

  
**CONSTRUMA**  
43rd International Building Trade Exhibition

**9-13 April 2025**

 **hungexpo** 

The place where  
plans become  
reality.



# CONSTRUMA HOME MAKING THEMED EXHIBITION GROUP 2025

# CONSTRUMA

## CONSTRUMA HOME MAKING THEMED EXHIBITION GROUP

480 exhibitors – 30.000 visitors – 15.000m<sup>2</sup>

The CONSTRUMA Home Making Exhibition Group is the **preeminent professional forum** in Hungary and the Central and Eastern European region, **covering the whole spectrum of homebuilding** from construction to building services and interior design.

Its international character is illustrated by the fact that nearly 25% of exhibitors in 2024 were foreign.

**Target group** : the professional days, with a rich conference programme, are followed by a weekend for end users.



# CONSTRUMA

International Building Trade Exhibition

- Largest construction trade fair in Hungary
- Event widely supported by professional forums and organisations
- Annual meeting place for the industry
- National and international manufacturers present their new products here
- **CONSTRUMA AWARD**
- **CONSTRUMAGarden will rejoin the group in 2025**
- Every odd year, the **HUNGAROTHERM Trade Exhibition for Heating, Ventilation, Air-Condition Technology and Sanitation** is held: competitions and meetings for mechanical engineers, fitters and future mechanical engineers.



# BUDAPEST – The heart of Europe

Hungary and Budapest are popular among business travellers offering a **hub and a meeting point in the very heart of Europe.**

Budapest is the capital of Hungary, and with its population almost 2 million being the 9th largest city in the European Union, a **vibrant destination with so much to offer.**

- Located in the heart of Europe - **easy access from overseas**, short flights from all European capitals.
- **Well-developed infrastructure for exhibitions.** Deluxe and five- star hotels, legendary cuisine, widely varied, extraordinary venues.
- Hub of the Central – Eastern – South European area.
- Safe destination.
- Genuine hospitality, friendly people, you simply feel comfortable.



# PRODUCT GROUPS

**PREFABRICATED BUILDINGS, STRUCTURES, ELEMENTS**

**BUILDING MATERIALS**

**CONSTRUCTION MACHINERY**

**BUILDING INDUSTRY SOFTWARE**

**FACADES**

**HUNGAROTHERM**

**INTELLIGENT BUILDING**

**PREFABRICATED HOUSES**

**RENEWABLE ENERGIES**

**DOORS / WINDOWS**

**RENEO**

**TOOLS, INSTRUMENTS, SHUTTERS,  
SCAFFOLDS**

**CHEMICALS**

**LIGHTING, BUILDING LIGHTING**

# FOR EXHIBITORS

## DISCOUNTED APPLICATION DEADLINES

- **31 OCT 2024 (166€ / sqm) 25%**
- **31 JAN 2025 (188€ / sqm) 13%**
- **After 1 FEB 2025 (216 € / sqm)**

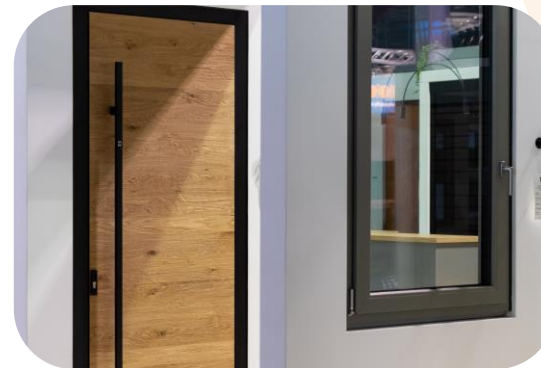
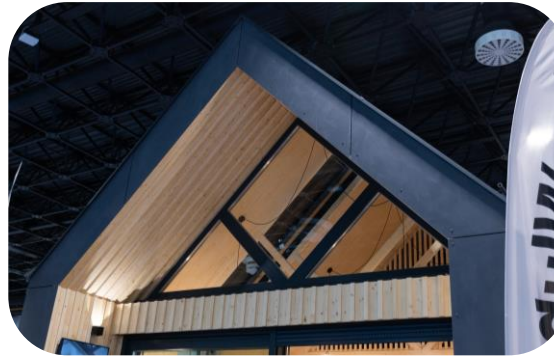
## VENUE

**HUNGEXPO Budapest Congress and Exhibition Center**

## OPENING HOURS

- **Trade days:** 9-10 April 2025 from 10 am to 5 pm, 11 April 2025 from 10 am to 6 pm
- **Public days:** 12 April 2025 from 10 am to 6 pm, 13 April 2025 from 10 am to 5 pm

## SIMULTANEOUS EXHIBITIONS:



# HUNGAROTHERM

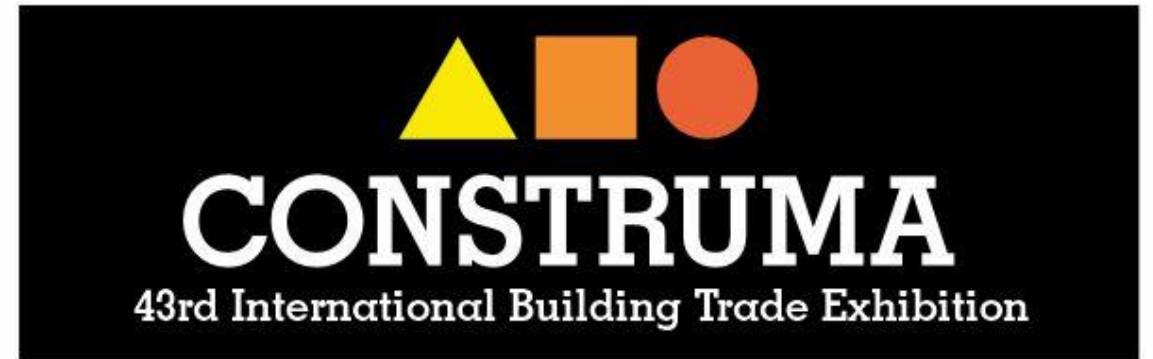
## International Trade Exhibition for Heating Ventilation, Air-Condition Technology and Sanitation

Held biennially as a part of the CONSTRUMA exhibition bouquet, HUNGAROTHERM is Hungary's **largest summit of building engineering**.

The exhibition's most prominent themes are **heating and ventilation technologies** as well as **renewable energies/RENEO** (e.g.: solar technology) and the novelties introduced in other areas of building engineering.

In addition to the exhibitors' products and services, HUNGAROTHERM also attracts **mechanical engineers, fitters and future professionals** with **programmes, competitions and meetings** to increase the event's professional appeal.

Facing new challenges, the construction industry is experiencing significant changes in terms of building engineering and renewable energy, so it's **worth utilizing this opportunity to present the latest trends and products to the widest possible audience**.



# HOMEDesign

## HOME MAKING EXHIBITION

A key part of the CONSTRUMA assortment, this exhibition features everything from kitchen technology and bathrooms to living rooms and anything else you may need for creating a home interior.

The exhibition will also be showcased in a thematized arrangement with such areas as **KITCHEN**, sanitation, cold coverings, **BATHROOM & WELLNESS** as well as **INTERIOR DESIGN**.

HOMEDesign lays great emphasis on showcasing interior design trends and Hungary's design culture. **The Association of Hungarian Interior Designers** helps us to **present the latest interior design solutions**, colours and styles to visitors in a highly impressive, home interior-like environment every year.

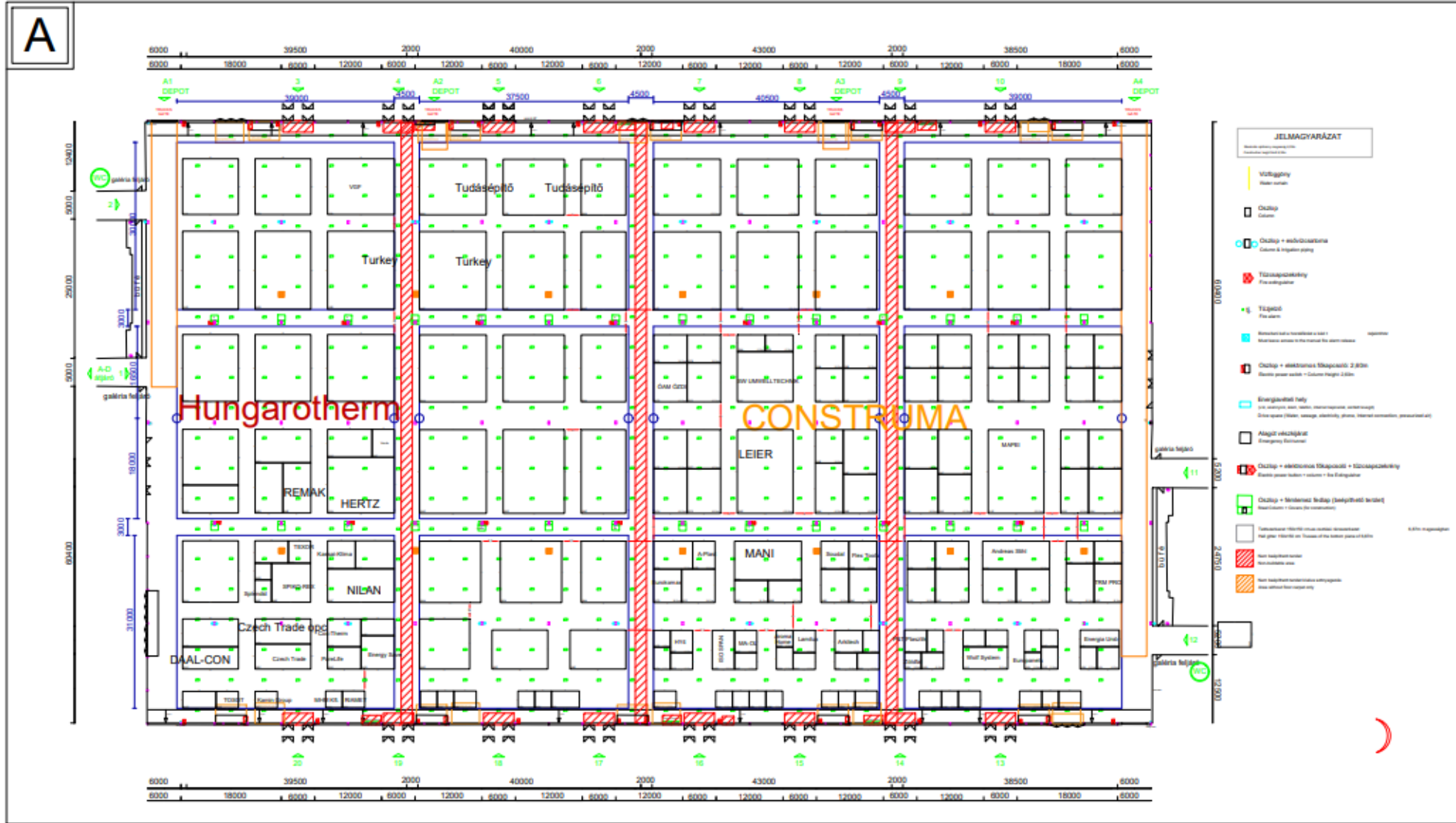
The exhibits of the **HUNGARIAN DESIGN** stand comprise the design products of an entire year, with **several creations making their debut here**.



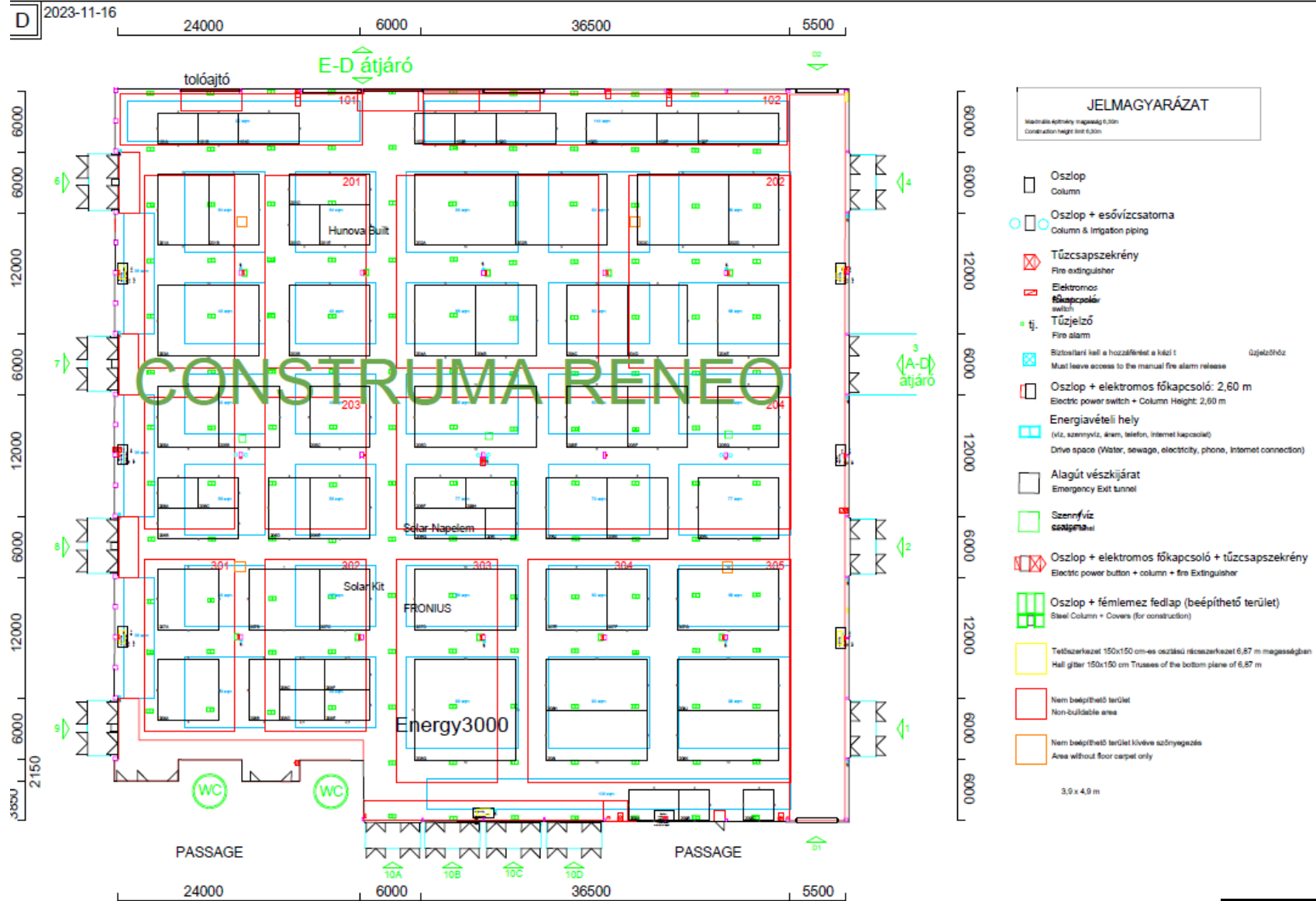




# A PARTI ON



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# VISITORS

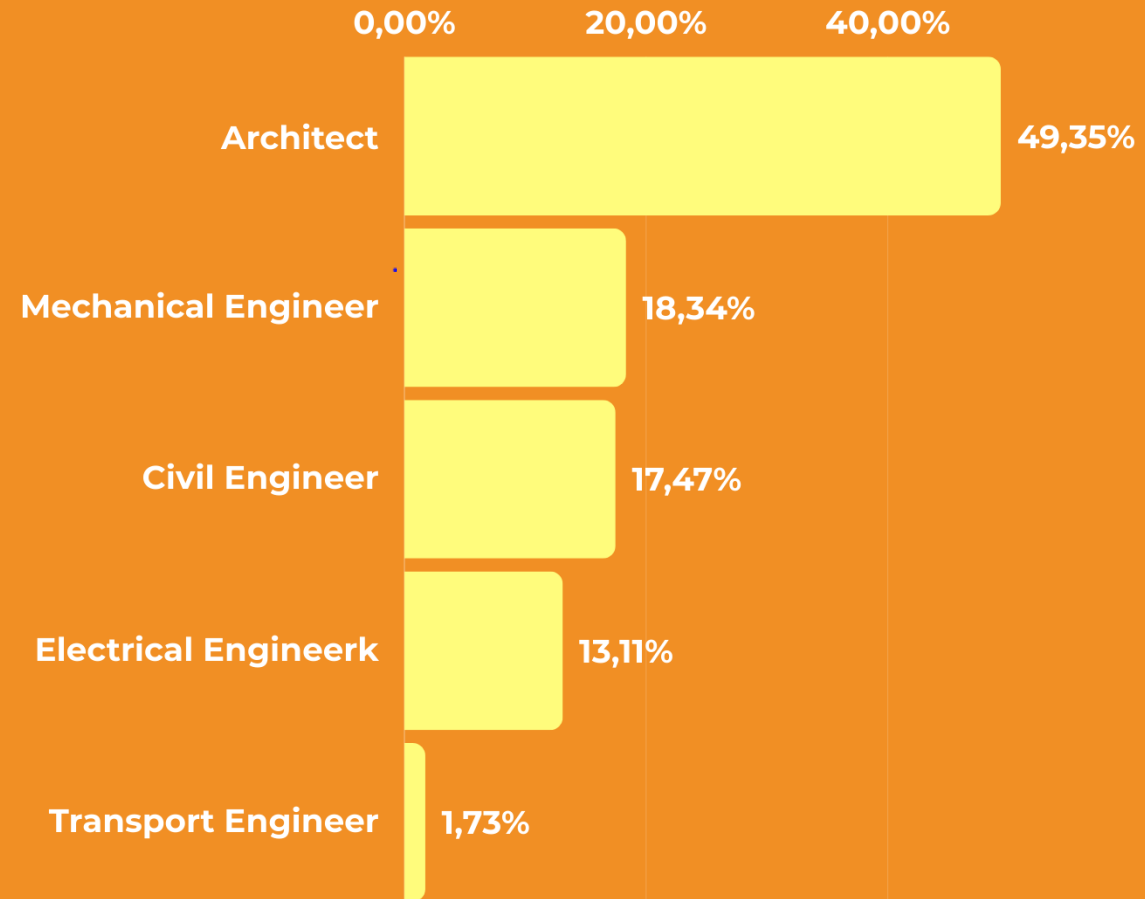
## Visitor target groups

### Professional

- Engineers
- Architectural designers
- Building managers
- Contractors
- Resellers, traders
- Students and teachers in vocational and educational institutions

### Public

- Builders, renovators



Distribution of visitors performing engineering activities among the different areas. 2024 (n = 2.547)

# VISITOR CAMPAIGN IN NUMBERS 2024

- Public space: BB, CLP
- Radio spot and competition
- Digital: programmatic
- Facebook, Instagram, YouTube, Pinterest campaign
- Influencer campaign
- Interior design magazines
- Online interior design sites
- DM: HUNGEXPO exhibitor / visitor database



Digital  
11.760.000



Influencer  
314.000



Public space  
BB + CLP  
729.000



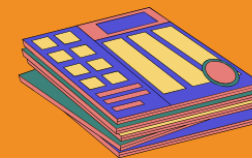
Social Media  
12.035.000



Public space  
M2



Public space  
Combino



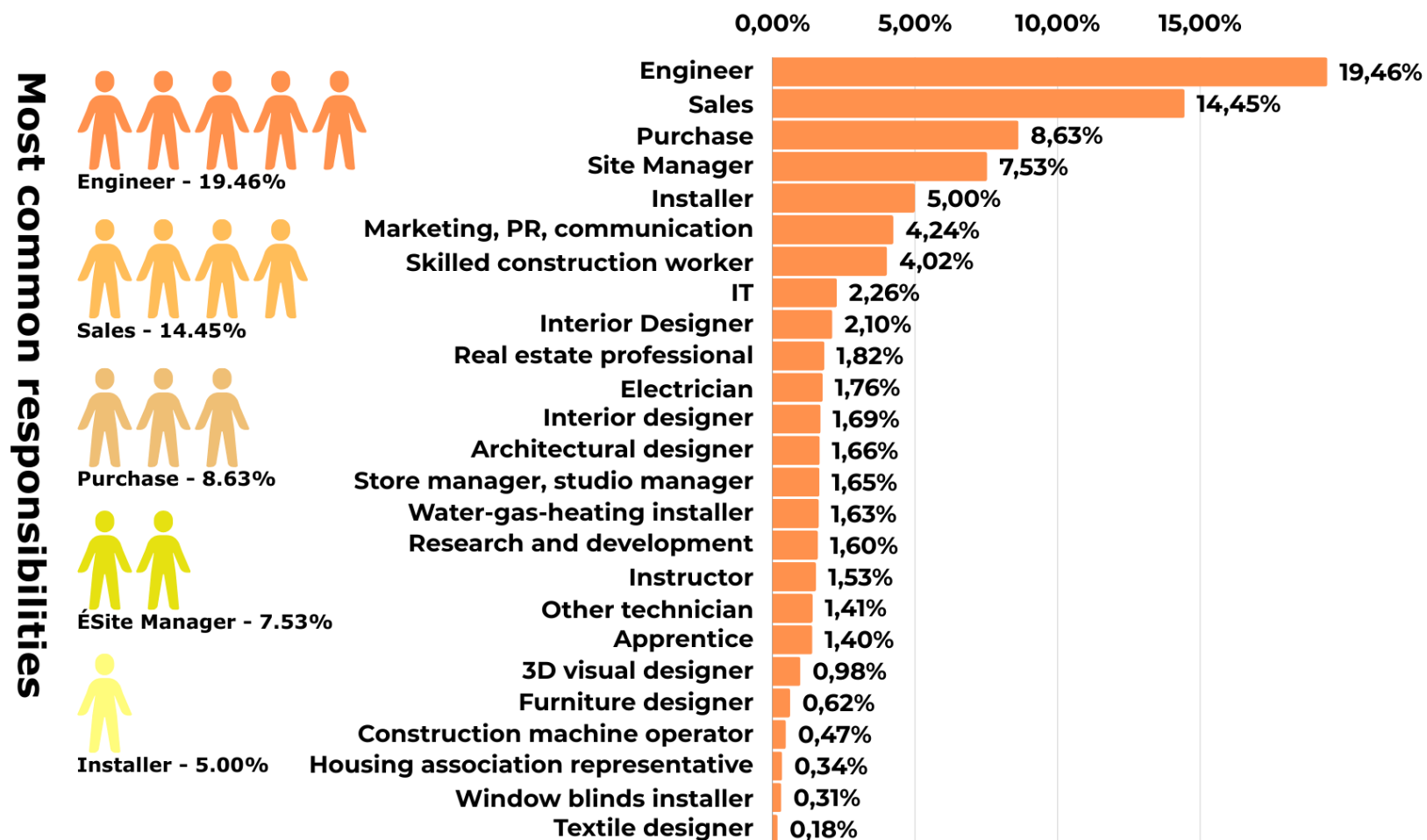
Print  
publications



Trade magazines,  
online professional forums

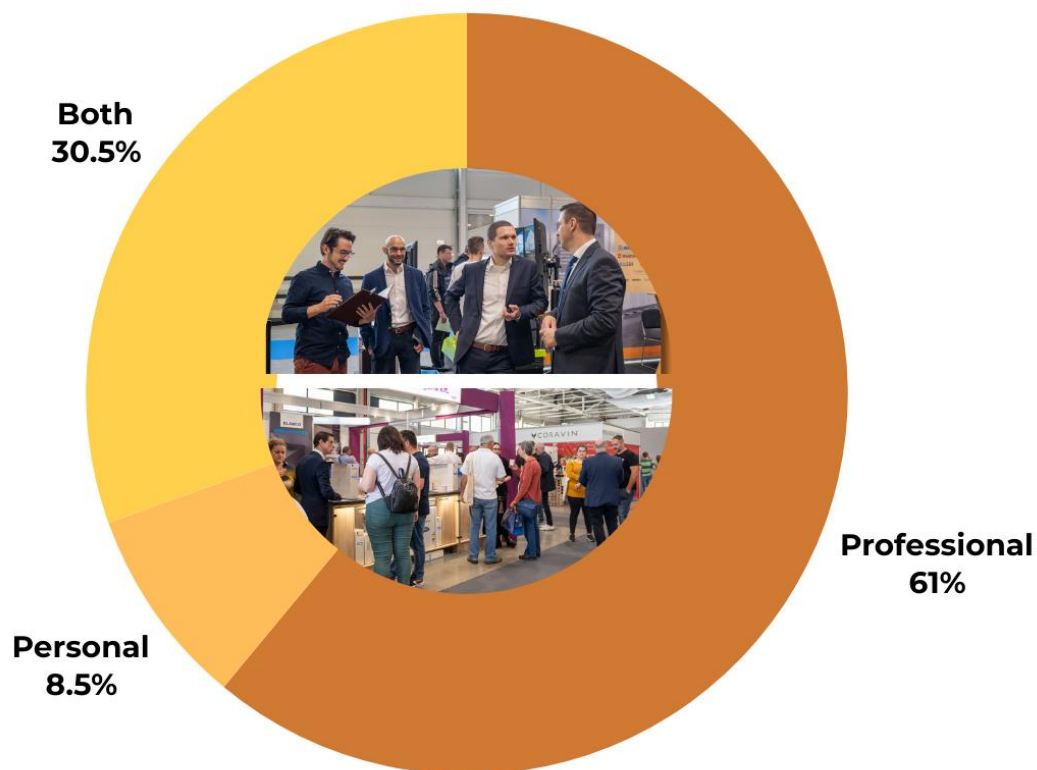
# VISITOR STATISTICS 2024

## Percentage of registered visitors by task

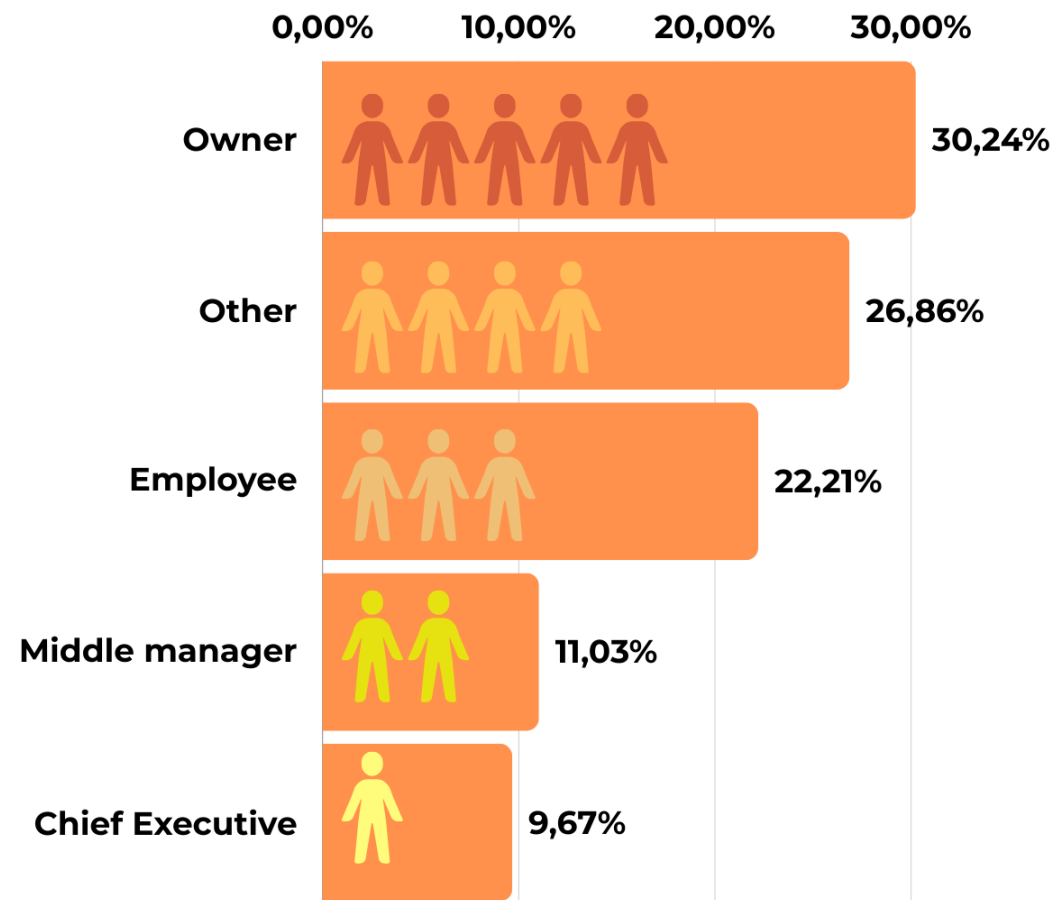


# VISITOR STATISTICS 2024

## Purpose of visit :

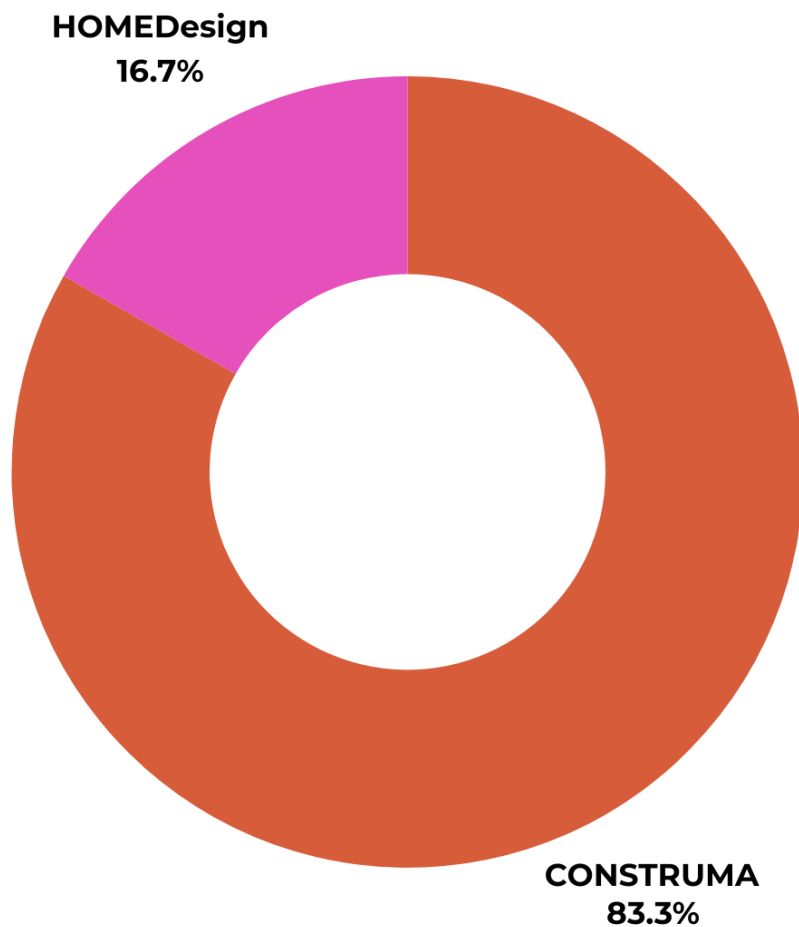


## By percentage of visitors:

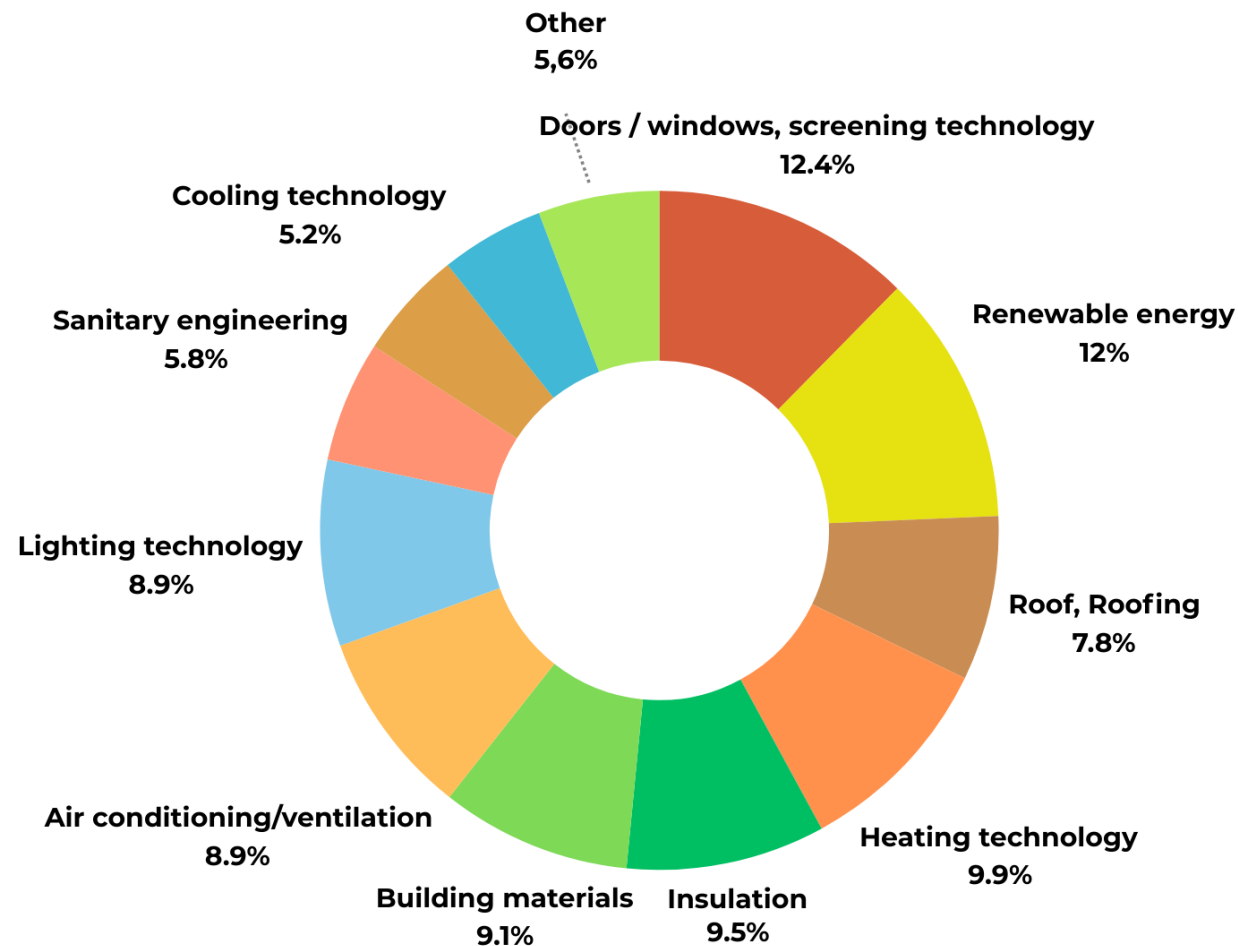


# VISITOR STATISTICS 2024

## By thematic priority:



## By theme:





# PROFESSIONAL PROGRAMMES



Építési Vállalkozók Országos Szakszövetsége **ÉVOSZ** Industry conference



MAGYAR ÉPÍTÉSZ KAMARA CHAMBER OF HUNGARIAN ARCHITECTS **MÉK** Training courses



**MMK** Energy consulting



**MNNSZ** Solar conference



**BÉK** Conference



**Tudásépítő Team** (Knowledge Building Team) The next generation in construction



**építészforum** Round table discussions



**MAKE** Garden design competition



# ADDITIONAL PROGRAMMES



**Professional consultations**



**Technical presentations**



**Smart home, AI**



**CONSTRUMA Garden**

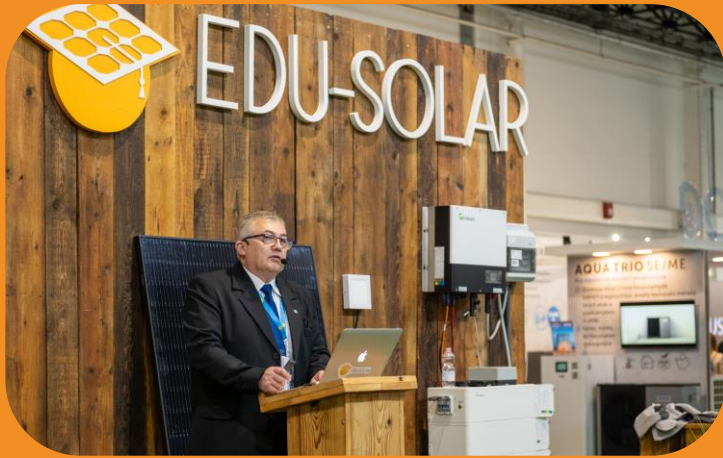


**Insulating systems and products**



**House building advice**

# FOCUS IN 2025



Solar electrician training



Green building



Scaffolding competition



Support for vocational training  
Professional workshops

# WHY IT IS WORTH TO EXHIBIT

complex marketing communication platform

direct sales, testing new products

national media campaign

attract new customers

accompanying programmes,  
lectures and workshops

practical presentations on stage

reach new target groups

expand your existing database

business opportunity,  
personal communication opportunity

help of a professional exhibition management company

we provide free entry for your partners



# BAUMA VS CONSTRUMA

- **SEPARATE TARGET GROUP.**
- **Construma focuses on the Hungarian market and CEE region.**
- **Direct sales to end users, possibly to a larger contractor, while meeting Hungarian and CEE resellers.**
- **Featured event : Building materials manufacturers and traders for customers - attracting nearly 300 Hungarian manufacturers and traders.**





# OUR AGENTS

Relation	Contacts	Email	Phone
Turkey	Ms Yeliz Erez	<a href="mailto:operation@worldexpofair.com">operation@worldexpofair.com</a>	+90 (212) 980 00 09
Romania	Carmen Capanu (Ms.)	<a href="mailto:promorestart@yahoo.com">promorestart@yahoo.com</a>	+40 746 227 905
Italy	Zsuzsanna Kiss (Ms.)	<a href="mailto:z.kiss@ice.it">z.kiss@ice.it</a>	+36 70 312 9363
Slovakia	Maria Kleinova (Ms.)	<a href="mailto:info@svt.sk">info@svt.sk</a>	+421 903 601 138
Baltic countries	Sigitas Brazinskas (Mr.)	<a href="mailto:sigitas.brazinskas@gmail.com">sigitas.brazinskas@gmail.com</a>	+370 698 03 730
Benelux	Eric Van der Berghe (Mr.)	<a href="mailto:eric@stradex.be">eric@stradex.be</a>	+32 498 33 12 26
Poland	Wojciech Mlynarczyk (Mr.)	<a href="mailto:wojciech.mlynarczyk@plhucc.com">wojciech.mlynarczyk@plhucc.com</a>	+36 30 858 98 59; +48 508 698 284
Germany, Switzerland, Austria	Michael Pittscheidt (Mr.) Paula Glink (Ms.)	<a href="mailto:info@pittscheidt.de">info@pittscheidt.de</a> <a href="mailto:p.glink@pittscheidt.de">p.glink@pittscheidt.de</a>	+49 178 323 0938 (Paula)
Italy	Sonia Villani (Ms.), Roberto Puccetti (Mr.) Alessandra Andreoli (Ms.) Martina Brunelli (Ms.)	<a href="mailto:sonia.villani@gtrotter.it">sonia.villani@gtrotter.it</a> <a href="mailto:roberto.puccetti@gtrotter.it">roberto.puccetti@gtrotter.it</a> <a href="mailto:alessandra.andreoli@gtrotter.it">alessandra.andreoli@gtrotter.it</a> <a href="mailto:info@gtrotter.it">info@gtrotter.it</a> <a href="mailto:commerciale@gtrotter.it">commerciale@gtrotter.it</a>	+39 393 9712553
Spain, Portugal	Eduardo Teixeira (Mr.)	<a href="mailto:info@teixeira-consulting.com">info@teixeira-consulting.com</a>	+34 651 415 284
Bulgaria	Monika Tyutyunkova (Ms.)	<a href="mailto:bendidakft@gmail.com">bendidakft@gmail.com</a>	



**THANK YOU FOR YOUR ATTENTION!**

**PLEASE CONTACT US!**

**EXHIBITION DIRECTOR**

**BARANYAI GERGŐ**

**+36 30 642 1374**

[baranyai.gergo@hungexpo.hu](mailto:baranyai.gergo@hungexpo.hu)

**SALES**

**MOLNÁR EMESE**

building materials,  
construction machinery, tools,  
prefabricated houses

**+36 30 167 4009**

[molnar.emese@hungexpo.hu](mailto:molnar.emese@hungexpo.hu)

**NAGY FRUZZSINA**

windows and doors, building  
materials, garden

**+36 30 557 8792**

[nagy.fruzsina@hungexpo.hu](mailto:nagy.fruzsina@hungexpo.hu)

**LOVASI ENIKŐ**

renewable energy, building  
services engineering

**+36 30 732 9494**

[lovasi.eniko@hungexpo.hu](mailto:lovasi.eniko@hungexpo.hu)