



The place where plans become reality.

CONSTRUMA

45th International Building Trade Exhibition

8-11 April 2027



CONSTRUMA 2027

INTERNATIONAL CONSTRUCTION INDUSTRY TRADE EXHIBITION



CONSTRUMA



CONSTRUMA

**WHERE CONSTRUCTION INDUSTRY PROFESSIONALS LAY THE FOUNDATIONS
FOR THE FUTURE OF THE INDUSTRY – JOIN US IN 2027!**



PAST – PRESENT – FUTURE

The region's leading construction industry trade exhibition, where tradition meets the solutions of the future.



SUSTAINABILITY

Energy-efficient, carbon-neutral and circular solutions for the future of the built environment.



INNOVATION

Smart design, digital technologies, modular construction and innovative material solutions..



PROFESSIONAL MEETING POINT

A shared platform for designers, contractors, investors, manufacturers and decision-makers.



BUSINESS & NETWORKING

New partnerships, professional dialogue and business opportunities – all in one place.

CONSTRUMA HOME MAKING EXHIBITIONS 2026 AFTERMOVIE



A hely, ahol a tervek életre kelnek.

CONSTRUMA ▲■●

OTTHON *Design* ☺

2026. március 25–29.

GL events **hungexpo** 





CONSTRUMA HOME MAKING THEMED EXHIBITION GROUP 2026 IN NUMBERS

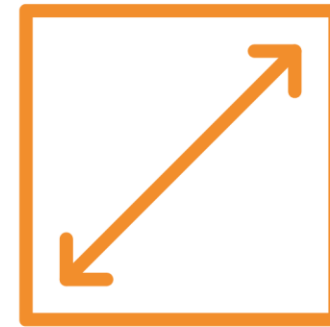
Exhibitions in 2026:

CONSTRUMA International Building Trade Exhibition

HOMEDesign Home Making Exhibition



**350
EXHIBITORS**

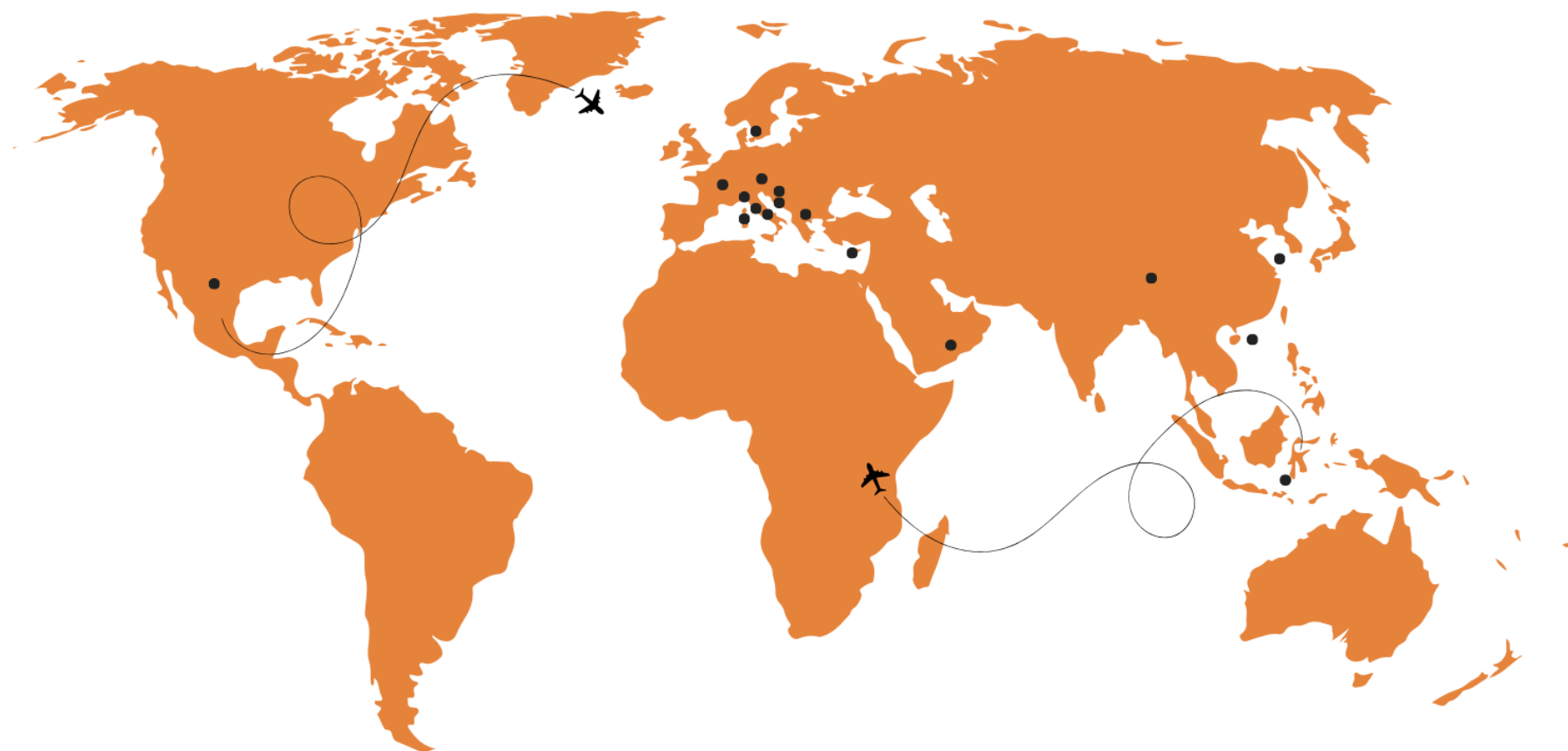


**12.000 SQM
EXHIBITION
AREA**



**30.000
VISITORS**

EXHIBITORS FROM 16 COUNTRIES



Austria
Germany
Hungary
Italy
Netherlands
Poland
Romania
Slovakia
Slovenia
Sweden
Türkiye

Non-European
countries:

China
Indonesia
Korea
United Arab Emirates
USA

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.

CONCURRENT EVENT

HOMEDesign

The **OTTHONDesign Home Creation Exhibition** is the jewel in the crown of the CONSTRUMA Home Creation exhibitions, offering everything from kitchens and bathrooms to living rooms that is needed to create a stylish and functional home.

The exhibition puts the latest Hungarian and international interior design and home décor trends in the spotlight.

The interiors on display are not simply visually impressive – they are designed to evoke real homes, allowing visitors to experience first-hand how the latest trends can be transformed into tangible, inspiring solutions for everyday living spaces.



CONCURRENT EVENT HUNGAROTHERM

The **HUNGAROTHERM Trade exhibition for heating, ventilation, air-condition technology and sanitation** is Hungary's leading showcase for building services engineering. Held every odd-numbered year, it takes place as part of the CONSTRUMA Home Creation exhibitions.

Its key focus areas include heating technology, air handling, ventilation and air conditioning, as well as refrigeration technology. In addition, other areas of building services engineering are strongly represented, with exhibitors showcasing their latest products, technologies and innovations.

Alongside the presence of major international manufacturers, the exhibition's high-quality professional programme is also a major attraction for visitors. The programme includes events, competitions and networking opportunities aimed at mechanical engineers, installers and the next generation of building services professionals.

In 2027, innovative building services solutions, digitalisation and modernisation will take centre stage.





PRODUCT GROUPS



**PREFABRICATED
BUILDINGS,
STRUCTURES,
ELEMENTS**



**ROOFING
(DACH TECH)**



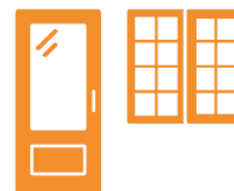
**INSULATING
SYSTEMS
(INTER ISOLA)**



**PRIMARY
MATERIALS**



**BUILDING
ENGINEERING**



**DOORS,
WINDOWS
(FONTAL)**



**CONSTRUCTION
MACHINERY**



**BUILDING
ELECTRICITY
(ELECTROLIGHT)**



**TOOLS,
INSTRUMENTS**



FACADES



**PREFABRICATED
HOUSES**



CHEMICALS



**RENEWABLE
ENERGY
(RENEO)**



**CONSTRUMA
GARDEN**



EXHIBITOR INFORMATION



DISCOUNTED APPLICATION DEADLINES:

Until 31 July 2026

170 EUR / sqm

Until 30 September 2026

180 EUR / sqm

Until 30 November 2026

195 EUR / sqm

Until 31 January 2027

215 EUR / sqm

After 31 January 2027

240 EUR / sqm



VENUE:

HUNGEXPO Budapest Congress and Exhibition Center

CONCURRENT EVENTS:

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

HOMEDesign Home Making Exhibition

OPENING HOURS: 8–11 April 2027

8 April: 10 a.m. – 5 p.m.

9–10 April: 10 a.m. – 6 p.m.

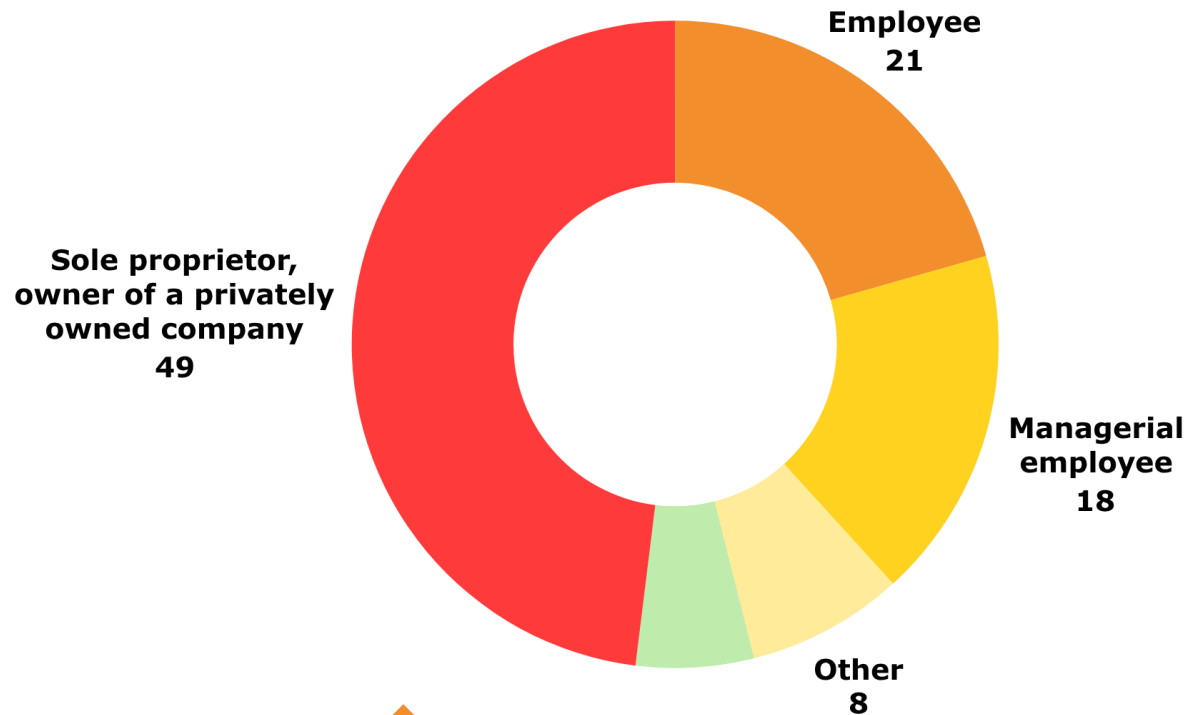
11 April: 10 a.m. – 5 p.m.

VISITORS

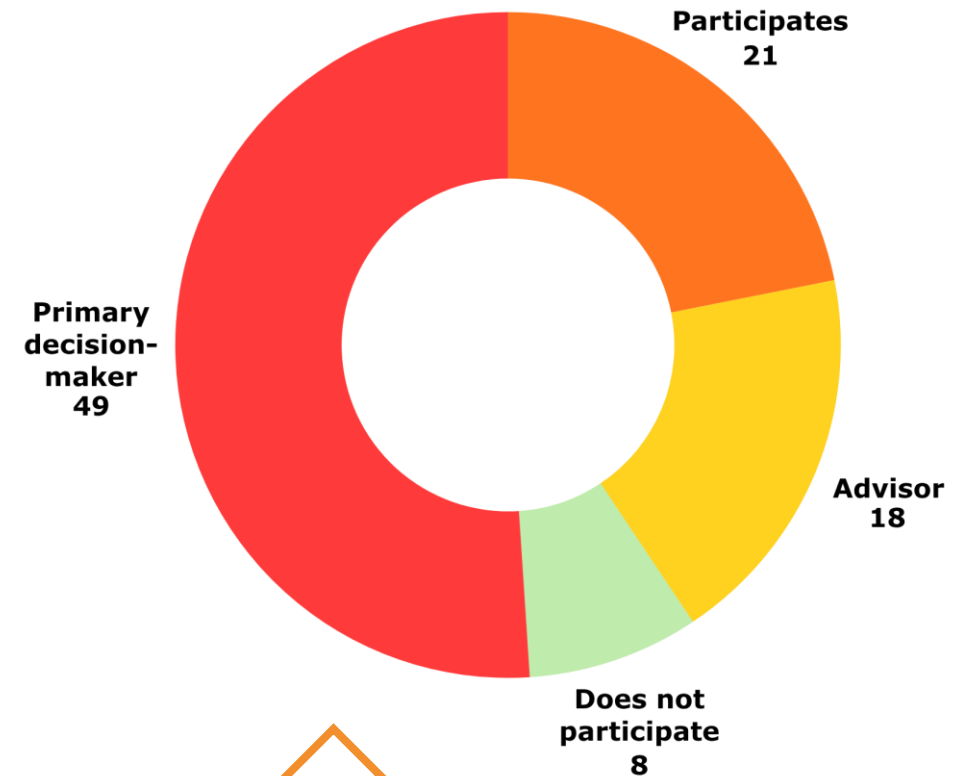


VISITOR STATISTICS 2026 I.

(Source: CONSTRUMA / HOMEDesign 2026 Exhibitor and Visitor Survey and CONSTRUMA / HOMEDesign 2026 Visitor Registration)



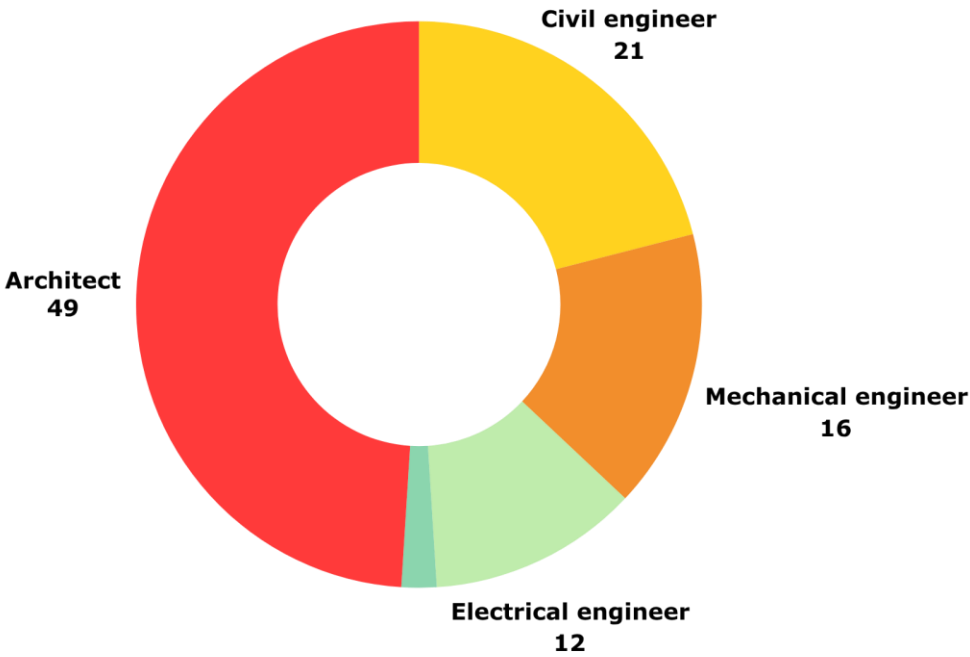
POSITION (%)



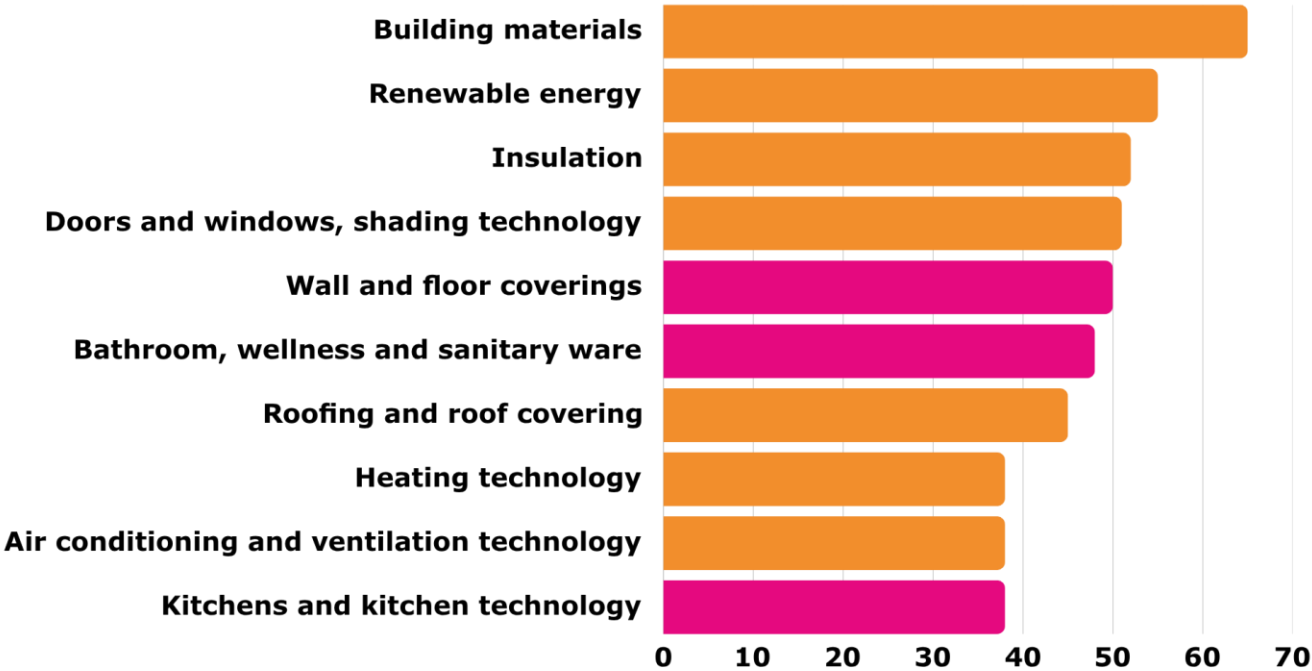
INVOLVEMENT IN
DECISION-MAKING (%)

VISITOR STATISTICS 2026 II.

(Source: CONSTRUMA / HOMEDesign 2026 Exhibitor and Visitor Survey and CONSTRUMA / HOMEDesign 2026 Visitor Registration)



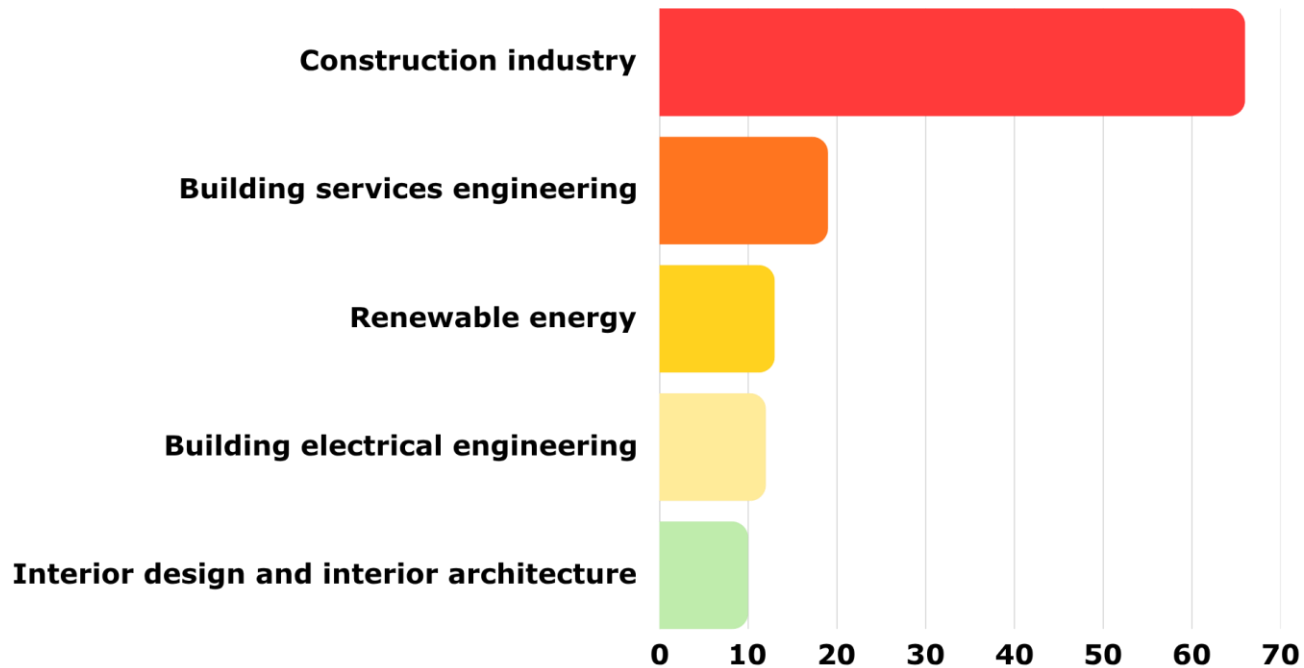
JOB FUNCTION (%)



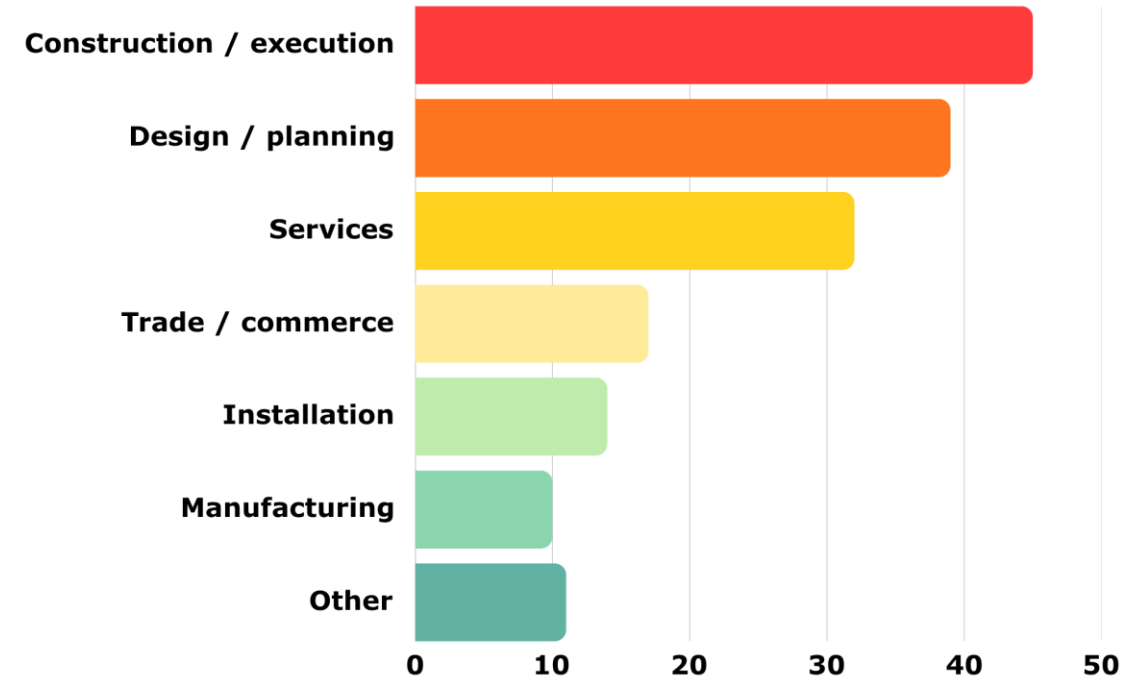
INTEREST IN TOPICS (%)

VISITOR STATISTICS 2026 III.

(Source: CONSTRUMA / HOMEDesign 2026 Exhibitor and Visitor Survey and CONSTRUMA / HOMEDesign 2026 Visitor Registration)



COMPANY'S AREA OF
ACTIVITY (%)



COMPANY ACTIVITY (%)

Szabolcs, sales manager / purchasing decision-maker

"For me, this trade exhibition is a unique opportunity to discover the latest products and technologies firsthand—before they become widely available on the market. I'm specifically looking for foreign manufacturers who do not yet have a presence in Hungary and are open to building their brand's local presence in partnership with us."

Péter, general constructor

"As a construction contractor, it's essential for me to stay up to date with the latest technologies and materials – and this exhibition is exactly about that. In one place, I can find everything that can move my company forward: innovative solutions, up-to-date industry knowledge, and just as importantly – valuable networking opportunities. Here, you can truly get a tangible sense of where the future of construction is headed."

Blanka, interior designer

"As an interior designer, I'm always looking for ways to create something truly unique and inspiring for my clients. For me, this exhibition is a treasure trove of fresh ideas, new materials, and innovative technologies – and it's also a great opportunity to connect with fellow professionals, discover new partners, or even launch joint projects. It's all about innovation and the design community here."



PROFESSIONAL VISITORS

(TARGET AUDIENCE VISUALIZATION)

Gábor, electrical engineer

"As an electrical engineer, it's essential for me to find solutions that are reliable, durable, and easy to install – all backed by up-to-date technical knowledge. This exhibition offers both tangible technological innovations and relevant professional insights, even with the opportunity to earn continuing education credits. It's not just about browsing – I leave with real information and valuable connections."

István, technical director (construction company)

"As a technical director, I am looking for partners who can reliably deliver on an industrial scale and offer not just products, but comprehensive, professional technical support. For me, this exhibition is not only a platform for innovation and energy-efficient solutions but also an excellent opportunity to meet manufacturers and distributors in person with whom long-term collaboration is worthwhile."

VISITOR CAMPAIGN

JANUARY

FEBRUARY

MARCH



154.000 impressions

Brand, competitor and general campaign.

DIGITAL GOOGLE SEARCH

1.864.354 impressions

Bannermix, in-stream video, You Tube in-stream video, Teads video, Teads image, carousel

DIGITAL PROGRAMMATIC

5.387.856 megtekintés

TIK TOK

131.111 impressions

LINKEDIN

1.273.778 impressions

PINTEREST

831.670 impressions

REDDIT

19.748.135 impressions

FACEBOOK, INSTAGRAM

525.381 people reached within the target audience*

Billboard (BB), metro poster campaign (M2, M3, M4)
*excluding metro posters

PUBLIC

2.432.000 people reached within the target audience

Rádió1, Retro Rádió, atalon.hu

RADIO

381.121 impressions

Tapolcai Martin, A burkolólány, Agázos, Hadnagy Timi, Szakszon Dorina, Molnár Zengő)

INFLUENCER

TRADE MEDIA (ONLINE + PRINT)

Ács / Tetőfedő, Bádogos, Szigetelő, ÉMSZ Hírek, Építész Közlöny-Műhely, mek.hu, otir.mek.hu, Magyar Építéstechnika, Magyar Épületgépészet, merkokvagyok.hu, Mérnök Újság,

ADDITIONAL APPEARANCES (ONLINE + PRINT)

A mi otthonunk, daibau.hu, City Magazin, HVG Építőipar Ingatlan és Lakberendezés, hvg.hu, index.hu, Otthonok és kertek, Party Magazin, Pesti Műsor, portfolio.hu, Rezidencia Magazin, Új Szó, Világjáró Magazin

WHY EXHIBIT?



NEARLY 30.000 VISITORS OR

**COMPLEX MARKETING
COMMUNICATION PLATFORM**

**DIRECT SALES,
TESTING NEW PRODUCTS**

**NATIONWIDE AND
INTERNATIONAL
MEDIA CAMPAIGN**

NEW CLIENTS

**ACCOMPANYING EVENTS:
CONFERENCES, LECTURES,
WORKSHOPS**

**OPPORTUNITY TO HOLD A
PRACTICAL LECTURE OR
DEMONSTRATION**

REACHING NEW TARGET GROUPS

DATABASE EXPANSION

**PROFESSIONAL AND PERSONAL
COMMUNICATION PLATFORM**

**FREE ADMISSION TICKETS
FOR INVITING PARTNERS**

**SUPPORT FROM A PROFESSIONAL
EXHIBITION MANAGEMENT
COMPANY**





**National Association of
Construction Contractors**



Hungarian Chamber of Architects



Budapest Chamber of Architects



Hungarian Chamber of Engineers



**Budapest and Pest County
Chamber of Engineers**



**Hungarian Association of Building
Insulators, Roofers, Tinsmiths and
Carpenters**



**Hungarian Solar Panel and Solar
Collector Association**



**The Hungarian Green Building
Council**



Tudásépítő-Team



**Hungarian Association of Building
Engineers**



**Hungarian Building Engineering
Coordination Association**



**Hungarian Association of Gas
Industry Contractors**



**Association of Refrigeration and Air
Conditioning Contractors**

PROFESSIONAL PARTNERS



EXHIBITION DIRECTOR

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THANK YOU FOR YOUR ATTENTION!



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