

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



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



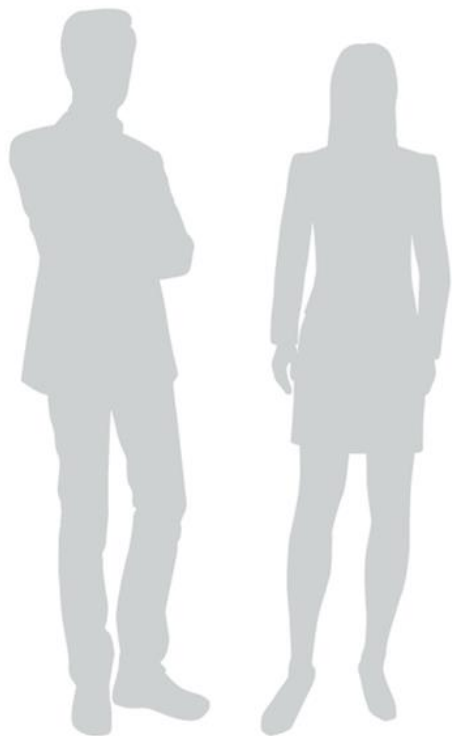
LAUNCHING
a new product, service or innovation

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

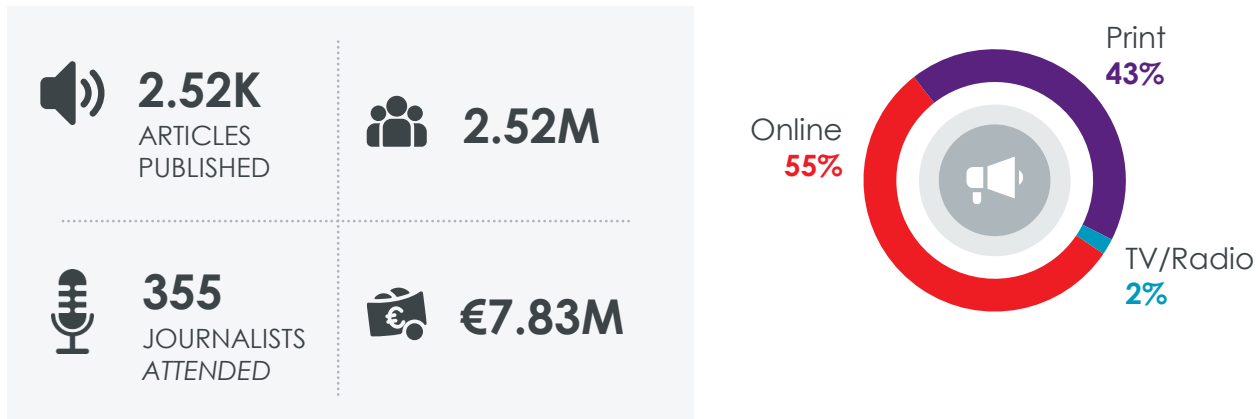
15,713 (14%)
Manufacturers

14,832 (13%)
Organisations
& Services

90,524
French visitors

21,228
International visitors

Review - press coverage



LesEchos
Le Quotidien de l'Économie

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

