

**BATIMAT**  
**IDÉOBAIN**  
**INTERCLIMA**

le  
mondial  
du bâtiment

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**.

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**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....**

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**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



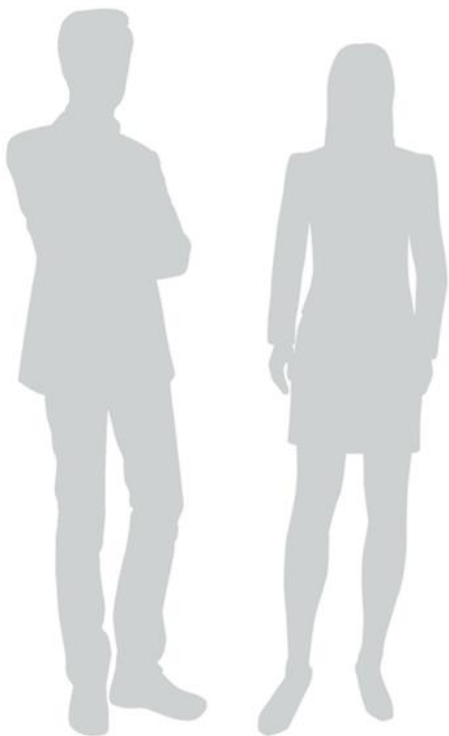
**LAUNCHING**  
a new product, service or innovation

## 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

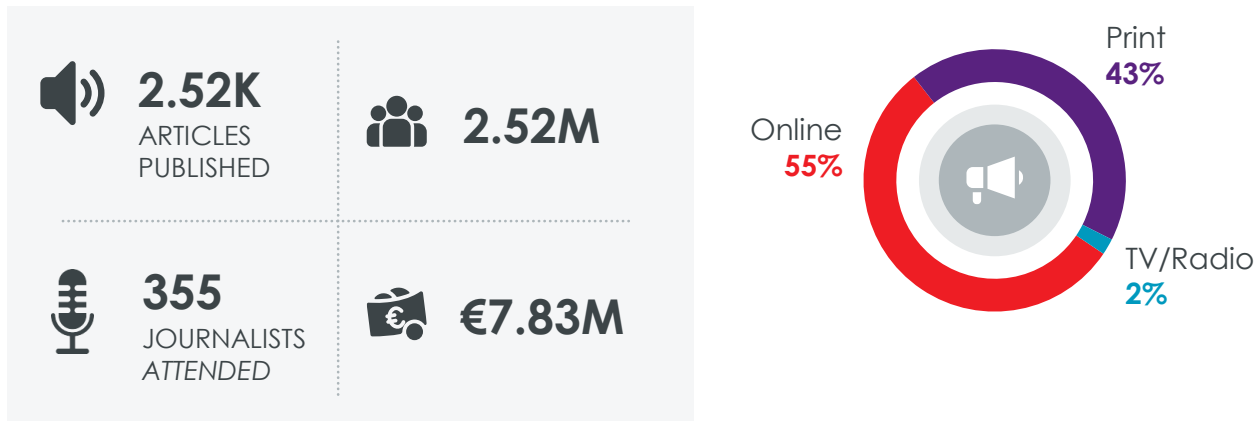
**14,832** (13%)  
Organisations  
& Services

**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



# Le Mondial du bâtiment 2024



**BATIMAT**  
**IDÉOBAIN**  
**INTERCLIMA**

le  
mondial  
du bâtiment

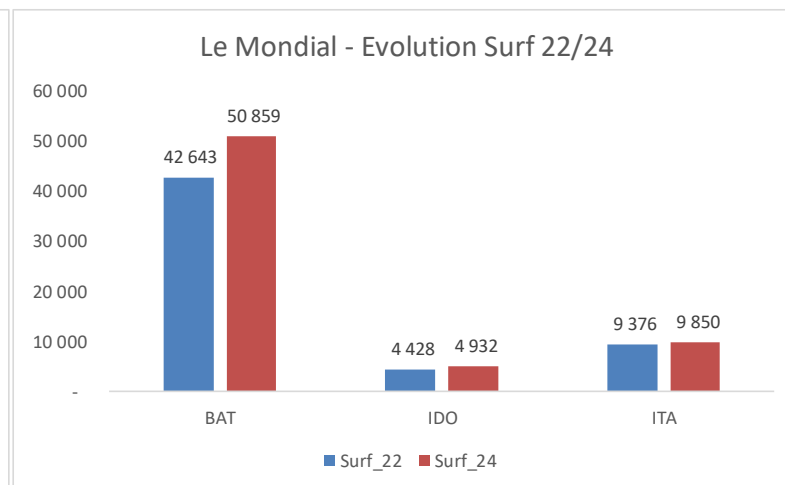
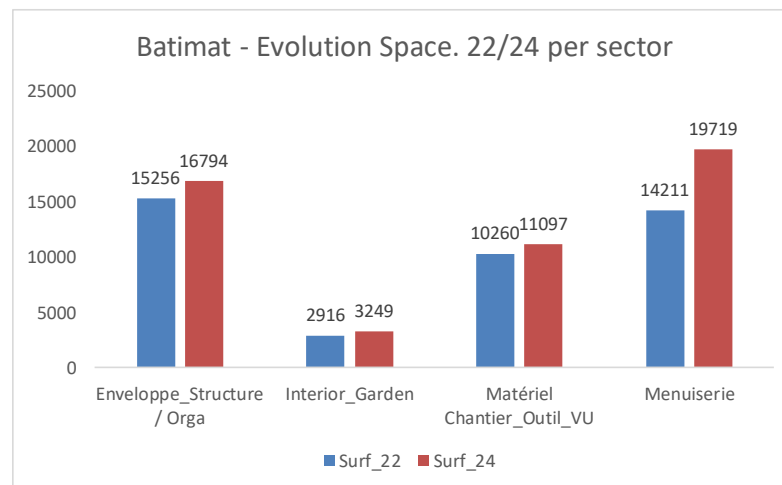
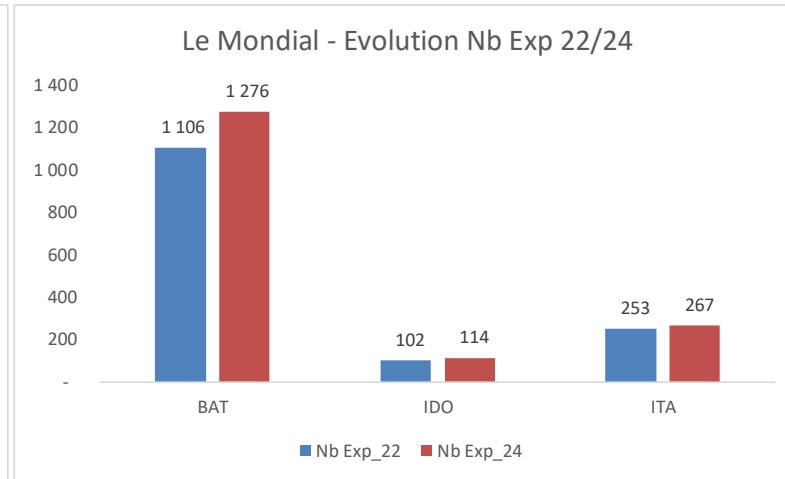
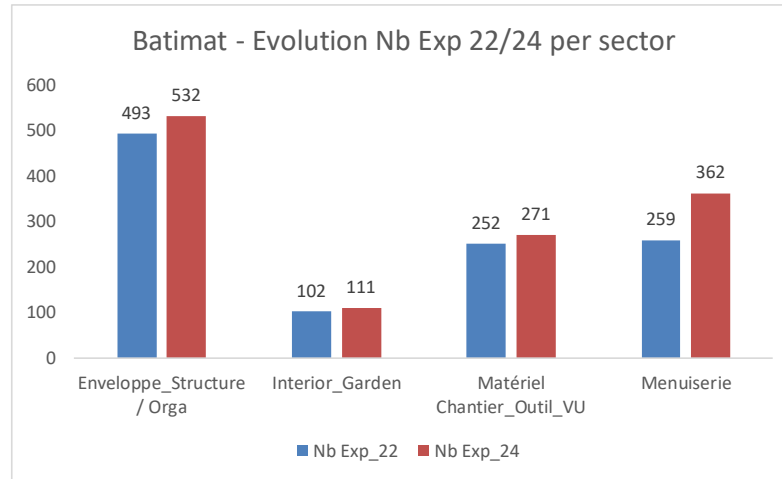
# Upcoming event

**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
<b>BAT</b>	<b>1 106</b>	<b>1 276</b>	<b>42 643</b>	<b>50 859</b>	<b>15%</b>	<b>19%</b>
<b>IDO</b>	<b>102</b>	<b>114</b>	<b>4 428</b>	<b>4 932</b>	<b>12%</b>	<b>11%</b>
<b>ITA</b>	<b>253</b>	<b>267</b>	<b>9 376</b>	<b>9 850</b>	<b>6%</b>	<b>5%</b>
<b>GLOBAL</b>	<b>1 461</b>	<b>1 657</b>	<b>56 447</b>	<b>65 641</b>	<b>13%</b>	<b>16%</b>



## 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

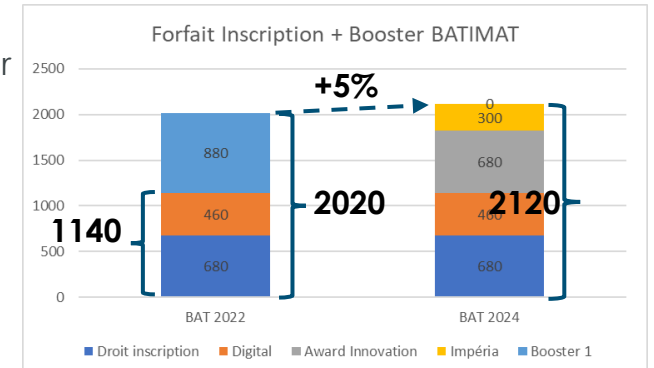
**Nurturing common values**

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

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

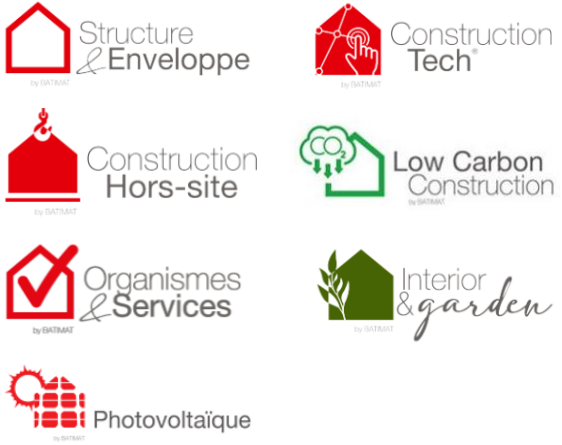
1. 3 periods :
  - P1 : until 30th of September
  - P2 : 01st October 2023 to 31th December 2023
  - P3 : 2024 until the show
2. Same commercial policy :
  - A range of 5 booth : 9m<sup>2</sup>, 18m<sup>2</sup>, 36m<sup>2</sup>, 54m<sup>2</sup> et 99m<sup>2</sup>
  - 1 booth per company (SIREN = official registration number)
  - Package mandatory for all booth under 54 m<sup>2</sup> (9, 18 et 36 m<sup>2</sup>).
  - Option for 99m<sup>2</sup> 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 99m<sup>2</sup>.
  - New! We have outspread BatiAdvisor for 18 and 36m<sup>2</sup>. with a lower price for 18m<sup>2</sup> (650 euros)

1. Improvement 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

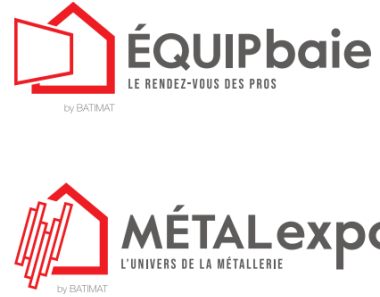




### Pavillon 1



### Pavillon 5 (first floor), 6 and 4



### Pavillons 5.1 (groud floor)



### Pavillon 7.2 (first floor)



# Sectorisation Pavillon 1



Pavillon 2/3

**Bellwethers customers**

Marc-Aurele MAUGAT  
 M. : +33 (0)6 09 47 49 82  
 E. : [marc-aurele.maugat@rxglobal.com](mailto:marc-aurele.maugat@rxglobal.com)



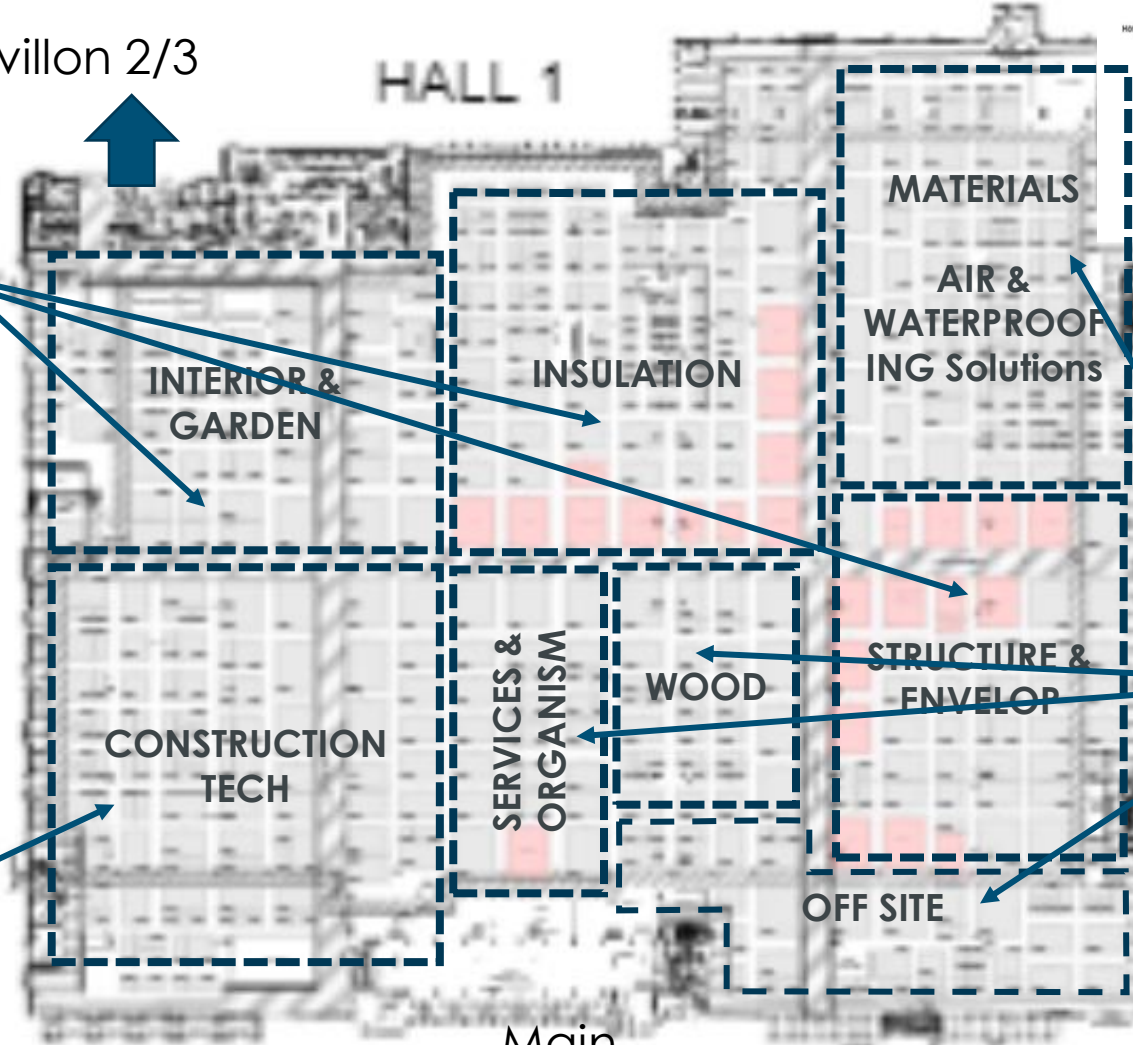
**Other customers**

Gabriel JIMENEZ  
 M: +33 (0)6 27 32 10 20  
 E: [gabriel.jimenez@rxglobal.com](mailto:gabriel.jimenez@rxglobal.com)



**All customers**

Shakir DIXON  
 M: +33 (0)6 24 20 69 82  
 E: [shakir.dixon@rxglobal.com](mailto:shakir.dixon@rxglobal.com)



**All customers**  
 Michelle JANDAUD  
 M: +33 (0)622 700 302  
 E: [michelle.jandaud@rxglobal.com](mailto:michelle.jandaud@rxglobal.com)

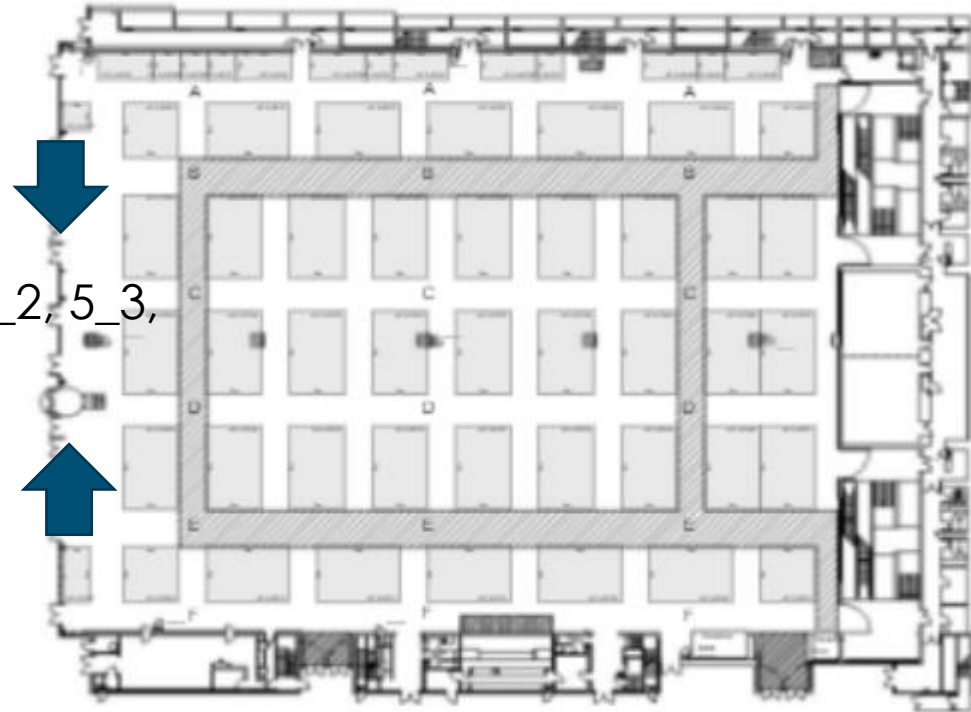
# Pavillon 5\_1

## All customers



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



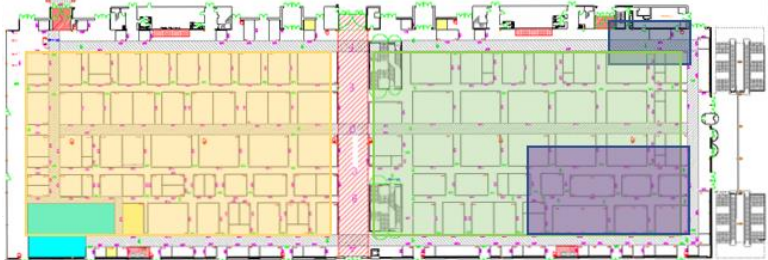
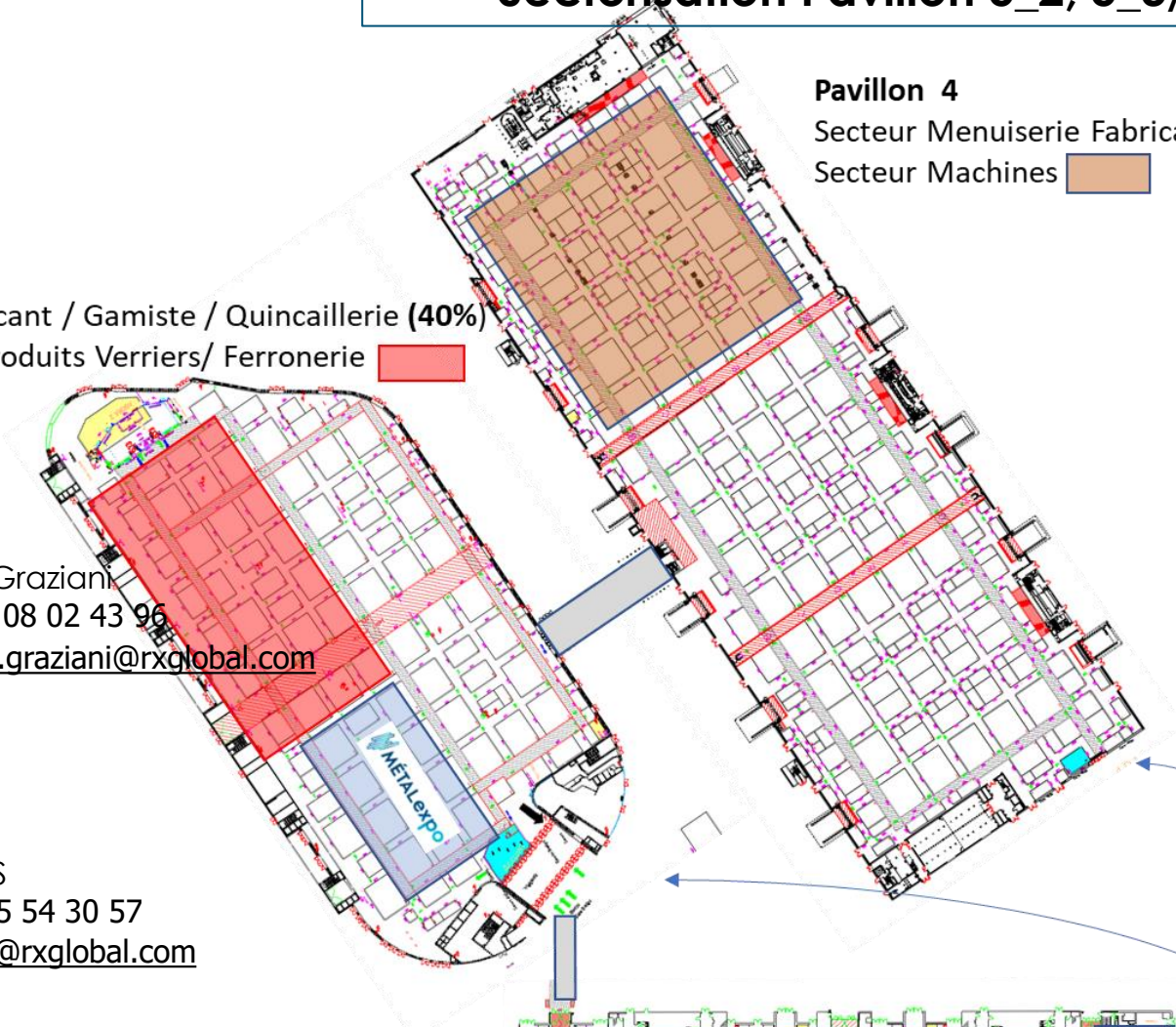
Alexandre Graziani  
 M: +33 (0)6 08 02 43 96  
 E: [alexandre.graziani@rxglobal.com](mailto:alexandre.graziani@rxglobal.com)

**Other customers**



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

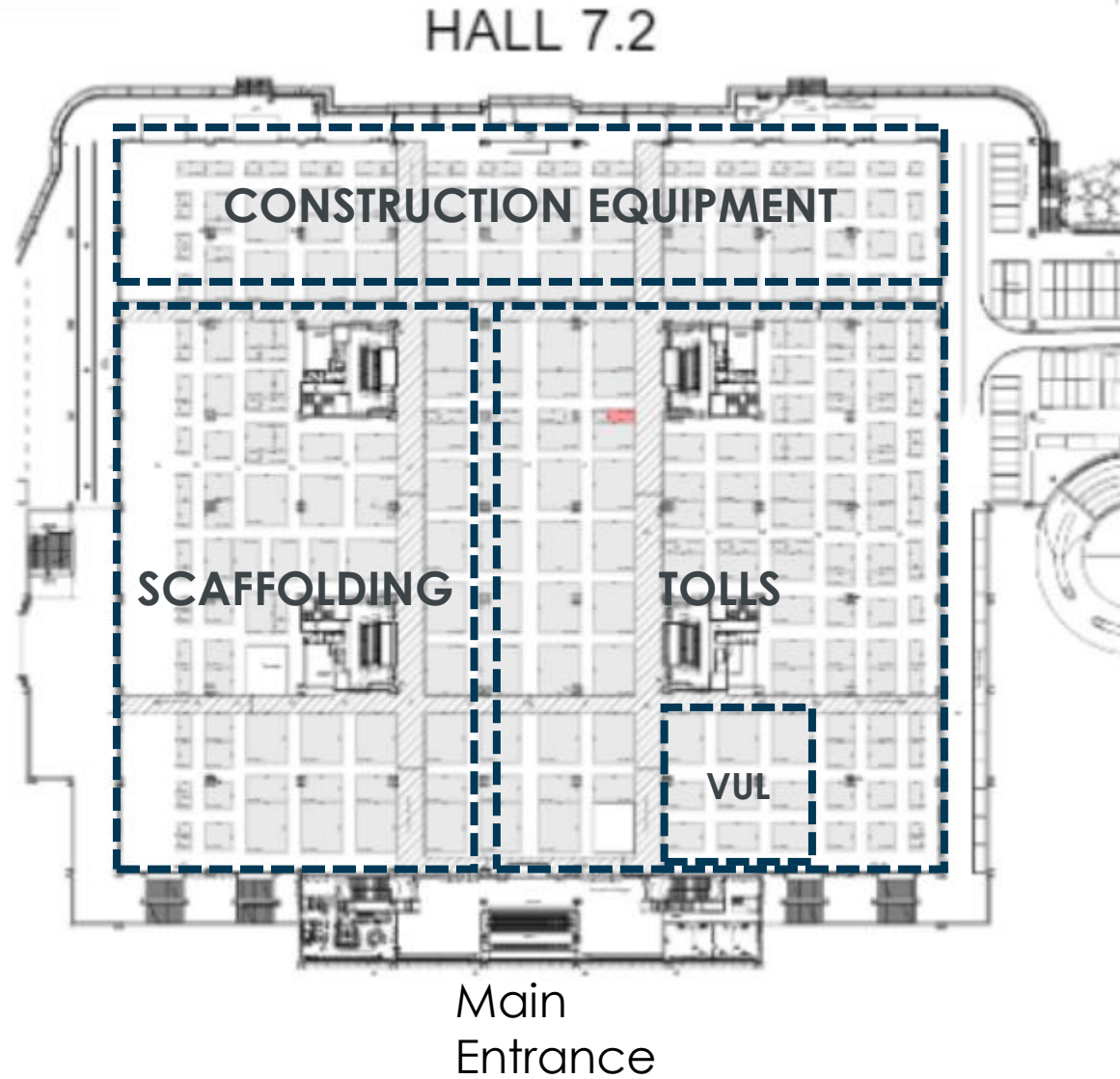


# Sectorisation Pavillon 7

All customers

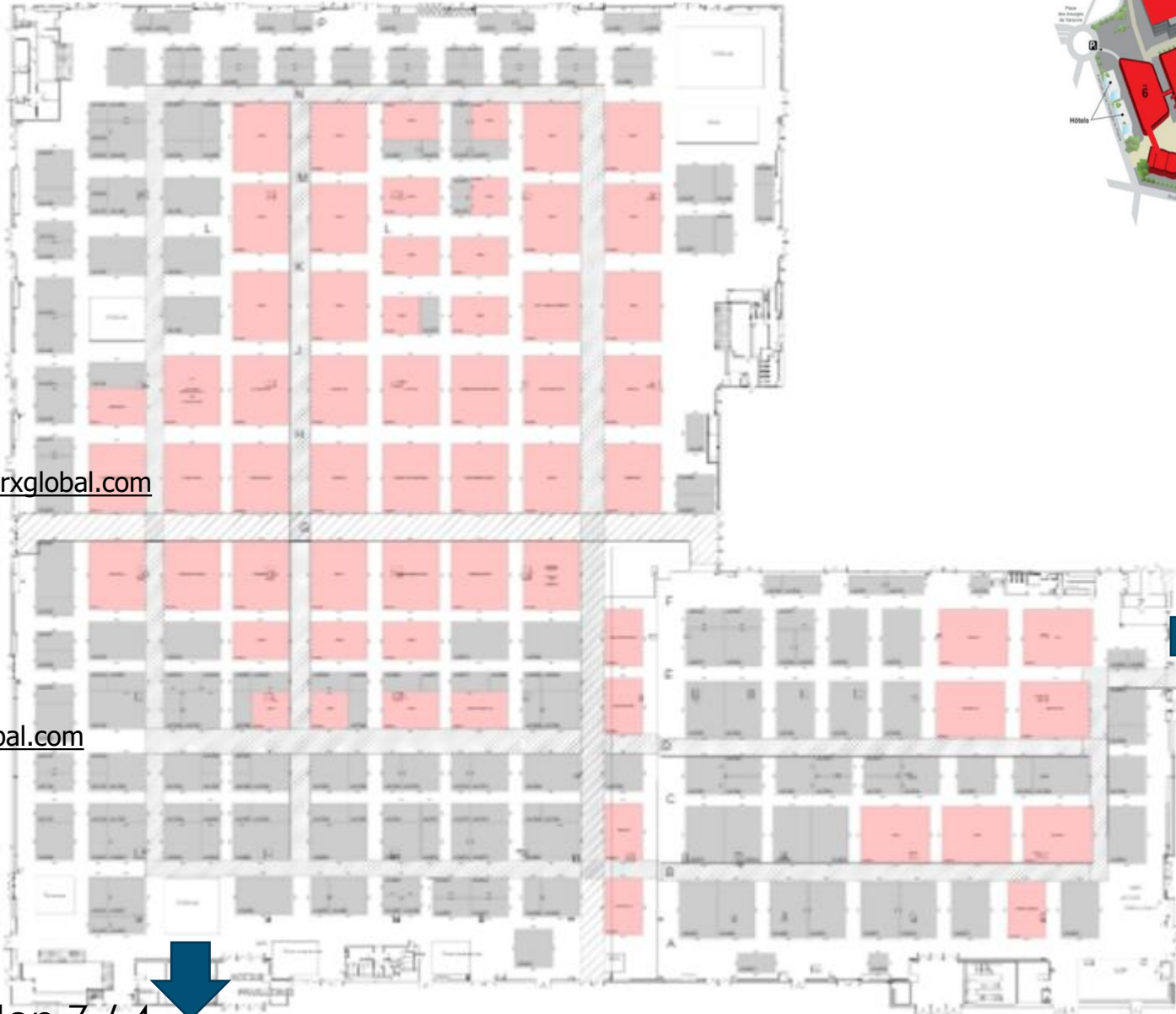


Olivier DEBIARD  
M: +33 (0)6.18.58.49.00  
E: [olivier.debiard@rxglobal.com](mailto:olivier.debiard@rxglobal.com)



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**No sectorisation - Pavillon 3**



**Bellwethers customers**



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

**Other customers**



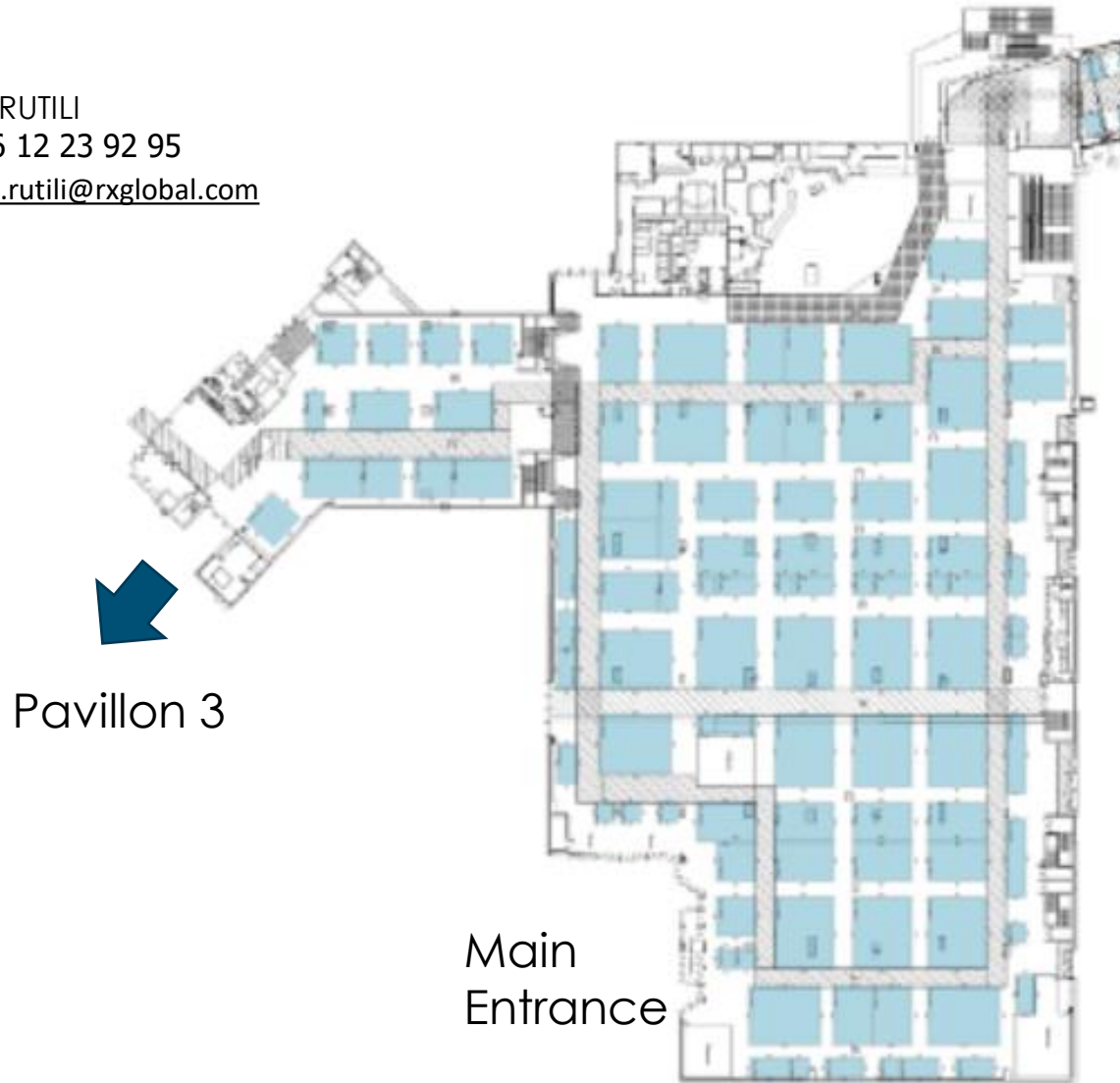
Veronique BOULLIER  
 M: +33(0)6 13 60 37 46  
 E: [veronique.boullier@rxglobal.com](mailto:veronique.boullier@rxglobal.com)

# No sectorisation - Pavillon 2

All customers



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



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?