

From planning to implementation



CONSTRUMA HOMEMAKING EXHIBITION BUNCH

CONSTRUMA
39th International Building Trade Exhibition

HOME Design
9th Fair for Home making

1-5 April 2020

GL events hungexpo



AN ENGINE OF CONSTRUCTION INDUSTRY DEVELOPMENT: CONSTRUMA

CONSTRUMA exhibition bunch focuses on the challenges faced by the construction industry, interior decoration and design industry and its possible solutions:

- building energetics modernisation
- increasing the use of renewable energy
- environmentally-friendly construction materials and interior design solutions
- building materials and interior decoration items of the future
- quality and cost-efficiency
- unique, customized solutions
- modern technologies

THE CONSTRUCTION INDUSTRY'S DEVELOPMENT CONTINUES

"The good years are expected to continue on the construction markets of the EECFA eastern and western Balkan countries. A slower, total economic growth of 15% is expected during the 2019-2021 period throughout the entire region. In Hungary, this amounts to 9.2% in a single year, which clearly puts it in first place in comparison with Western and Eastern European countries." (Buildecon)

"Construction industry production continues to increase in 2019 and 2020!" (GKI)

"From 2020 onwards, renovation works can serve as the driving force of the sector's growth." (BMI Group)

"Rural CSOK grants can be requested for the renovation of previously owned properties, which can particularly improve the quality of properties in smaller communities." (ingatlan.com)

THE EFFICIENCY OF THE CONSTRUCTION INDUSTRY MUST BE INCREASED

"In 2018, the performance of the construction industry continued to improve, with a nominal value of HUF 3.347 bn. All sub-industries showed a significant increase in performance. This growth was achieved by increasing the workforce size, dynamically boosting machine leasing and self-owned machine investments as well as technological modernisations. Significantly improved efficiency is required from the year 2019 on the domestic construction market. Based on the sector's body of orders and performance, the year 2019 can also yield a double-digit increase in production value." (ÉVOSZ)

PROFESSIONAL ASSOCIATIONS ON THE EXHIBITION

"ÉMSZ has been the patron of the professional exhibition for over 20 years and its co-chief patron for 3 years. Through our educational, show-like demonstrations, we seek to provide an experience for professional and end user visitors alike. For the year 2020, we're preparing something new: we will be creating a spectacular show island in pavilion "A". I believe that with its wide-ranging accompanying events and the new products demonstrated over the course of 5 days, CONSTRUMA significantly contributes to raising the standards of the industry by informing planners, contractors and the general audience." President Mátyás Sándor - ÉMSZ Hungarian Association of Insulation, Roofing and Tanners

"The National Association of Interior Designers has been involved in professional exhibitions for many years, placing particular emphasis on the spring-time HomeDesign exhibition within the Construma assortment. Through the cooperation of its member-firms, the Association is designing unique interiors with the involvement of young designers. Networking, practice and potential clients - these are all provided by the exhibition. The companies present their latest products and innovations in interiors designed by professionals. One of the key tasks of the Association is to shape popular taste and there is no better place to do so than at the exhibition!" President Erzsébet Ács, National Association of Interior Designers

PROFESSIONAL EVENTS ATTRACTING VISITORS

CONFERENCES

- Professional events of the Ministry for Innovation and Technology (Themes: Focusing on digitalization. The life-cycle approach of production, implementation and operation based on modern technology. Innovative domestic construction material manufacturers, alternative building materials)
- Professional conferences on current construction industry issues
- The mandatory advanced training of the Hungarian Chamber of Architects and Hungarian Chamber of Engineers
- ROOFERS DAY - hosted by ÉMSZ
- WOODWORKING INDUSTRY Day - hosted by the Furniture Association

DEMONSTRATIONS

- ÉMI Solar Decathlon projects
- Practical roofing demonstrations
- EcoCity display house
- Solar cell mounting demonstration
- WoodLike workshop
- Interior decoration trends
- Hungarian Design

ON-STAGE EVENTS, DISCUSSIONS



TAKING HOMEMAKING TO THE NEXT LEVEL

INNOVATIVE, CREATIVE, QUALITY, COMPLEX FROM CONSTRUCTION MATERIALS TO ROOFING (CONSTRUMA)

 windows, doors, shading, glass industry (FRONTAL)	 roofing, building façades, sheet metal industry (DACH-TECH)	 water, heat, and acoustic insulation (INTER-ISOLA)	 lighting technology, construction electricity, building automation (ELECTROLIGHT)	 building materials
 construction machines	 pre-made houses	 RENEO - renewable energy, building services engineering	 garden planning	
 furniture	 bathroom & wellness	 kitchen technology, large household appliances	 coverings	 fireplaces, stoves
 stairs, railings	 household textiles	 home lighting, consumer electronics		

CREATING INTERIORS (HOMEDSIGN)

APPLICATION:

DISCOUNTED I.
15 October 2019

DISCOUNTED II.
15 January 2020

VENUE:
HUNGEXPO
Budapest Congress and Exhibition Center
H-1101 Budapest, Albertirsai út 10.

OPEN:
Trade Days:
1-3 April 2020 9 a.m. - 6 p.m.
Public Days:
4 April 2020 9 a.m. - 6 p.m.
5 April 2020 9 a.m. - 5 p.m.

MORE INFORMATION:
www.construma.hu/en
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CONSTRUMA HOMEMAKING EXHIBITION BUNCH

Over the recent years, the CONSTRUMA assortment of exhibitions has attained a unique and leading position in the Central-Eastern European region. Hungary's only prominent professional forum which covers the entire spectrum of homemaking, from construction work to interior design and landscaping.



WHY IT'S WORTH BEING AN EXHIBITOR

17 MN ONLINE IMPULSE
650 TV SPOTS

NATIONAL CAMPAIGN IN THE VALUE OF HUF 100 MN
155 BILLBOARDS

65 PRINT APPEARANCES
70 THOUSAND DEDICATED VISITOR DATABASE



9th Fair for Home making

A continuously growing part of the CONSTRUMA assortment that enjoys increasing popularity amongst visitors as an exhibition that features everything from kitchen technology and bathrooms to living rooms and everything else necessary for creating a home interior.

CONSTRUMA

39th International Building Trade Exhibition

The flagship of the assortment of exhibitions, the greatest domestic professional construction industry exhibition and a key forum for presenting domestic manufacturers. An internationally known and recognized event. Its themes cover all fields concerning construction industry experts or end users involved with construction.

INNOVATION

The best professional forum for presenting novelties developed by domestic manufacturers for the time first time in Hungary after the leading international exhibitions, where the product can be demonstrated to the widest professional visitor and end user audience. For decades, the CONSTRUMA AWARD has devoted special attention to the innovative developments of exhibitors. The exhibition's professional schedule also provides several outlets for dealing with the theme of domestic developments.



RENEWABLE ENERGY, ENERGY EFFICIENCY

The RENE0 renewable energy theme has continuously been one of the most popular fields amongst visitors. One of the top themes of the past year, and foreseeably the following year, is the use of solar energy. Green, environmentally conscious solutions aimed at preserving the environment are found in the targeted theme as well as throughout the entirety of the exhibition. Exhibitor developments – and thus the exhibition itself – are focused on products that ensure the effective and cost-efficient use of energy.

DIGITALISATION, AUTOMATION, SMART SOLUTIONS

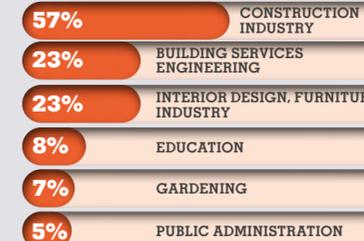
The other main field of the construction industry also continues to play an increasingly important role in the CONSTRUMA exhibition. Building automation, smart homes and intelligent buildings present architects and construction industry experts with an ever-growing challenge. The demonstration of these innovations also receives special emphasis, both at the exhibition and in the schedule of accompanying professional events.



FIGURES OF CONSTRUMA EXHIBITION BUNCH 2019:

PROFESSIONAL VISITORS 70%

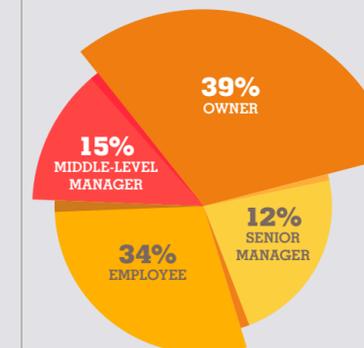
*COMPANIES' LINE OF BUSINESS



*COMPANIES' FIELD OF OPERATION



POSITION



*more answer



536
EXHIBITORS FROM
20 COUNTRIES



48.845
VISITORS FROM
34 COUNTRIES



NET 21.862 SQM
EXHIBITION AREA

END USERS 30%

63% BY TYPE OF REAL ESTATE:
FAMILY HOME
15% OLD CONDOMINIUM | 13% NEW CONDOMINIUM | 9% BLOCK OF FLATS

56% REAL ESTATE PURCHASE, RENOVATION:
RESTORATION, FURNISHING OF PREVIOUSLY OWNED HOME
35% CONSTRUCTION OF NEW HOUSING | 26% PURCHASE AND RENOVATION OF RESALE HOME | 14% PURCHASE, FURNISHING OF NEWLY-BUILT HOME

25% WILLINGNESS TO MAKE PURCHASES AT THE EXHIBITION:
MADE ON-SITE PURCHASES OR ADVANCE PAYMENTS
47% PLAN TO MAKE A PURCHASE BASED ON WHAT THEY SAW

OUR VISITORS:



DECISION-MAKERS OR INVOLVED IN THE DECISION-MAKING PROCESS



OF VISITORS PLAN ON ATTENDING THE EVENT NEXT YEAR



INTERIOR DESIGN TRENDS

HUNGEXPO strives to present the latest trends to visitors at its exhibitions. In the field of interior design, visitors can discover the latest interior decoration solutions, colours and styles in impressive interiors emulating the inside of apartments, created in cooperation with the National Association of Interior Designers. Numerous products of the exhibitors of the assortment will be installed at the stand, thus generating a range of new business opportunities. The stand simultaneously educates, plays a trendsetting role and provides visitors with a source of information and inspiration, offering market opportunities for participants, whilst promoting interior design counselling through the related services.



HUNGARIAN DESIGN



From the very beginning, the exhibition's mission has been to provide an introductory platform for the domestic design profession. Every year, the professional element of the exhibition has been enhanced by the HUNGARIAN DESIGN stand, which features a display from the designs of an entire year, with numerous products debuting on this occasion. The items on display include prototypes, experimental pieces, limited series or individually commissioned furniture, luminaires, interior design accessories and decorative items. Every year, the stand provides opportunities for dozens of designers, while setting trends, shaping approaches and bringing Hungarian designs and international trends closer to the general audience and serving as a key meeting point for the trade alongside opportunities for discussion.

DOMESTIC FURNITURE INDUSTRY

The Furniture Association considers HOMEDesign to be one of its key forums. They organize numerous professional events during the exhibition for the sake of promoting the domestic woodworking industry and furniture manufacturing. The association hosts its annual assembly at the exhibition in the form of a conference dealing with a timely theme. The WoodLike practical workshop helps bring the woodworking industry closer to the general audience. Beyond the permanent events, every year they offer additional content during the exhibition, involving the domestic furniture industry – including manufacturers or unique designers. For years, they've operated the Download Design project with MOMÉ alongside the Green furniture miniature exhibit in 2019 that promoted sustainable furniture manufacturing.

