

 **The home is You.**

HOME *Design* 
15th Home making Exhibition

8-11 April 2027

 **hungexpo** 



HOMEDESIGN 2027

HOME MAKING EXHIBITION

 **hungexpo** 

HOME
Design 

HOMEDESIGN

BE PART OF HOMEDESIGN IN 2027, WHERE THE KEY PLAYERS OF THE INTERIOR DESIGN AND HOME DESIGN SECTOR MEET, AND WHERE THE HOMES AND BUSINESS CONNECTIONS OF THE FUTURE TAKE SHAPE.

BUSINESS

New business connections.



KEY EVENT

A defining annual event for the sector.



INNOVATION

The latest products, services and innovations.



STYLE – INSPIRATION – INNOVATION

One of Hungary's longest-standing and most influential professional exhibitions for interior design and home design.



DESIGNERS – MANUFACTURERS – INTERIOR DESIGN PROFESSIONALS

A key annual meeting point for Hungarian and international designers, manufacturers, distributors and interior professionals.



PROFESSIONAL CONFERENCES

Year after year, they provide a key meeting point for professionals working in the fields of interior design and home design.



HOMEDSIGN HOME MAKING EXHIBITION 2026 AFTERMOVIE





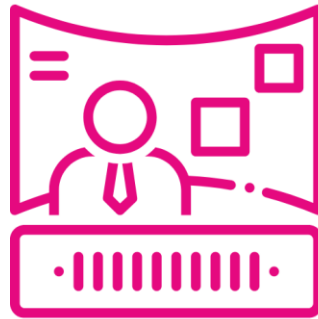
HOME MAKING EXHIBITIONS 2026 IN NUMBERS

Concurrent Exhibitions:

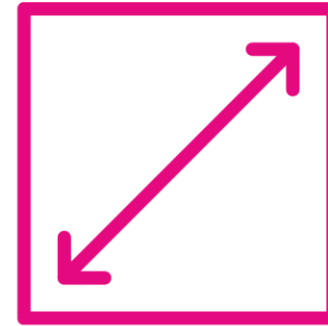
HOMEDesign Home making Exhibition

CONSTRUMA International Building Trade Exhibition

HUNGAROTHERM International Trade Exhibition for Heating, Ventilation and Air Conditioning Technology (in odd-numbered years)



**350
EXHIBITORS**



**12.000 M2
EXHIBITION
AREA**



**NEARLY
30.000
VISITORS**

CONCURRENT EXHIBITIONS

CONSTRUMA

HUNGAROTHERM

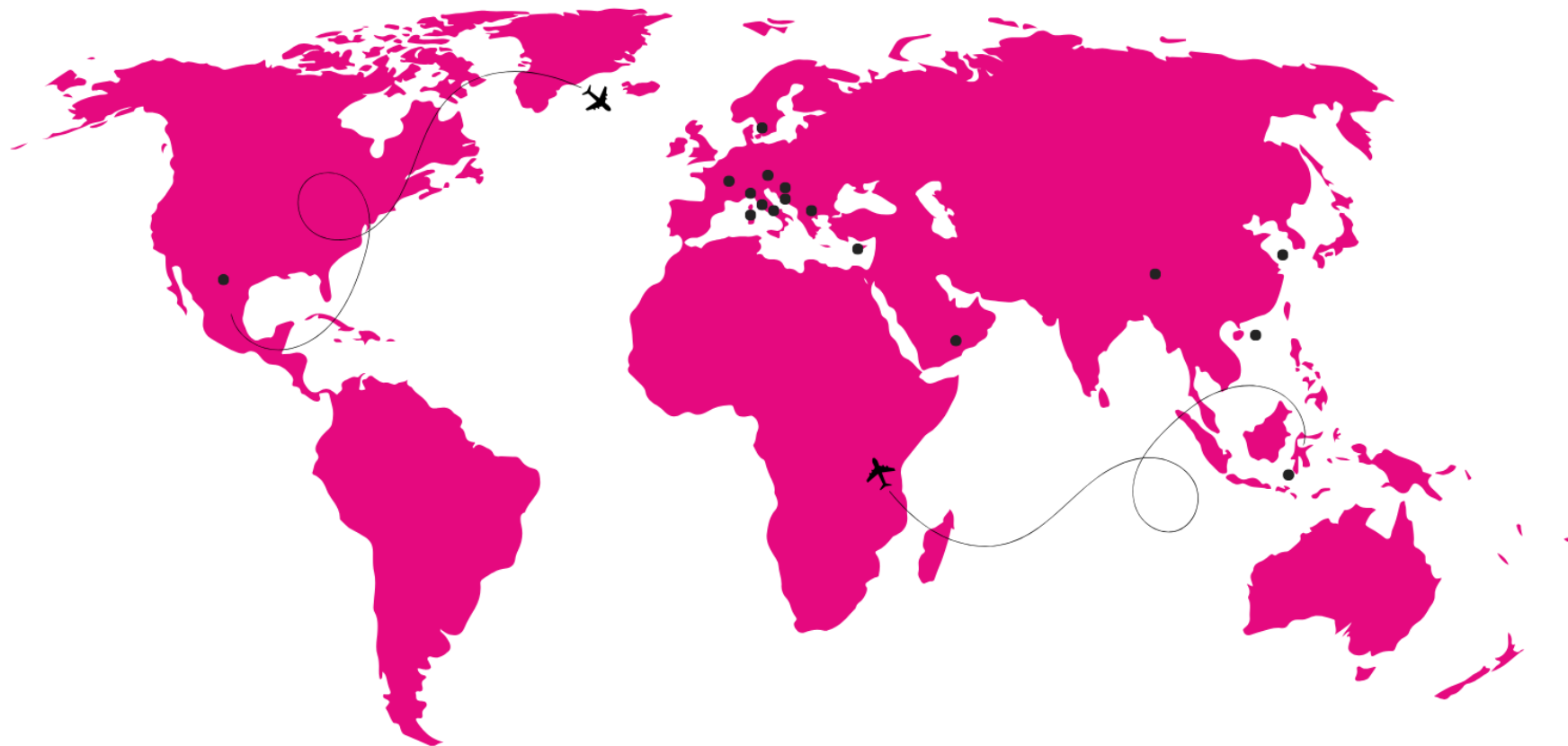
CONSTRUMA International Building Trade Exhibition is Hungary's leading construction industry exhibition, focusing on the latest trends in building and renovation. Modern building materials, energy-efficient solutions and smart technologies are presented in one place.

HUNGAROTHERM Trade exhibition for heating, ventilation, air-condition technology is a key professional event for the building engineering sector. It focuses on heating, cooling, air conditioning, ventilation and sanitary solutions, as well as innovations related to energy efficiency and sustainable building operation.

At these events, both professional visitors and end users can find the tools, ideas, practical examples and expertise needed to create durable, energy-efficient and comfortable homes.



EXHIBITORS FROM 16 COUNTRIES



Austria
Germany
Hungary
Italy
Netherlands
Poland
Romania
Slovakia
Slovenia
Sweden
Türkiye

Non-European
countries:

China
Indonesia
Korea
United Arab Emirates



THEMES



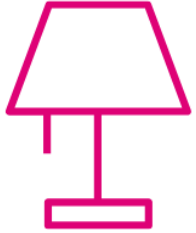
FURNITURE



BATHROOM



**KITCHEN DESIGN
AND KITCHEN
TECHNOLOGY**



HOME LIGHTING



WELLNESS



SERVICES



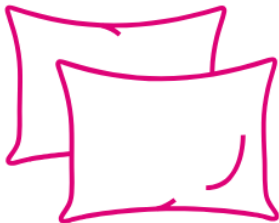
**FLOOR
COVERINGS**



**TILES AND
CERAMIC
COVERINGS**



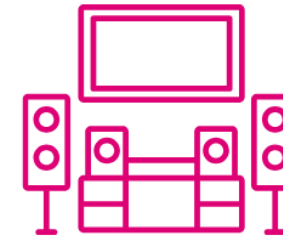
**FIREPLACES,
STOVES AND
STOVE TILES**



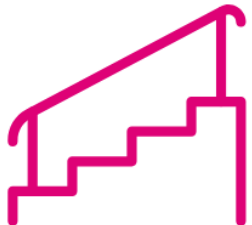
HOME TEXTILES



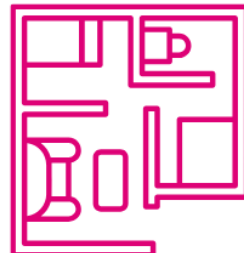
**DESIGN
ACCESSORIES,
DECORATIONS**



**CONSUMER
ELECTRONICS**



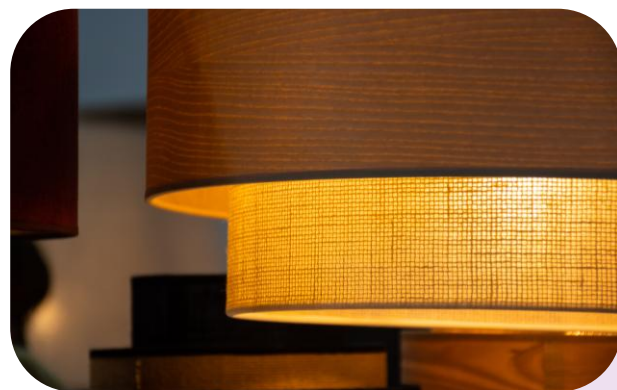
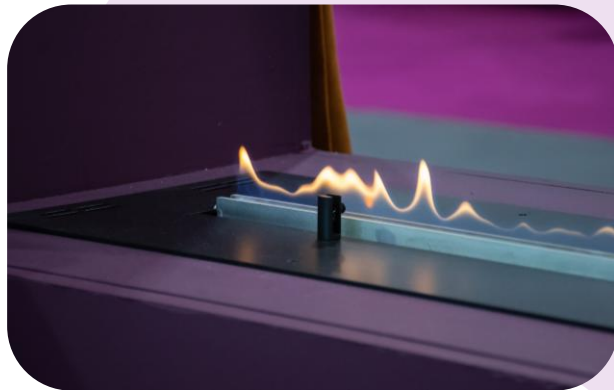
**STAIRS AND
RAILINGS**



**INTERIOR
DESIGN
PLANNING AND
CONSULTING**



HOME FAIR





EXHIBITOR INFORMATION



**DISCOUNTED APPLICATION
DEADLINES:**

30 September 2026

30 November 2026

31 January 2027

VENUE:

**HUNGEXPO Budapest Congress and
Exhibition Center**

OPENING HOURS: 8–11 April 2027

8 April: 10:00–17:00

9–10 April: 10:00–18:00

11 April: 10:00–17:00

CONCURRENT EVENTS:

**CONSTRUMA International Building
Trade Exhibition**

**HUNGAROTHERM International Trade
exhibition for heating, ventilation,
air-condition technology and
sanitation**



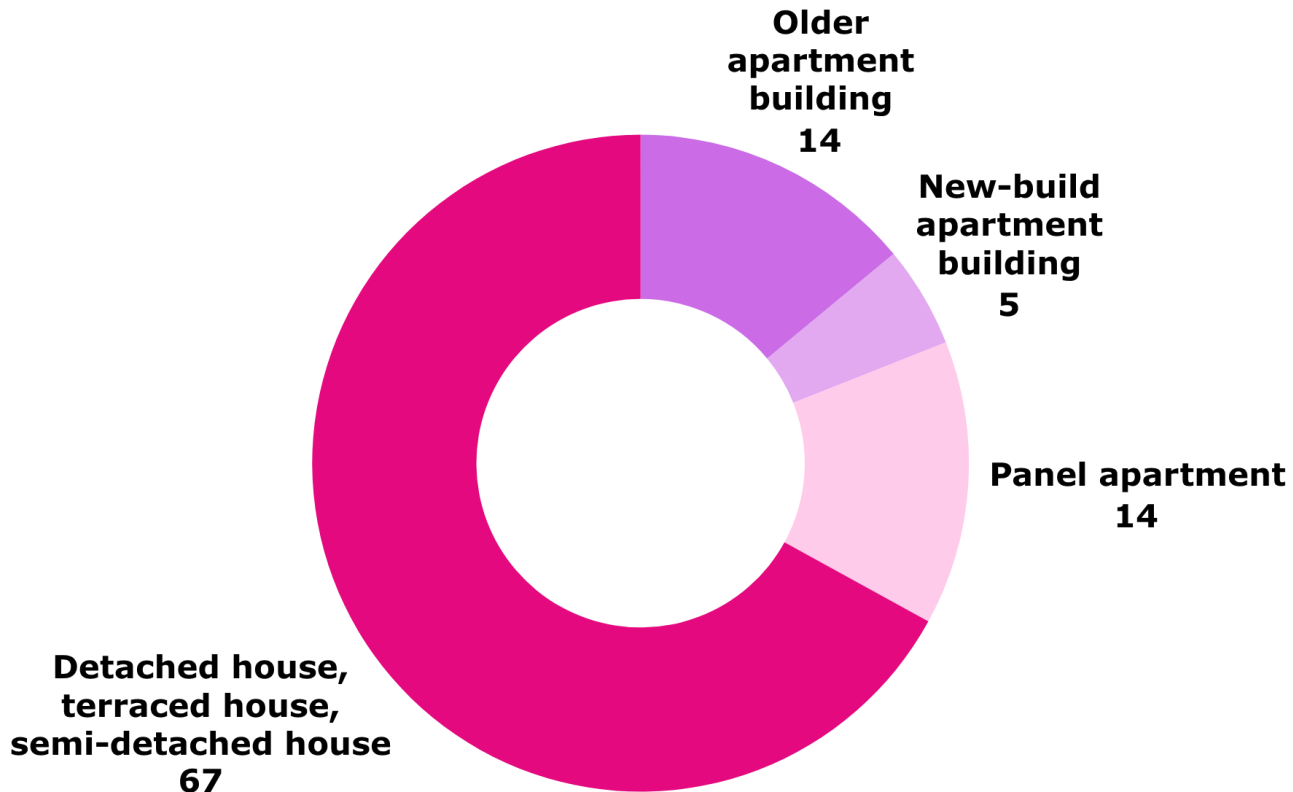
VISITORS



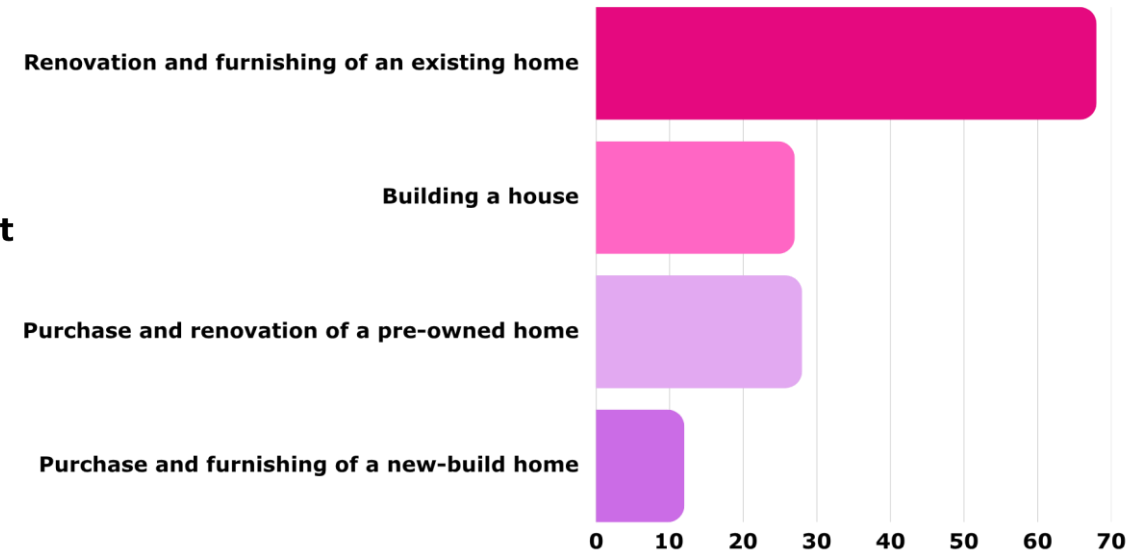
VISITOR STATISTICS 2026 I.

(Source: CONSTRUMA Home Making Exhibitions 2026 Visitor Registration)

Distribution by Housing Type (%)



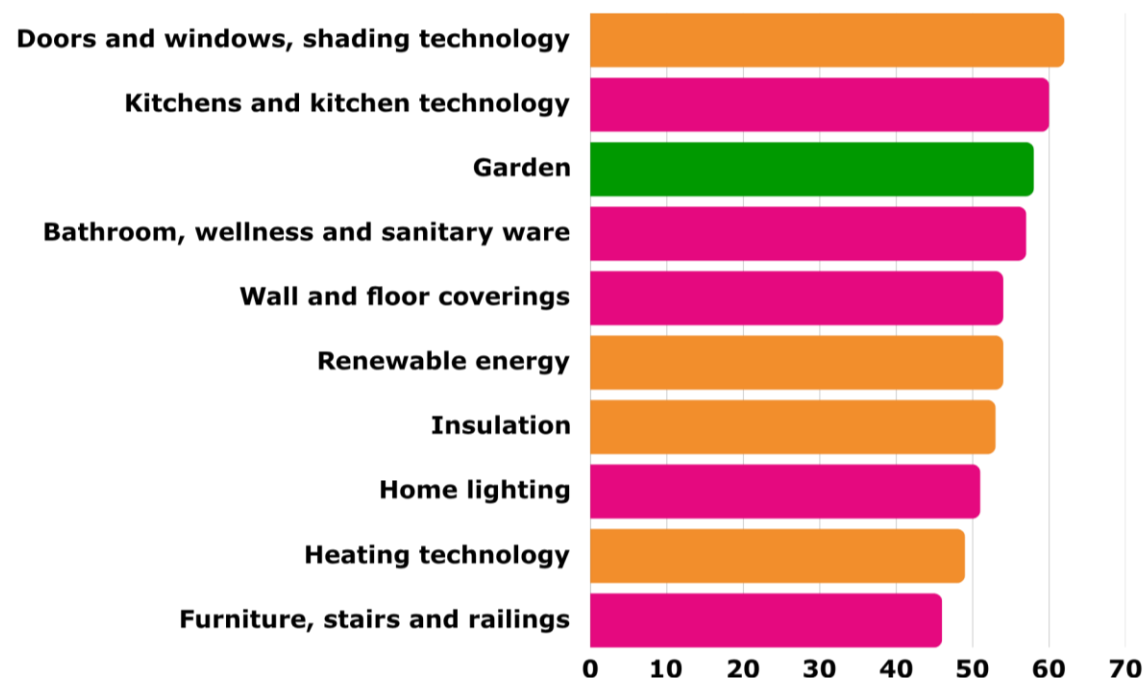
Plans related to home purchase and renovation (%)



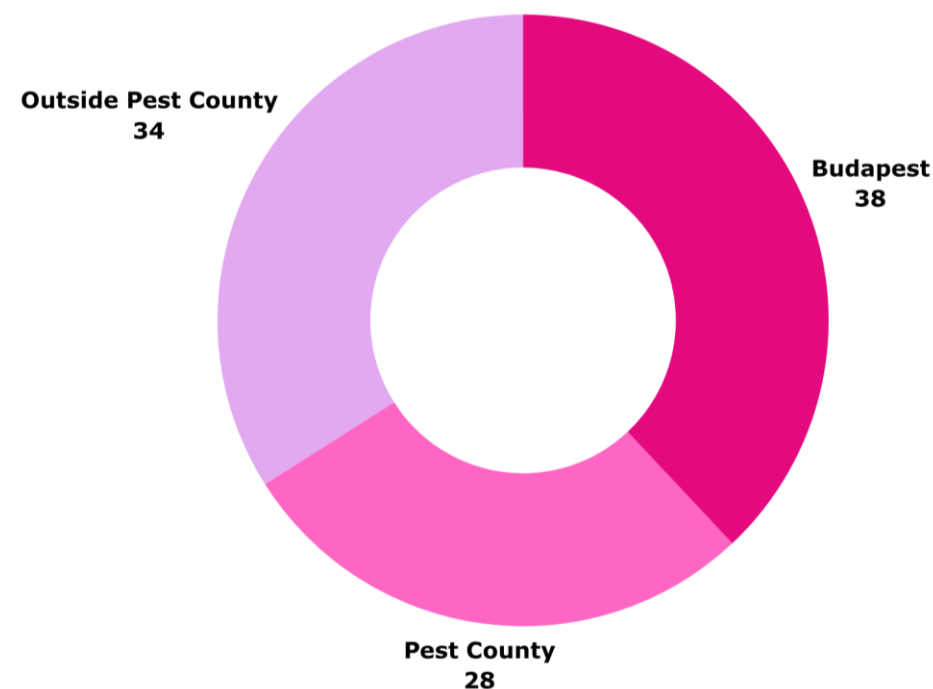
VISITOR STATISTICS 2026 II.

(Source: CONSTRUMA Home Making Exhibitions 2026 Visitor Registration)

Interest in topics (%)



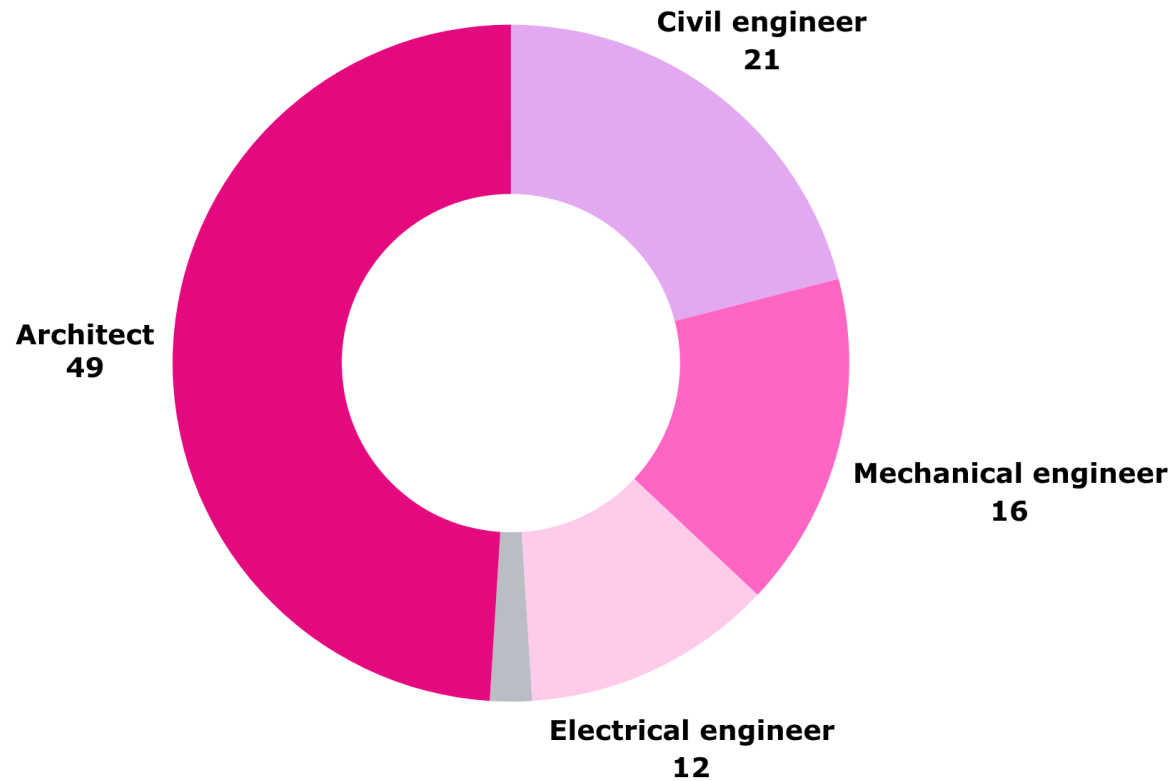
Place of residence (%)



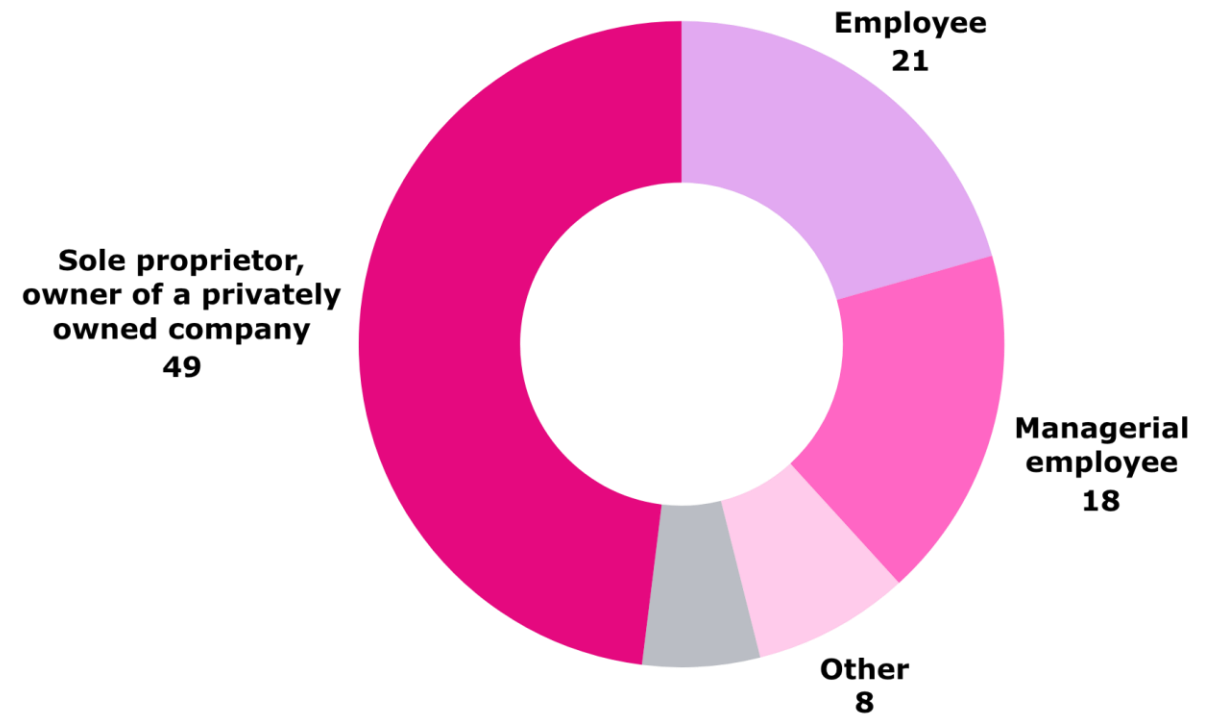
PROFESSIONAL VISITOR STATISTICS 2026 I.

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

Distribution by Occupation (%)



Occupation (%)



VISITORS

(PROFESSIONAL AND GENERAL PUBLIC)

Blanka, Interior Designer (Professional Visitor)

"As an interior designer, I'm always looking for ways to create something truly unique and inspiring for my clients. This exhibition is a treasure trove of fresh ideas, new materials, and technologies – and at the same time, it's a great opportunity to connect with other professionals, discover new partners, or even kick off collaborative projects. It's all about innovation and the professional community."

Tímea, Mid-Level Bank Manager (Public Visitor)

"As a mother of two, my days are pretty busy, but our home is very important to me. We've lived in our house for over ten years, and it's become clear that we want to make our spaces more functional, energy-efficient, and thoughtfully designed."

Since I manage our family's finances, it's especially important for me to have a clear picture of our options before making any decisions. This exhibition is not just inspiring—it's also a practical source of information: I can see real-life solutions, talk to contractors and distributors, and better understand the value for money.

I'm looking for ideas that make our home not only more beautiful, but also more livable."



András, Interior Architect (Professional Visitor)

"For me, the OTTHONDesign exhibition is a kind of annual professional pilgrimage. It's where I discover new materials, innovative solutions, and emerging trends, and where I get to connect with manufacturers, suppliers, and other dedicated professionals in the field."

My design process always starts with materials – it's essential for me to touch and explore them. This exhibition is the perfect venue for that. It's also great to witness how Hungarian design culture evolves year by year."

Dóra, Marketing Specialist (Public Visitor)

"With two young kids, it's important that our new home is not just beautiful but also practical – where every detail has its purpose and the entire space reflects our personal style."

We're building from scratch, which means every decision is ours, from flooring to the garden layout. We envision the garden as a peaceful oasis where we can grill, splash around, and enjoy summer days with friends.

I came to the OTTHONDesign exhibition to gather inspiration and practical solutions, to see materials in person, and to talk to professionals who can help turn our dream into a real home."



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 impressions

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

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

TRADE MEDIA (ONLINE + PRINT)

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

WHY IT IS WORTH EXHIBITING



NEARLY 30.000 VISITORS

**COMPLEX MARKETING
COMMUNICATIONS PLATFORM**

**DIRECT SALES,
TESTING NEW PRODUCTS**

NATIONAL MEDIA CAMPAIGN

ATTRACTING NEW CUSTOMERS

**OPPORTUNITY TO GIVE A
PRACTICAL PRESENTATION,
DEMONSTRATION**

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

REACHING NEW TARGET GROUPS

**EXPANDING THE EXISTING
DATABASE**

**BUSINESS, PERSONAL
COMMUNICATION PLATFORM**

**THE HELP OF A PROFESSIONAL
EXHIBITION MANAGEMENT
COMPANY**

**FREE ENTRY AT THE
INVITATION OF PARTNERS**



PROFESSIONAL PARTNERS



THANK YOU FOR YOUR ATTENTION!

FEEL FREE TO CONTACT US!



SALES

MS. BEATRIX CZECON

Mobile: +36 30 445 8907

Email: czeczon.beatrix@hungexpo.hu



EXHIBITION DIRECTOR

MS. ANGÉLA KATONA

Mobile: +36 30 446 1311

Email: katona.angela@hungexpo.hu



SALES

MS. TÜNDE PÁL

Mobile: +36 30 823 7858

Email: pal.tunde@hungexpo.hu



MARKETING

MS. ESZTER ABONYI

Mobil: +36 30 495 6497

Email: abonyi.eszter@hungexpo.hu



MARKETING

MS. LAURA TÓTH

Mobil: +36 30 083 71 37

Email: toth.laura@hungexpo.hu

MORE INFORMATION: www.otthon-design.hu/en FOLLOW US: [FACEBOOK](#), [INSTAGRAM](#)

OUR AGENTS

Ms. Yeliz Erez
TURKEY
World Expo
operation@worldexpofair.com
+90 212 980 00 09

Sigitas Brazinskas
Baltic countries, UKRAINE, MOLDOVA
sigitas.brazinskas@gmail.com
+370 698 03 730

Lándori Tamás
Vietnam, Kazahstan, China
EuResidence Investments Ltd.
tamas.landori@euresidence.hu
+36 30 588 2577

Maria Kleinová
Slovakia, Czech Republic
SVT, s.r.o.
info@svt.sk
+421 903 601 138

Carmen Capanu
Romania
PROMO RESTART Srl.
promorestart@yahoo.com
+40 746 227 905

Eric Van der Berghe
BENELUX COUNTRIES, FRANCE
Stradex International
eric@stradex.be
+32 498 33 12 26

Jacky Liu
China
China Join Expo Co.,Ltd.
jacky_liu@join-expo.com
+86 17854180157

Ana Dijan
Croatia and Balkan countries
Smartexpo
ana@smart-expo.eu
+385 91 539 7683

Zilahi Imre
Romania
Fast Forward Editorial Srl
zilahi@magazinulmobilei.ro
+40 730 190 077

Bálint Boglárka
Poland
Polish-Hungarian Chamber of Commerce
boglarka.balint@plhucc.com
+36 70 571 2932

Mr Bhavin Dasadiya
India
M.B. Expo Consultant
bhavin@mbexpoconsultant.in
+385 91 539 7683

Tyutyunkova Monika
Bulgaria
Bendida Kft
bendidakft@gmail.com
+36 70 407 4086

Esra İbrahimağaoğlu
Turkey
Messe Turkey
esra@messeturkey.com.tr
+90 541 547 61 02