

Press Release

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## Messe Frankfurt partners with Builtworld for the 'built world' of the future

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**The future of buildings is digital! In the face of demands for CO<sub>2</sub> neutral economies and buildings that take into account the requirements of the climate, buildings too will need to be digitalised. As organisers of leading trade fairs for modern building services technology, Messe Frankfurt will now be offering experts from the building planning, construction and realty sectors another structure for the dissemination of innovation, contacts and new business, offering an exclusive opportunity for industry and the building services engineering trades to join up with the innovative new field of 'Property Technology' – including start-ups, project developers and investors in the real estate business.**



Start-ups in building services engineering – in successful discussions with trade visitors from industry, the development sector, technical planning, systems integration and real estate sectors at the leading international trade fairs Light + Building and ISH in Frankfurt am Main.  
Source: Messe Frankfurt / Jens Liebchen 2018

Today, digital technologies are about to offering extensive, energy-efficient innovations for the planning, constructing and maintenance of buildings on a large scale. The know-how of and potentials to connect with these pioneering technologies are becoming increasingly relevant to the development, operation and marketing of real estate.

To this end, Messe Frankfurt has agreed a strategic partnership with Builtworld. The company, with head offices in Munich, runs an international platform for companies and expert professionals in the construction and real estate business. Their aim is to foster innovation and actively shape the world of tomorrow – from planning, construction

and management, including investment and finance, to the marketing of buildings and building projects. As an exclusive partner of the new focus group 'Buildings & Building Services Technologies' in the eco-system of the innovative buildings sector created by Builtworld, Messe Frankfurt will be extending its programme for innovation and start-ups into this area.

### **The construction and realty sectors are seeking closer cooperation with the world of digital building services technology**

From accounting software to access control, from A to Z, the entire spectrum of applications for digital and integrated technologies is available to planners, developers and operators of both private and commercial properties. Yet the question remains: which applications fit in best with the technical installations and the cost model of buildings; in short, with the entire life cycle of a given building? – At the leading international trade fairs for building and building services technologies, Light + Building and ISH, the industry and its trades will showcase progressive, practical solutions for digital transformation in the buildings and residential districts of the future. Connectivity and interoperability of digital applications are the only certain ways to ensure progress in terms of energy management, of the networking of building services and security technology, the infrastructure for charging electric vehicles, 'smart' transport systems and the 'smart' urban environment – not forgetting the attainment of defined climate targets.

The digital networking of technologies and trades in the form of Building Information Modeling (BIM) – including digital planning scenarios using 'digital twins' – has already reached the first stage on the way to digital transformation in planning, operation and maintenance.

Similarly, there are now digital models and processes for optimising project planning, development and marketing of property in the world of real estate. A number of start-ups are now working in this still young field, which is being called 'PropTech' (Property Technology) and they are looking for partners and investors from the worlds of industry, technical development and applications.

"Bringing together these two building-related sectors is much more than a self-evident next step, in terms of the synergies that exist on the way to the digitally controlled management of buildings," says Iris Jeglitza-Moshage, Senior Vice President at Messe Frankfurt. "Digital networking and its applications really come into their own, when they cover the entire life cycle of a building – ideally, therefore, from the initial project planning onwards. The efficient use of natural resources, and the protection of our climate that goes along with it, will only be technically possible on a large scale with such an approach; and we want to play our part in driving that forward, too."

Wolfgang Moderegger, initiator and joint founder of Builtworld, highlights the business synergies: "For the members of our global innovations platform for leading companies in the building and real estate business, the leading trade fairs for building services technology in Frankfurt are the ideal place in which to make new business contacts. And that is why we have now signed up to an exclusive partnership between our own platform and Messe Frankfurt."

Building Technologies:  
Cooperation Messe Frankfurt with Built  
World Innovation

### **Tech Alley and Innovations Forum at Light + Building 2020**

The first product of this cooperation will be the presence of the Construction Innovation Platform with the 'Buildings and Building Services Technologies' focus group at the upcoming Light + Building in March 2020. Visitors can expect an engaging mix of innovative providers, up-to-the-minute information from experts and lectures and plenty of networking opportunities in Frankfurt am Main, Germany's high-rise metropolis. Initial plans are concentrating on the 'Tech Alley' – a presentation by well-qualified start-ups, chosen to represent the full range of issues that arise with digital building services engineering. The exhibition, which involves the companies jointly, is accompanied by an Innovations Forum that charts the progress of the on-going digital transformation of the built world with expert lectures and 'pitches' (ten-minute company presentations).

### **Partners for building services engineering worldwide**

With its 28 trade fairs for buildings and building services technologies, Messe Frankfurt is in a position of strength as a partner to relevant manufacturers and visitor sectors worldwide, especially, too, for experts in the real estate business. Predictions of the United Nations for increasing population growth and the pressure for urbanisation already shows how important planning for the 'built world' is at a time when resources are scarce and the climate is changing: by 2050, the majority of people will be living in still-expanding mega-cities or in newly built ones. This means that water, air, heat, light, security and comfortable living conditions will all need to be guaranteed. The urban living space, together with horizontal and vertical movement within it, demand intelligently connected building systems technology. Messe Frankfurt assembles all the relevant players, who are either looking for or offering market-ready solutions for these challenges and puts them in contact with one another. They have the necessary sector-specific expertise and a network for building services technologies that is unique in the world.

### **Presse releases & images:**

[www.light-building.com/press](http://www.light-building.com/press)



### **On the internet:**

[www.builtworld.com](http://www.builtworld.com)

[www.building-technologies.messefrankfurt.com](http://www.building-technologies.messefrankfurt.com)

[www.ish.messefrankfurt.com](http://www.ish.messefrankfurt.com)

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## **Building Services Technologies: expertise in trade fairs across the world**

**International leader:** 28 trade fairs for building services technologies, building automation and equipment in eight countries (Argentina, Germany, Italy, Russia, UAE, India, China, Thailand).

### **70 years of expertise in building services technology on its home ground in Frankfurt:**

**ISH** – The world's leading trade fair for HVAC + Water, since 1949.

**Light + Building** – The world's leading trade fair for lighting and building services technology, since 2000. From 2020 Light + Building includes the new platform **Intersec Building** for connected security technology in the modern building.

**Intersec Forum** – Specialist conference for connected security technology, since 2016.

**E2 Forum Frankfurt** – International conference and innovation forum for elevator and escalator technology; since 2018.

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

### **Background information on Builtworld**

BUILT WORLD GmbH operates the leading platform for innovations in the interlinking and networking of interdisciplinary expertise, in order to drive innovations and to shape the built world of tomorrow. This covers, amongst other things, areas such as planning, construction, operation and management, investment, financing and marketing of buildings, property and real estate projects.

In an exclusive joint initiative with Messe Frankfurt, Builtworld has inaugurated, and now runs, the new focus group 'Building and Building Services Technology' of the innovations platform for the construction industry.

Further information is available at: [www.builtworld.com](http://www.builtworld.com)

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