Everything at a click

Information on Swissbau: www.swissbau.ch

Community platform Swissbau Innovation Lab: swissbauinnovationlab.ch

Event calendar: www.swissbau.ch/events

Exhibitor and product directory: <https://www.swissbau.ch/de/companies>

Media releases for Swissbau: www.swissbau.ch/de/aktuell/medienmitteilungen

Photos and videos of Swissbau: www.swissbau.ch/fotos

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