





RENEO



# **CONSTRUMA EXHIBITIONS 2014 – FOLLOW UP**

CONSTRUMA exhibition group has closed its gates with success in 2014. Exhibitions of construction industry and home making exhibition group - CONSTRUMA, RENEO, CONSTRUMA GARDEN, HOMEDesign – presented more than 500 exhibitors on nearly net 18.000 sqm, which attracted nearly 45.000 visitors to the HUNGEXPO Budapest Fair Center.







# **CONSTRUMA GROUP – 2014 FIGURES**

The biggest and most prestigious construction industry trade exhibition group in Hungary, CONSTRUMA – involving building, renewable energies, interior design, garden building and design – still keeps on preserving popularity and closed its gates with success.

No. of exhibitors:

Net exhibition area:

No. of visitors:

(Figures are audited by CENTREX)

513

17.776 sqm
44.124

### **Countries (14):**

Austria, Croatia, Czech Republik, Estonia, Germany, Italy, Lituania, the Netherlands, Poland, Rumania, Spain, Slovakia, Ukraine, Hungary

During the first three trade days **more than 40 trade programmes** (conferences, workshops) were held.

# **CONSTRUMA PRIZE – 2014**

**OVENTROP GmbH & Co. KG** 

**ÖKO TECH-HOME Trade and Service Ltd.** 

**ROCKWOOL Hungary Ltd.** 

**WOLF SYSTEM Building Trade Ltd.** 

# **CONSTRUMA GROUP – 2014 VISITORS**

Trade visitors: 70% Visitors arriving outside of Budapest: 60%

Members of Chamber of Architectures: 3.555 Members of Chamber of Engineers: 1.907

Foreign visitors: 2% (from 32 countries)

Most foreign visitors arrived from Slovakia, Rumania, Serbia, Montenegro, Austria, Italy and Germany.













# **Primary interest of visitors:**

CONSTRUMA 40%
RENEO 15%
CONSTRUMA GARDEN 17%
HOMEDesign 28%

### Visitor's interest in sub-exhibitions of CONSTRUMA:

#### **Trade visitors:**

DACH-TECH 9%
ELECTROLIGHT 11%
FRONTÁL 9%
INTER-ISOLA 15%

#### **Public:**

DACH-TECH 9%
ELECTROLIGHT 11%
FRONTÁL 21%
INTER-ISOLA 11%

# **RESULT OF VISITOR'S SURVEY**

### Type of residence:

Detached house: 53%
Apartment complex: 19%
Block of flats: 17%
Residental community: 11%

#### **Gender:**

Men - 56% Women - 44%

### Age:

 Under 35i:
 43%

 Between 36-55:
 44%

 Over 56:
 13%

#### **Decision:**

Leads a private owned company: 43% Decision maker: 52%

Planning to buy a new home or to refurbish home in the near future: 50%

#### **Purchase decision:**

### **Trade visitors:**

Business on the spot: 15%
Business in the near future with exhibitors: 44% **Public:**Purchase on the spot: 13%
Purchase in the near future at exhibitors: 46%

### Planning to come back next year to the exhibition:

95%

# CONSTRUMA GROUP 15-19. 04. 2015

CONSTRUMA, HUNGAROTHERM, HOMEDesign RENEO, CONSTRUMA GARDEN,

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