

BATiMAT | le
IDÉOBAIN mondial
INTERCLIMA du bâtiment

2022 review



Le Mondial du bâtiment reinvented - 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



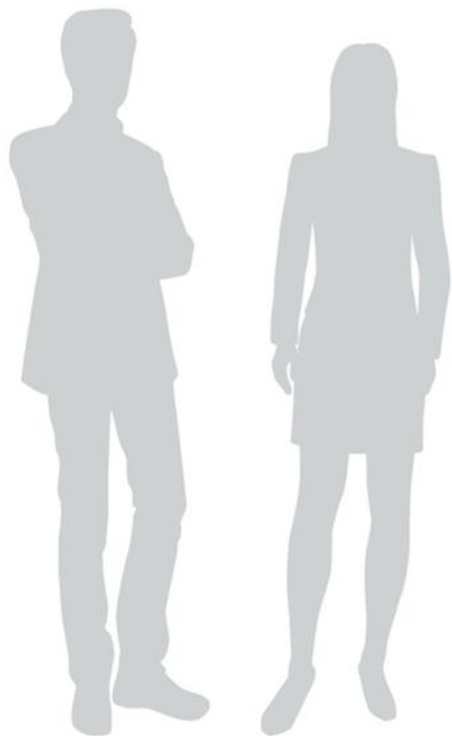
LAUNCHING
a new product, service or innovation

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

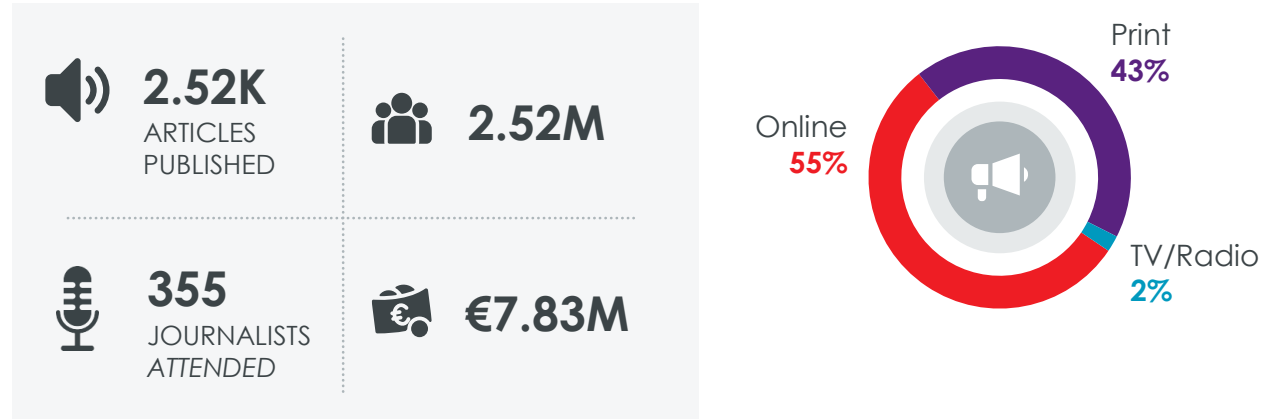
15,713 (14%)
Manufacturers

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 Soir - Newspaper

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



There's no stopping the eco push

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



First Edition

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



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



4 days of official visits

Olivier Klein, Minister with Special Responsibility for the Ministry for the Ecological Transition and for Regional Cohesion, responsible for Towns, Cities and Housing

Christophe Béchu, Minister for the Ecological Transition and Regional Cohesion, reiterated the major elements of public policy and set out his commitment to the success of the sector's transformation

Olivia Grégoire, Minister with Special Responsibility for SMEs, Business, Trades and Tourism

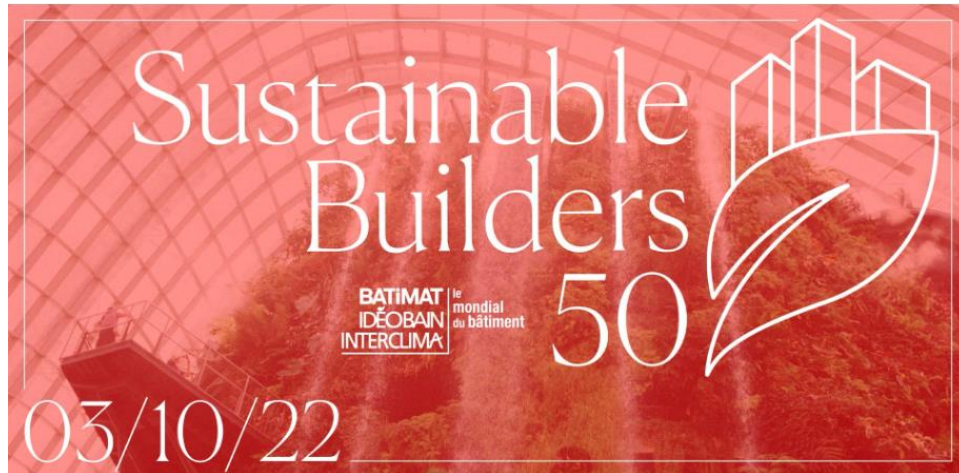
The Parliamentary Committee for Economic Affairs,
presided over by Guillaume Kasbarian

The Parliamentary Committee for Sustainable Development,
presided over by Jean-Marc Zules



Sustainable Builders 50

This “**Think & Do-tank** “ brought together 50 decision-makers ahead of the show itself, all experts and respected figures led by research into the impact and real changes necessary to attain the emissions reduction objectives set for 2030 and 2050



An unprecedented programme of talks

4 MAJOR THEMES

6,360 LISTENERS **V** **S** 1,469 IN 2019

BATIMAT

Connecting professionals to innovation

4,400 LISTENERS

IDÉOBAIN

GLOBAL BATHROOM SOLUTIONS

160 LISTENERS

INTERCLIMA

COMFORT AND ENERGY EFFICIENCY

1800 LISTENERS

Protecting the climate and
the environment:
Our responsibility



#resilience #circular economy
#ecological transition #carbon
neutrality #biodiversity #re-use

Good city living in 2050:
Our brief



#horizon 2050 #adaptation
#vulnerability #refresh #housing for all
#net zero artificial environments #well-
being #refurbishment

Championing the professions:
Our priority



#talents #young people #creativity
#robots #diversity #digital
transformation #training #new
professions

Improving ways of working:
Our ambition



#modernise #industrialise #data
#metaverse #web 3.0 #modern
construction methods #lean



14

Stages



450

Talks



1000

Speakers



**REFLECT
AND QUESTION**

Top 5 talks

BATIMAT / 16 BATITALKS
AGORA 1 AND 2

01

**Connected customers:
the revolution continues!**

Date: 05/10 from 14:00 to 15:30
Listeners: 195

02

**Preserving resources
and making efficient
use of materials**

Date: 04/10 from 11:00 to 12:40
Partners: Valobat
Listeners: 143

03

**Enhancing the energy
performance and
efficiency of buildings**

Date: 05/10 from 11:00 to 12:30
Listeners: 141

04

**'Healing' the city:
repairing before
renovating**

Date: 04/10 from 14:00 to 15:30
Listeners: 135

05

**Cooling our cities
heat traps**

Date: 06/10 from 14:00 to 15:40
Listeners: 103



**LEARN AND
TRAIN**

Top 5 talks

BATIMAT / 67 EXPERTS' CORNER
AGORA 1-2 & MAIN ARENA

01

**Biosources:
overview of a source
reaching maturity**

Date: 05/10 from 09:30 to 10:30
Listeners: 129

02

**EPR in building:
what value for the many
players involved?**

Date: 04/10 from 09:30 to 10:45
Partners: Valobat
Listeners: 104

03

**Specificities of RE2020
in apartment buildings**

Date: 04/10 from 11:30 to 12:15
Listeners: 77

04

**What does RE2020
construction cost?**

Date: 04/10 from 09:30 to 10:15
Listeners: 75

05

**Low Carbon Construction Tour
Decarbonisation of the
construction sector - International
overview from 14 experts**

Date: 04/10 from 17:00 to 18:30
Partners: Alliance HQE
Listeners: 65





Fully Committed Partners



4 days of international talks for the specialist master's programme of the **Ecole des Ponts - ParisTech**



01

Vision of the sustainable city, re-shaping, and major urban projects from the Ministry of Construction of the Ivory Coast

Date: 03/10 from 14:00 to 15:00
Listeners: 115

02

Off-site robotic construction: a low carbon construction strategy

Date: 05/10 from 16:00 to 17:00
Listeners: 95

03

Industrialisation and construction Off-site, carbon neutral solutions

Date: 06/10 from 14:00 to 15:00
Listeners: 65

04

Toward a net zero energy city by 2038; Springfield, Australia

Date: 05/10 from 12:00 to 13:00
Listeners: 58

05

NUMÉRO 5 SPACE 2000

Date: 03/10 from 10:30 to 10:45
Listeners: 54

The Innovation Awards

The competition that unveils the construction sector's latest innovations

The Innovation Awards at Le Mondial du Bâtiment showcase innovative solutions from exhibitors at the **BATIMAT**, **IDÉOBAIN** and **INTERCLIMA** shows.

These solutions address key issues faced by professionals across the entire construction value chain.



+20% Applications



43 Committed panel members



167 Applications (products or solutions)



24 Winners and **3** top picks



82 Nominees



Getting them here: travel for 2,580 professionals

21 TRAVEL GROUPS

421 professionals brought by train
17 cities served

ANGOULEME
BESANCON
BORDEAUX
BOURGES
DOLE
EPINAL
LYON
MARSEILLE
METZ

MEUSE TGV
NANCY
PERPIGNAN
POITIERS
REMIREMONT
RENNES
SAINT BRIEUX
VALENCE TGV

40 REGIONAL COACHES

2,159 professionals brought by regional coaches
27 destinations

AMIENS
BARBEREY SAINT
SULPICE
BERTHUNE
BOULOGNE
BOURGES
CAEN
CAMBRAI
CHARTRES
CHATEAUROUX
ETAMPES
EVREUX
HAVRE
LA CHAPELLE ST LUC
LAON
LE HAVRE

LILLE
LONGUEAU
MARCQ EN BAROEUL
MONT SAINT AIGNAN
ORLÉANS
REIMS
ROUEN
SAINT BARTHELEMY
D'ANJOU
SAINT REMY LES
CHEVREUSES
SOISSON
TROYES
VILLENEUVE D'ASCQ



The next generation takes centre stage



8,000 young students came to discover innovations.

A TAILOR-MADE WELCOME FOR



600 trainees from the Lycée Raspail



400 apprentices from CAF, Paris Region



Les **compagnons** du devoir



Every construction influencer was there

ON EXHIBITORS' STANDS

UNPRECEDENTED PROGRAMME PROVIDED BY BATIMAT



15 influencers in construction
were invited (hotel and
travel) to the show



1 recurring programme
on Batiradio



Major events to attract and welcome international players



HOSTED BUYER PROGRAM

Unprecedented: a programme of invitations for the **TOP100 low carbon architects and influencers in Europe and Africa**



INTERNATIONAL
Low Carbon Construction TOUR

An international talks tour debuting in April 2022

“LOW CARBON CONSTRUCTION TOUR”

5 months of promotion in 10 countries

- Encouraging ministries, trade bodies, major purchasers, and specifiers to visit the shows

Touch down at BATIMAT - PARIS



36
ARCHITECTS ATTENDED



11 DELEGATIONS
400 SPECIFIERS ATTENDED

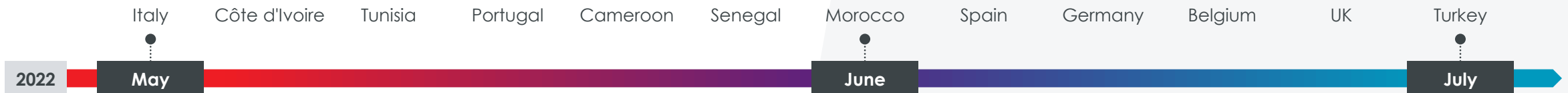


31
INTERNATIONAL JOURNALISTS INVITED

In partnership with

Alliance
HOE
GBC FRANCE

5 months of promotion in 10 countries





11 DELEGATIONS
over **400**
PROFESSIONALS
came to meet
the exhibitors

Tunisia: the Sfax Chamber of Commerce (CCI), the Central CCI, the South-East CCI, the North-West CCI

The Moroccan CCI

The National Order of **Architects of Benin**

The National Order of **Engineers of Cameroon**

Senegalese Delegation

Delegation of the Order of Architects and the **CAP - Confédération Algérienne du patronat**

Delegation from the **Montreal CCI**

Delegation from the ministry of **Construction of Côte d'Ivoire**



100
PEOPLE
assisted at the talk
Low Carbon Construction



Demonstrations on over 100 stands



The show's much-loved atmosphere is back!



BATIMAT 2022 - review

THE KEY SHOW FOR THE SECTOR

Key figures 2022

1306 exhibitors
of which **559** international

159 (12%)
Construction Tech®

103 (8%)
Interior & Garden

331 (25%)
Major works, structure
and envelope, off-site
construction

259 (20%)
Worksite equipment
& tools, LCVs

173 (13%)
Organisations & Services

269 (21%)
Joinery And Closures

.....
557 new exhibitors (43%)

+18% leaders (vs 2019)

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**+ FRIENDLY
ATMOSPHERE**

Return to Paris,
Porte de Versailles

+ COMMITTED

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

+ COST EFFECTIVE

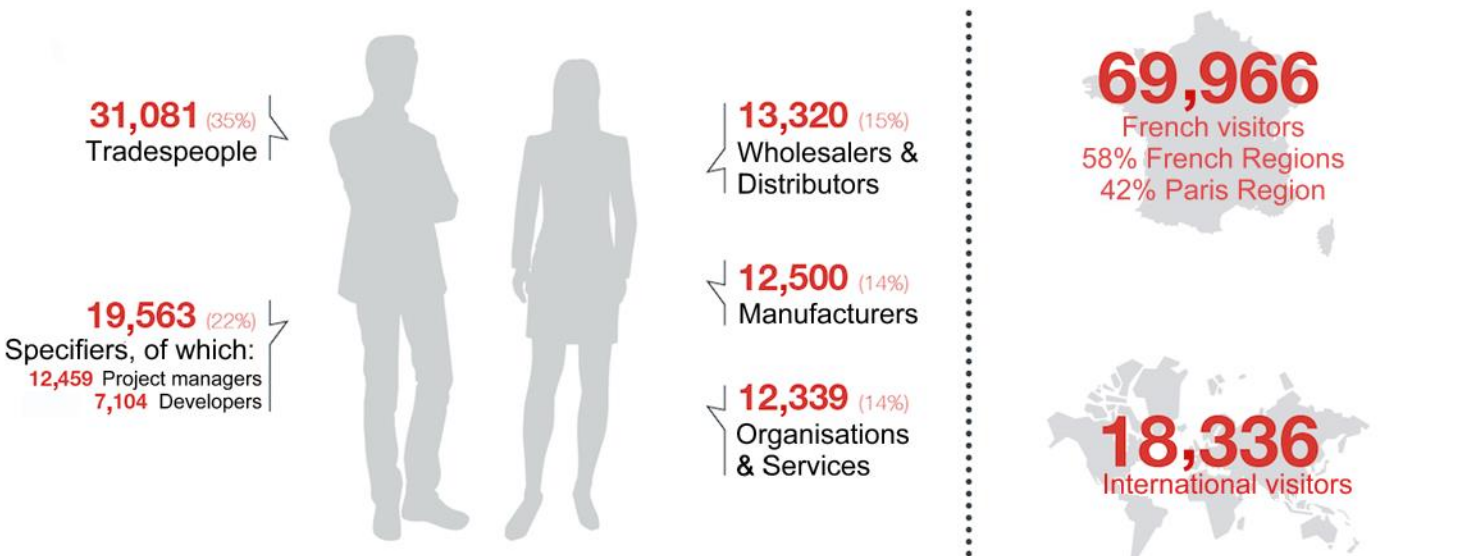
A new design

+ HYBRID

A complete digital
ecosystem

A RECORD NUMBER OF VISITORS

Key figures 2022



KEY FIGURES



REASONS FOR VISITING



Discovering innovations and new products



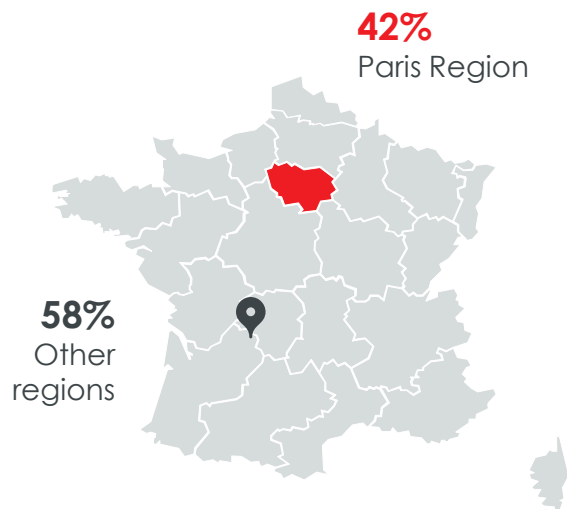
Developing my network and connecting with professionals from my sector



Meeting suppliers

BATIMAT

Distribution of 88,803 unique French and international visitors



88,803 French (79%) and international (21%) professionals attended

69,767 French visitors, 58% coming from the provinces and 42% from the Paris Region

18,836 international professionals (21%)

13 Delegations coming from 14 countries

40 Architects engaged in low carbon construction coming from 30 European and African countries

TOP 5 VISITOR REGIONS

- 1 Hauts-de-France
- 2 Auvergne Rhône-Alpes
- 3 Grand Est
- 4 Nouvelle Aquitaine
- 5 Pays de la Loire

TOP 5 VISITOR COUNTRIES:

- 1 Morocco
- 2 Tunisia
- 3 Italy
- 4 Spain
- 5 Portugal



Upcoming event

30/09 - 03/10 2024

PARIS EXPO - PORTE DE VERSAILLES