

Poznań, 25.01.2010

Budma shapes modern construction

Budma 2010 International Construction Fair held in Poznań on **19-22 January 2010** has confirmed that this event plays a special role in promoting the latest solutions and technologies for the construction industry. In line with its leading theme - „**Sustainable construction – economy, ecology, human**” – both the exposition and the programme of the 19th edition of this trade fair focused on safe and eco-friendly construction materials, technologies ensuring high thermal performance, comfort and functionality of a building combined with minimum environmental impact, as well as design consistent with the culture and landscape context.

Leader in Central and Eastern Europe

The January construction fair occupied 15 pavilions with an area of 60,000 sq m. The exposition included offers from 1,350 companies. New products showcased at this largest construction trade fair in Central and Eastern Europe attracted crowds of visitors. As many as 55,000 people explored the offer of exhibitors.

Construction in its full scope

This year, the thematic profile of Budma has been supplemented with the offer for road and infrastructure construction. The exhibitors' exposition covered the following thematic segments:

- **house-building industry, social infrastructure and public buildings** (foundations, walls, insulations, windows, doors, roofs, wood, stone, chemicals and tools),
- **industrial building** (floors, steel structures and halls)
- **road construction** (design, geotechnics, gravel, surfaces and road infrastructure).

The offer for road construction was further enhanced owing to **BUMASZ** International Fair of Construction and Road Building Machines, Vehicles and Equipment organised every two years and presenting among others the latest vehicles for the construction industry, lifts and transport devices. At exhibitors' stands, one could also gain insight into the offer of specialist machines and devices for road construction, maintenance and upkeep. What is more, the segment of formwork and scaffoldings together with machines and devices for concrete and mortar pre-processing, transport and distribution as well as for concrete thickening was particularly well-represented at the Bumasz fair.

For the fifth time, **CBS** – Sports Facilities, Amenity Areas, Wellness & Spa fair was held at Budma. It is the largest fair event for this sector in Poland and a professional platform for expertise and experience sharing, covering the topic of halls and stadiums, swimming pools, wellness & spa, recreation, as well as sports equipment, furnishing, lighting and sound systems, together with security at sports facilities and access control systems. Furthermore, CBS features presentations of specialist construction materials and technologies, design, financing, construction and operation of sports facilities.

Auspices

The trade fair was held under the auspices of the Minister of Economy and the Minister of Infrastructure as well as the Polish Chamber of Commerce.

Sustainable expositions

Sustainable construction was both the topic of the fair exposition and the keynote of the programme of events. One of innovative projects at Budma 2010 was **Passive Construction**. The special exposition of companies offering materials and solutions used in passive construction and a two-day series of seminars and presentations **International Knowledge Transfer Conference – Passive construction from A to Z** presented the advantages of this increasingly popular, eco-friendly and cost-effective technology. Under the **BudShow** project, in one of pavilions a model house was constructed that meets sustainable construction requirements, i.e. is eco-friendly, ergonomic, energy-efficient, powered by renewable energy, non-polluting and ensuring comfortable rest in a healthy environment. Traditional materials combined with state-of-the-art technology were used in the construction process. The attractive formula of BudShow enabled exhibitors to showcase their products in an innovative and dynamic manner, while giving visitors a chance to actively participate in the project. The growing interest in wood construction technology became an inspiration to organise a special exposition of the **Village of Wooden Houses**, where examples of the most cutting-edge solutions implemented in wooden constructions were showcased.

Sustainable construction was the topic of a debate attended by representatives of the Ministry of Infrastructure and parliament organised by the Building Research Institute. This event discussed new challenges for research and industry placed by this form of construction, along with European initiatives creating new requirements for construction products and buildings compliant with the idea of sustainable construction.

Platform for meetings and education

The rich programme of Budma events provided a good opportunity for meetings and experience sharing between construction professionals and made a valuable source of expertise on the latest trends in the construction sector. The programme featured many conferences and debates prepared for different visitor groups, like Civil Engineering Days, Architecture Day, Urban Planning Day, Congress of Polish Roofers or the Construction Craftsmanship Forum. The Shows of Good Roofing Practice, Modern Carpenter Workshop and Archispace – a special platform for architects, where anyone could get a CD with 32,000 CAD drawings, prepared specially for Budma, were popular among visitors. The Polish Young Parquet Floor Layers' Championship, being the qualification round to the European Championship and the Polish Tile Laying Championship, stirred a lot of emotion.

Awards for the best

During the fair, awards in many prestigious competitions were presented. 15 the best, exceptionally innovative products presented at the fair were awarded with **Gold Medals** of Międzynarodowe Targi Poznańskie. The **Acanthus Aureus** awards were handed out to 11 fair stands that were best designed and prepared to implement corporate marketing strategy of the exhibitor.

For a full list of companies awarded in the above mentioned competitions, please visit www.budma.pl.

Media at Budma 2010

Międzynarodowe Targi Poznańskie entered into cooperation with a few dozens of industry magazines and Web portals devoted to construction. At Budma, 450 **journalists** accredited at the MTP Press Centre. Fair coverage could be found both in daily press and in radio and TV stations. *Gazeta Wyborcza* issued a special supplement about the fair in its national edition.

Budma 2011

We encourage you to visit the next, 20th anniversary edition of Budma International Construction Fair scheduled for **11-14 January 2011**. It will be accompanied by **CBS** – Sports Facilities, Amenity Areas, Wellness & Spa and the second edition of **WinDoor-tech** Fair of Machines and Components for Window, Door, Gate and Facade Production.