



2022 review 2024 project



Le Mondial du bâtiment reinvented 2022 Review

Le Mondial du bâtiment

Every 2 years in Paris, le Mondial du Bâtiment presents current and future construction materials and solutions through its three shows: **BATIMAT**, **INTERCLIMA** and **IDÉOBAIN**. In 2024 **EQUIPBAIE METALEXPO** will be integrating BATIMAT and the Le Mondial du bâtiment shows.

Le Mondial du bâtiment will be strengthening its position as THE international **multi-specialist construction event**.

Decision-makers, specifiers and project managers congregate to buy, find inspiration and recognise the industry 's innovations and must-haves. This is the place to find solutions to every single technological development and industry regulation.

The equipments, technologies, tools and solutions exhibited strive for excellence: **low carbon, frugality, comfort, circularity and re-use, digital solutions etc....**

Training, demonstrations and shared experience are at the heart of the event, accessible for all to contribute to the **commercial development** of everyone involved in the industry.



A new strategy endorsed by the participants

+ FRIENDLY ATMOSPHERE

Paris
Porte de Versailles

+ COST-EFFECTIVE

A new design

+ COMMITTED

Mega trends and
a CSR approach
on one trajectory:
neutral impact

+ HYBRID

A complete
digital ecosystem

The return to Paris (37%) and the shows' reputation (33%) top the list of Le Mondial du bâtiment's strengths

Visitors

65%
satisfied
NPS = 23

Exhibitors

64%
satisfied
+ 16 points
of NPS

1,746 exhibitors

983 (56%)
 French exhibitors

763 (44%)
 international exhibitors

762 new exhibitors (43%)

354 leaders +15% (vs. 2019)

Key figures 2022

THE NEW STRATEGY RESTS ON FOUR KEY ELEMENTS:

+ FRIENDLY ATMOSPHERE

Return to Paris, Porte de Versailles

+ COST EFFECTIVE

A new design

+ COMMITTED

Mega trends and a CSR approach on one trajectory: neutral impact

+ HYBRID

A complete digital ecosystem

REASONS FOR EXHIBITING



SEEKING
 new customers on the domestic and international markets



ENHANCING
 the company's image



LAUNCHING
 a new product, service or innovation

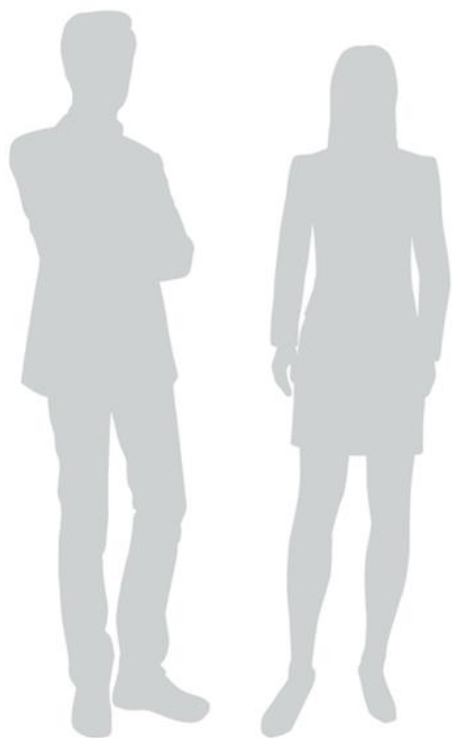
A RECORD NUMBER OF VISITORS

Key figures 2022

..... **111,754** (+15%)

40,483 (36%)
 Tradespeople

22,327 (20%)
 Specifiers, of which:
 Project managers
 Developers



18,400 (16%)
 Wholesalers &
 Distributors

15,713 (14%)
 Manufacturers

14,832 (13%)
 Organisations
 & Services



Review - press coverage

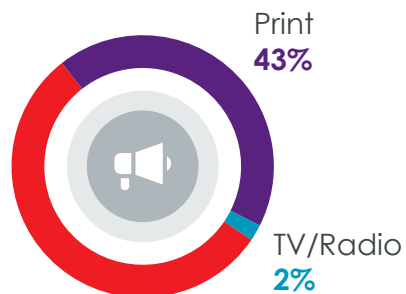
2.52K
ARTICLES
PUBLISHED

2.52M

355
JOURNALISTS
ATTENDED

€7.83M

Online
55%



LesEchos

The four trends in tomorrow's
ecological building 🏡

Last held at the end of 2019, Le Mondial du Bâtiment opens this Monday in Paris.
The event bears witness to the sector's march toward low carbon construction
and more industrialised approaches.

Le Parisien

Immobilier

New properties: what materials for an eco-friendlier build?

Thanks to their insulating properties, ability to be renewed and
low consumption, new materials will largely limit carbon
dioxide emission.

RTL

RTL Soir - Newspaper

The Batimat construction trade show,
held in Paris, offers ways to reduce
heating bills. 3.10.2022

**BFM
TV.**

There's no stopping the eco push

At Batimat, the show for building
professionals, recruiters are on the
lookout. 8.10.2022

**france
inter**

First Edition

Inflation and shortages in
construction Cédric Faiche reports
from the Batimat show, which opens
its doors today in Paris. 3.10.2022

FIGARO LIVE

**The energy crisis: its impact
on construction**

Guillaume Loizeaud, Director of Le
Mondial du Bâtiment, helps decipher the
future needs of the construction sector.
7.09.2022



Le Mondial du bâtiment 2024

BATIMAT
IDÉOBAIN
INTERCLIMA

le
mondial
du bâtiment

Upcoming event

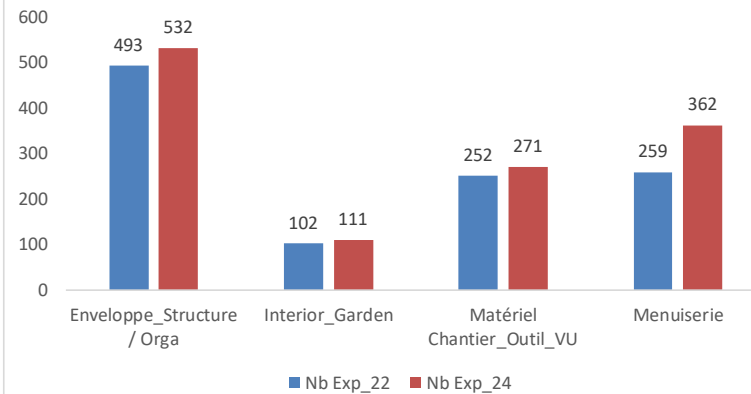
30/09 - 03/10 2024

PARIS EXPO - PORTE DE VERSAILLES

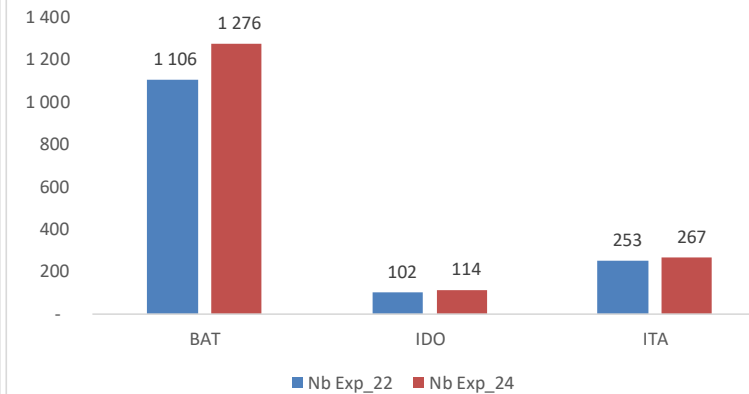


BAT	Nb Exp_22	Nb Exp_24	Surf_22	Surf_24	Evo_Exp	Evo_Surf
Enveloppe_Structure / Orga	493	532	15256	16794	8%	10%
Interior_Garden	102	111	2916	3249	9%	11%
Matériel Chantier_Outil_VU	252	271	10260	11097	8%	8%
Menuiserie	259	362	14211	19719	40%	39%
	Nb Exp_22	Nb Exp_24	Surf_22	Surf_24	Evo_Exp	Evo_Surf
BAT	1 106	1 276	42 643	50 859	15%	19%
IDO	102	114	4 428	4 932	12%	11%
ITA	253	267	9 376	9 850	6%	5%
GLOBAL	1 461	1 657	56 447	65 641	13%	16%

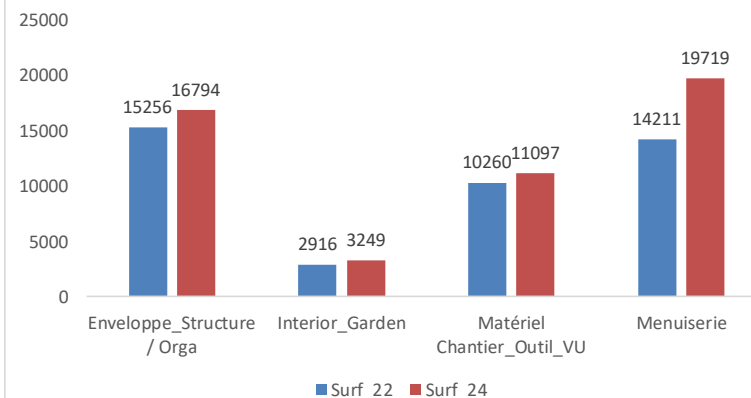
Batimat - Evolution Nb Exp 22/24 per sector



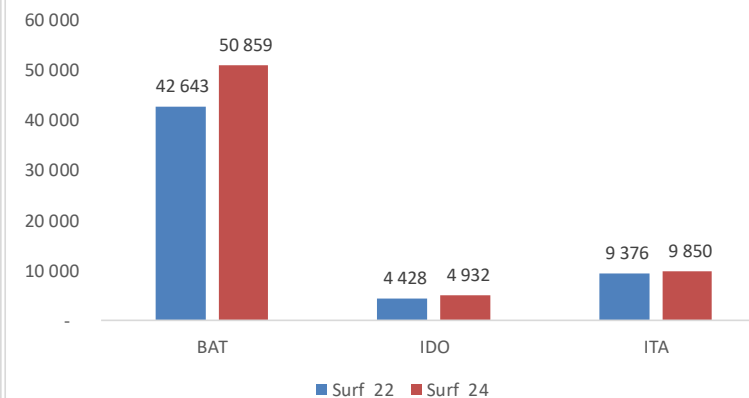
Le Mondial - Evolution Nb Exp 22/24



Batimat - Evolution Space. 22/24 per sector



Le Mondial - Evolution Surf 22/24



4 AREAS

TO ANALYSE THE PRESENT AND PREPARE FOR THE FUTURE

#01

ADAPTATION

Adapting to a changing world

- Adapting to the climate crisis
- Adapting to France's decarbonisation goals
- Adapting the uses of buildings

#02

INNOVATION

Innovating to change the world

- Innovating to achieve decarbonisation goals
- Innovating to improve the quality of buildings
- Innovating to boost the efficiency of businesses

#03

LOCAL GOVERNMENTS

Responding to global challenges with local solutions

- Planning local development
- Revitalising local economy
- Promoting local resources

#04

PEOPLE

Nurturing common values

- Recruiting the next generation of builders
- Building on common values
- Developing skills and expertise

What we keep!and we improve.....

1. 3 periods :

- P1 : until 30th of September
- P2 : 01st October 2023 to 31th December 2023
- P3 : 2024 until the show

2. Same commercial policy :

- A range of 5 booth : 9m², 18m², 36m², 54m² et 99m²
- 1 booth per company (SIREN = official registration number)
- Package mandatory for all booth under 54 m² (9, 18 et 36 m²).
- Option for 99m² for an upperfloor

3. Loyalty policy :

- The loyalty is considered if you have been part of the show as an exhibitor 4 times in the last 7 shows (in between 2022 and 2009).
- Only for Equibaie : additionnal discount for union members (Pole Fenetre = SNFA, Actibaie, UFME, UM, UMB)

4. BatiAdvisor :

- Still mandatory for 54 et 99m².
- New! We have outspread BatiAdvisor for 18 and 36m². with a lower price for 18m² (650 euros)

1. Improvment of services included into the registration fees

2. Internet referencing : more visibility through BATIMAT / INTERCLIMA/ IDEOBAIN website

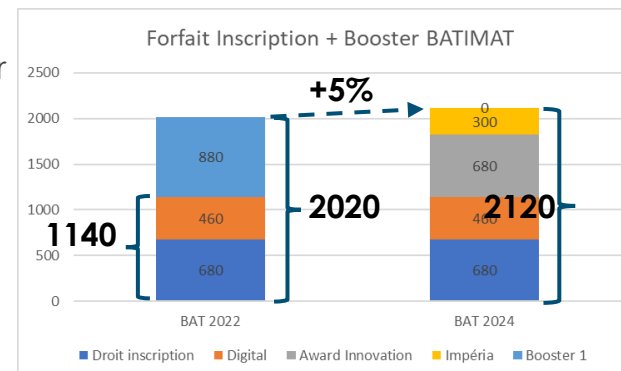
- Company name, logo and descriptive text of the company
- Picture of the company
- Product galery (unlimited product number)
- Price for « Pack Web » in BAT2022 = 1 040 €

3. Innovation Award registration is mandatory and included into the registration fees for all companies registered in the 3 shows

- Price of the « Innovation Awards » sur BAT 2022 = 1 550€

4. Unlimited badge reader Emperia included into the registration fees

- Price of the app 170€ per licence in 2022



Pavillon 1



Pavillon 5 (first floor), 6 and 4



Pavillons 5.1 (groud floor)



Pavillon 7.2 (first floor)



Sectorisation Pavillon 1



Bellwethers customers

Marc-Aurele MAUGAT

M. : +33 (0)6 09 47 49 82

E. : marc-aurele.maugat@rxglobal.com



Pavillon 2/3



Other customers

Gabriel JIMENEZ

M: +33 (0)6 27 32 10 20

E: gabriel.jimenez@rxglobal.com



All customers

Shakir DIXON

M: +33 (0)6 24 20 69 82

E: shakir.dixon@rxglobal.com



MATERIALS

**AIR &
WATERPROOF
ING Solutions**

INTERIOR & GARDEN

INSULATION

CONSTRUCTION TECH

SERVICES & ORGANISM

WOOD

~~STRUCTURE & ENVELOP~~

OFF SITE

Main
Entrance



All customers

Michelle JANDAUD

M: +33 (0)622 700 302

E: michelle.jaudaud@rxglobal.com

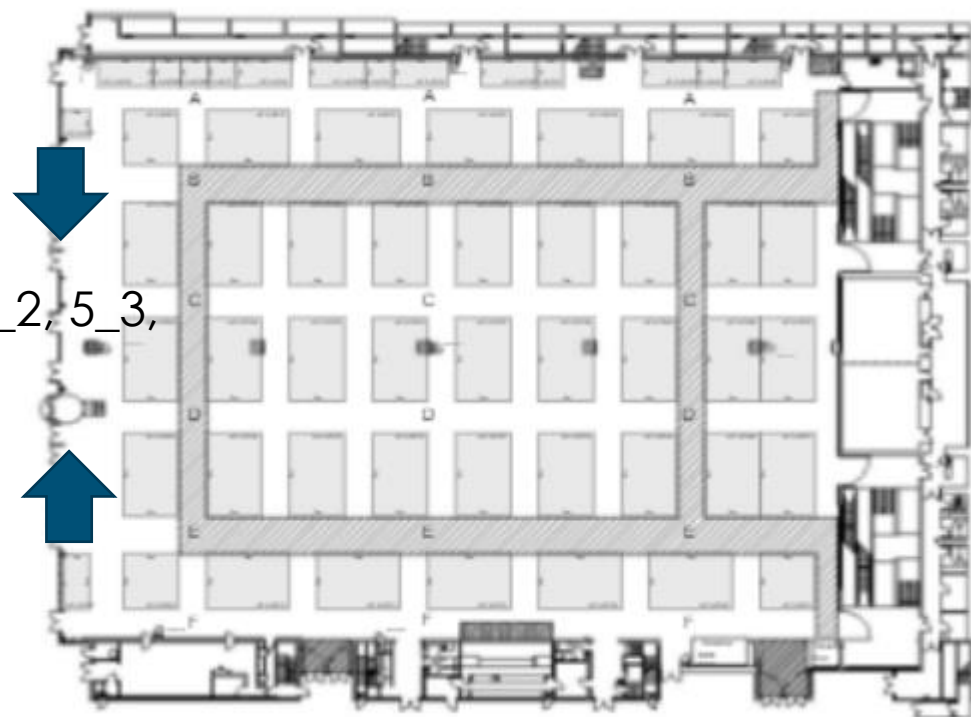
Pavillon 5_1

All customers



Anne Lise SAUVETRE
M: +33(0)6 27 32 14 61
E: anne-lise.sauvetre@rxglobal.com

HALL 5.1



Pavillon 5_2, 5_3,
first floor

Main
Entrance



011

Sectorisation Pavillon 5_2, 5_3/ 6/ 4

Pavillon 6

MetalExpo 

Secteur Menuiserie Fabricant / Gamiste / Quincaillerie (40%)

Secteur Syst Contrôle / Produits Verriers/ Ferronnerie 

Pavillon 4

Secteur Menuiserie Fabricant / Gamiste / Quincaillerie (60%)

Secteur Machines 

Bellwethers customers



Alexandre Graziani
M: +33 (0)6 08 02 43 96
E: alexandre.graziani@rxglobal.com

Other customers



Virginie VALLS
M: +33(0) 6 85 54 30 57
E: virginie.valls@rxglobal.com

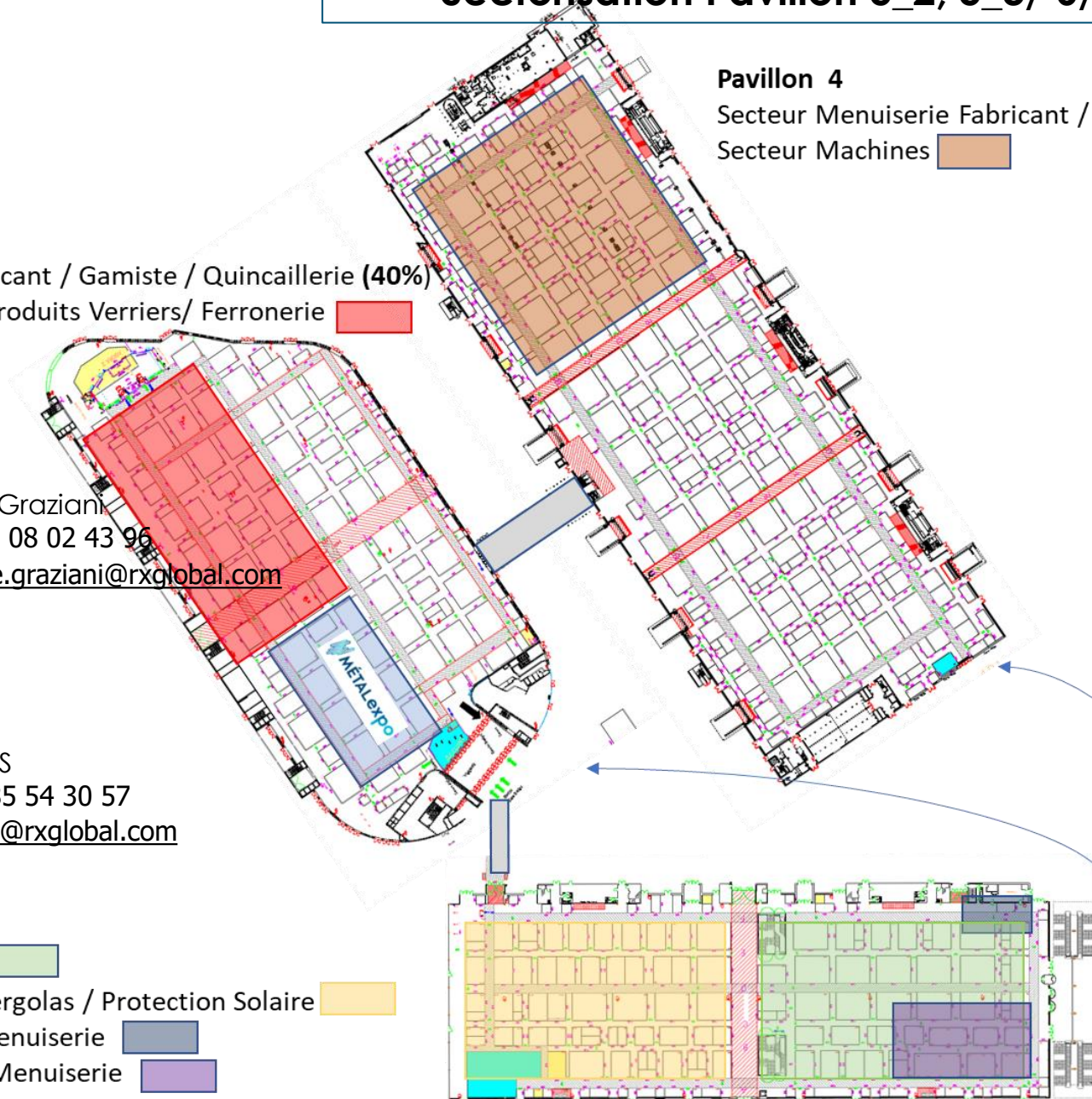
Pavillon 5

Secteur Fermeture 

Secteur Verandas / Pergolas / Protection Solaire 

Grand Forum de la Menuiserie 

Pavillon Italien de la Menuiserie 



Main Entrance

Sectorisation Pavillon 7

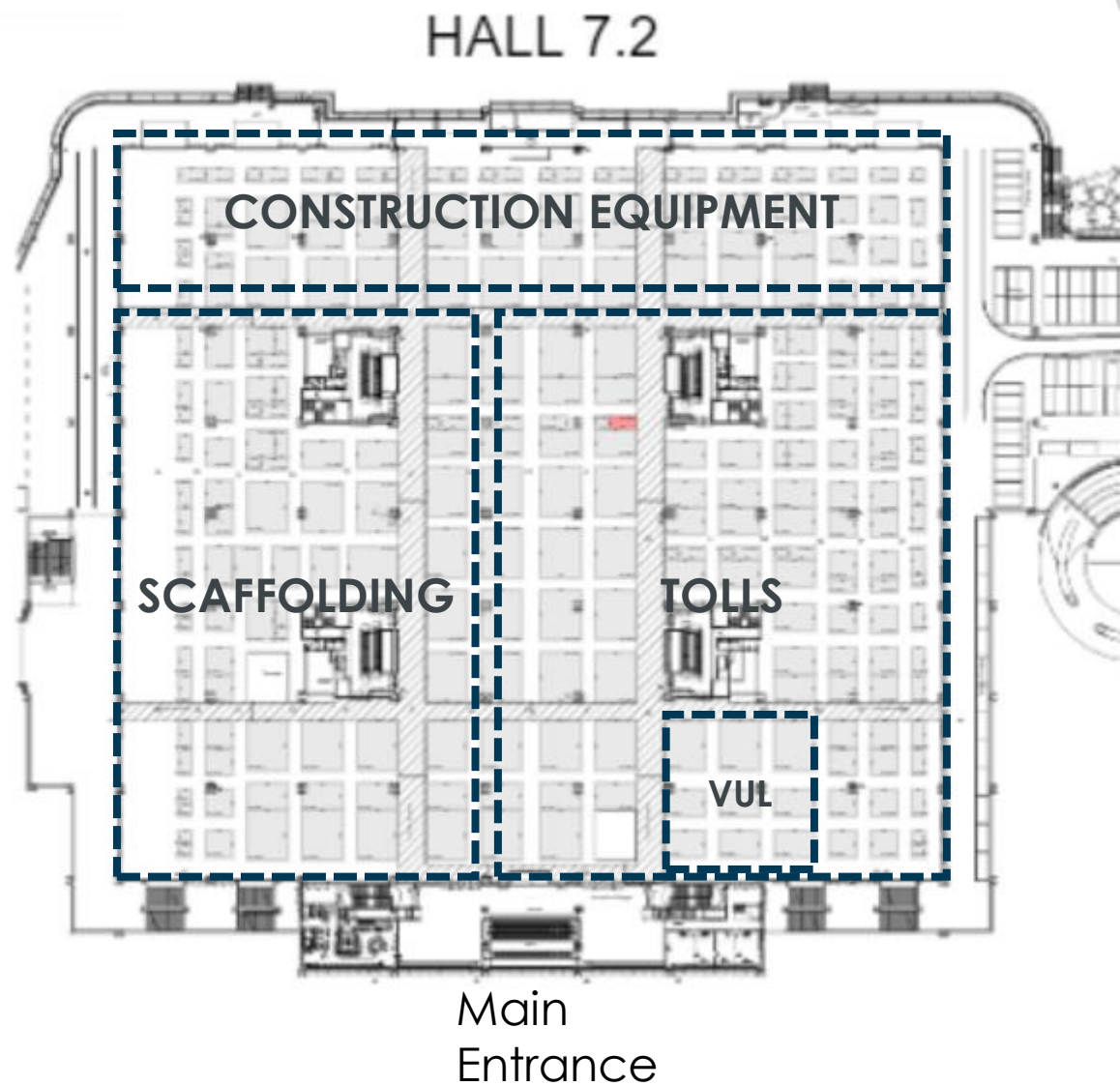
All customers



Olivier DEBIARD

M: +33 (0)6.18.58.49.00

E: olivier.debiard@rxglobal.com



011

No sectorisation - Pavillon 3



011

Bellwethers customers

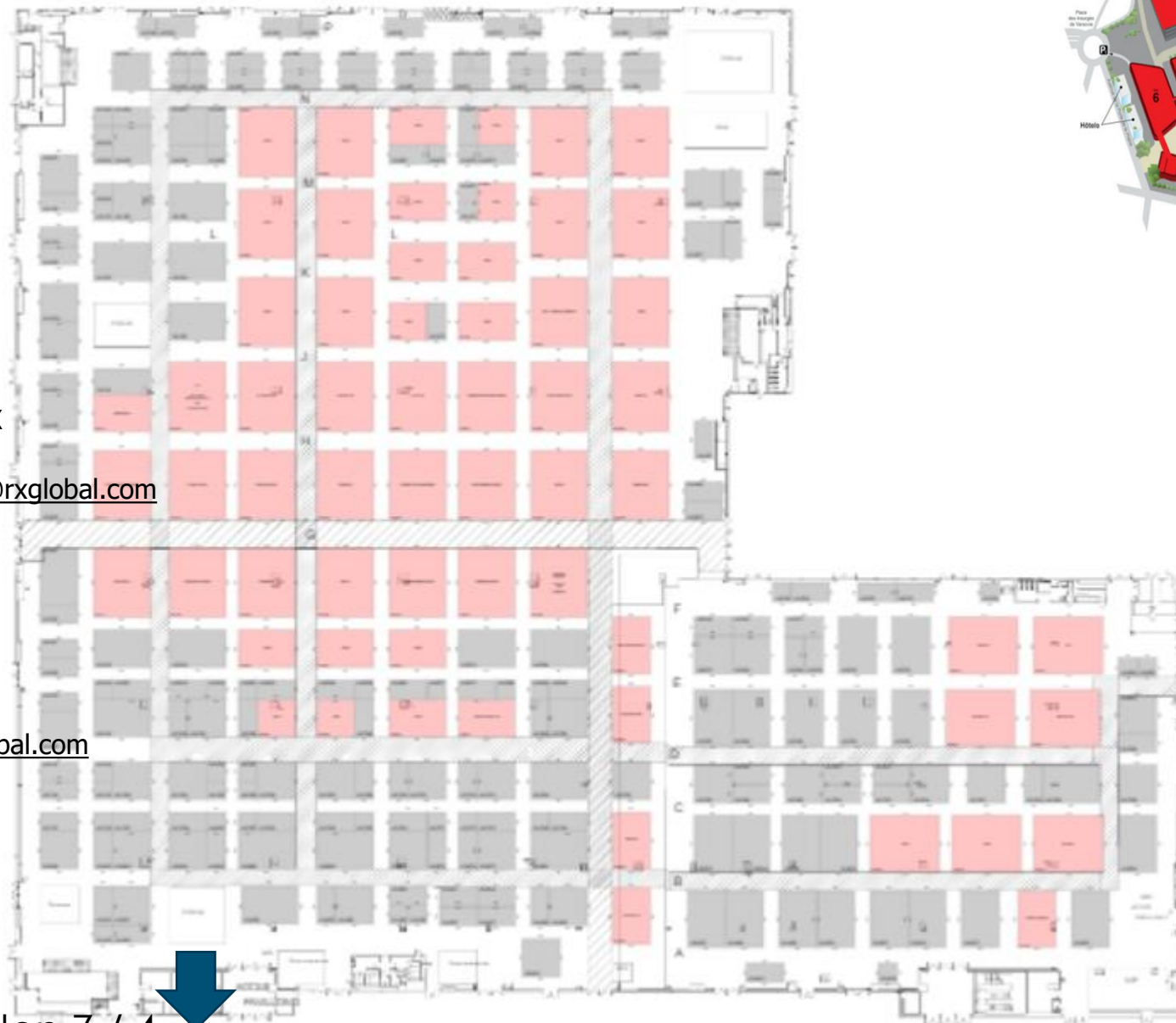


Guillaume LAMOUREUX
M: +33 (0)613 82 2407
E: guillaume.lamoureux@rxglobal.com

Other customers



Veronique BOULLIER
M: +33(0)6 13 60 37 46
E: veronique.boullier@rxglobal.com



Pavillon 3

Main
Entrance

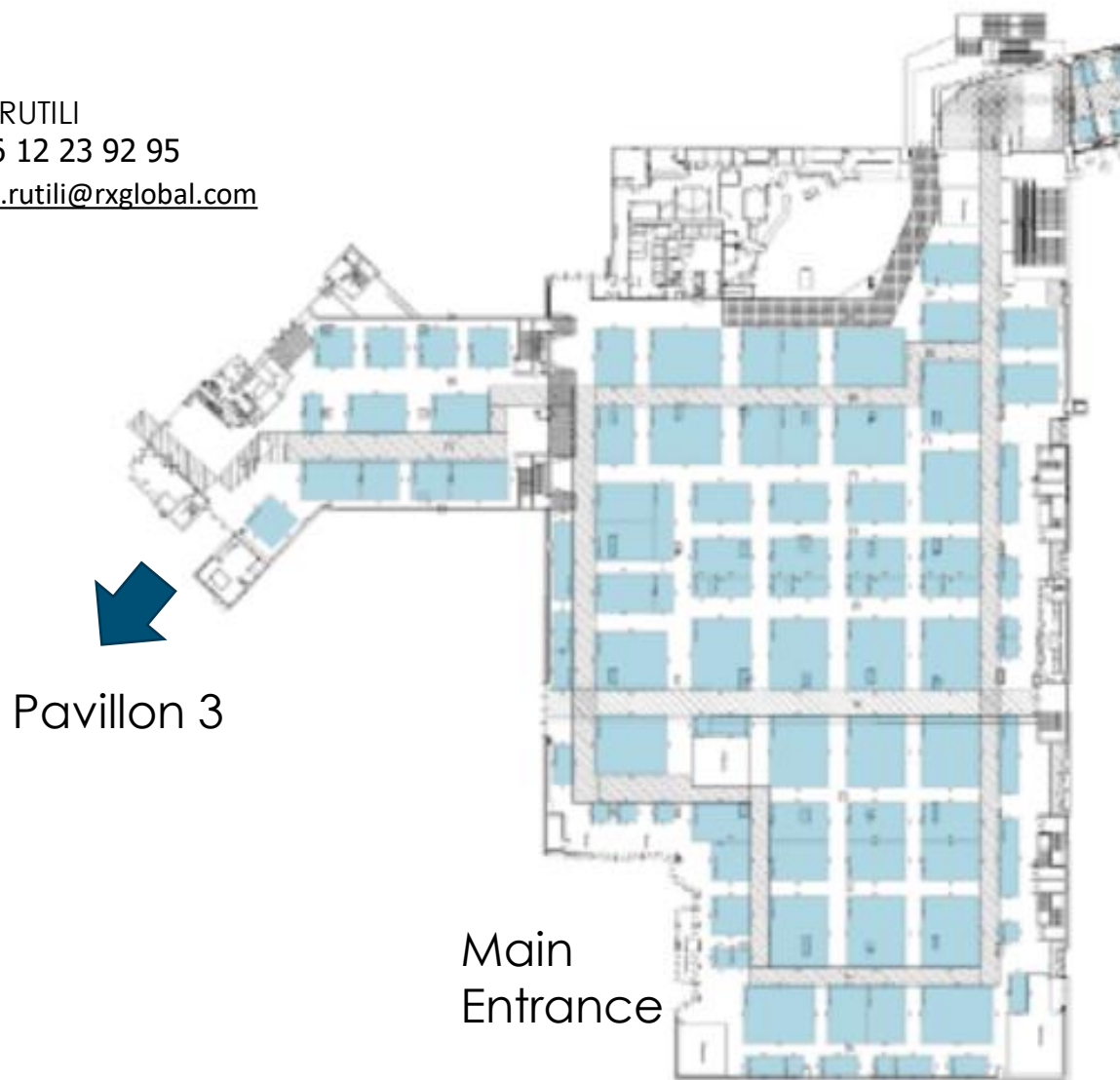
Pavillon 7 / 4

No sectorisation - Pavillon 2

All customers



Giovanna RUTILI
M: +33 (0)6 12 23 92 95
E: giovanna.rutili@rxglobal.com



Pavillon 3

Main
Entrance



Pavillon 1



011

Mylene BILLON
Responsable Coordi
Commerciale



Sale's coordination Team

Wenjing ZHOU
Coordinatrice Commerciale



Sandra BIGNOT
Coordinatrice Commerciale



Naima MEZOUGH
Coordinatrice Commerciale



End of
sept. 23

Priority 1

- Contact bellwethers registered in 2022
- Contact other customers registered in 2022

End of
Oct. 23

Priority 2

- Contact bellwethers not registered in 2022

Priority 3

Contact others customers not registered in 2022

RULES

- 1- A customer registered in 2022, in case the setor don't change BAT/ Pav1 or ITA/Pav3,...). This customer has got the priority to keep the same booth in 2024
- 2- All location has to be defined and discussed with the French team mentioned above, French Team commit to provide a location within a maximum of 48h.
- 3- All order trough GBS will need the validation from the french team before being sending to the customer
- 4- For external agent (not connected to GBS system), they will contact straight the French team to get a location proposal
- 5- GBS oppotunity management (only for ISG) : Opportunity owner = name of the ISG or Agent, and Opportunity team = name of the french sale team
- 6- Other?