


10 FACTS ABOUT SWISSBAU 2018.

1 The dimensions of Swissbau at a glance:

130 000 m² exhibition space – or 18 football pitches

97 919 visitors (5% from abroad)

1046 exhibitors (22% from abroad)



2 The exhibitors like Swissbau for the following reasons:



- 88%** care of existing customers
- 87%** visitor quality
- 78%** visitor numbers at the stand
- 73%** contacts with potential new customers

3 **Swissbau Focus** – the unique event and networking platform:

- 34** industry associations, universities, institutions
- 70** events
- 300** speakers
- 7200** participants



4 Swissbau is the most important B2B platform of the Swiss building industry every two years.

80% professional visitors

20% private visitors

5 The professional visitors at Swissbau:

- 35%** architects, interior designers, engineers, specialist planners, construction managers
- 20%** skilled tradespeople (construction/finishing trades)
- 20%** retailers, manufacturers
- 11%** other specialist visitors
- 7%** education
- 4%** facility managers, real-estate service providers
- 3%** owners/investors

6 **Swissbau Innovation Lab** – the special show on digital transformation:

Innovation Village
with 50 manufacturers, planners, institutions

iRoom
with guided tours for visitors

7 Swissbau has an excellent network:

- 93 000** newsletter subscribers
- 156 135** users on www.swissbau.ch during the exhibition month

And active on Facebook, Twitter and LinkedIn.

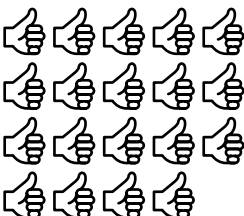


8 Swissbau: More than just an exhibition. The blog contains more than

350

specialist postings from building industry experts.

9 95% of visitors give Swissbau a "good" rating.



95%

10 The building industry in Switzerland has annual sales of

CHF 66 billion.



Take a look back
at the highlights of
Swissbau 2018:

swissbau.ch/pictures
swissbau.ch/videos

