

**The place where
plans become reality.**

CONSTRUMA HOME CREATING BOUQUET



CONSTRUMA

41st International Building Trade Exhibition

29 March–2 April 2023

HUNGAROTHERM

11th International Trade Exhibition for
Heating, Ventilation, Air Condition
Technology and Sanitation



**HOME
Design**

11th Home making exhibition



GL events hungexpo



Építési Vállalkozók
Országos Szakszövetsége



MAGYAR ÉPÍTÉSZ KAMARA
CHAMBER OF HUNGARIAN ARCHITECTS



Fabunio
Magyar Fűtési
Belsőrendező



LAKBERENDEZŐK
ORSZÁGOS SZÖVETSEGE

HOME CREATION EXHIBITION BOUQUET

CONSTRUMA – HUNGAROTHERM – HOMEDesign



500 exhibitors



40.000 visitors



20.000 sqm

The CONSTRUMA assortment of exhibitions is Hungary's only prominent professional forum which covers the entire spectrum of home-making, from construction work to interior design. Thanks to its complexity and dual target groups (B2B and B2C), it is unique to the East-Central European region.

CONSTRUMA ▲■●



DRIVING THE GROWTH OF THE CONSTRUCTION INDUSTRY

41st International Building Trade Exhibition

The flagship of the exhibition assortment, it is Hungary's largest and internationally acclaimed construction exhibition. Its themes cover all the construction fields required by construction industry experts or end users involved with construction.

For several decades, CONSTRUMA has been the summit of Hungary's construction industry, where professionals discuss the answers for future challenges facing the building industry. The latest technologies are presented by Hungarian and international brands and manufacturers. The exhibition is accompanied by a wide-ranging professional support and a rich conference programme which features internationally relevant events and a large-scale professional meeting of construction industry stakeholders. In 2023, the professional programmes and the exhibition focus on digitalization, environmental awareness, circular economy and innovative architectural solutions. After their presentation in the leading international exhibitions, CONSTRUMA is the most outstanding professional forum for manufacturers to showcase their novelties in Hungary for the first time for the widest possible professional and end-user visitors.

The CONSTRUMA AWARD puts the limelight on the innovative development projects of exhibitors. Applications are evaluated by a prestigious professional jury and the products of the winning companies will be in the focus of attention even before the exhibition.

As always, the professional content of the 2023 assortment is also finetuned to the current market demand in close cooperation with our professional partners.

HUNGAROTHERM



HUNGAROTHERM- THE BIENNIAL MEETING OF BUILDING ENGINEERING

11th 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. Beside the presence of manufacturers, the premium professional accompanying programmes are great attractions for visitors, too. In 2023, innovative building engineering solutions, renewable energy sources, digitalization and modernization will be in the focus of attention.

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 in next spring's HUNGAROTHERM 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. Over half of the assortment's visitors are specifically interested in this theme. Just as before, the 2023 exhibition will also be showcased in a thematized arrangement with such areas as KITCHEN, BATHROOM, sanitation, cold coverings & WELLNESS as well as INTERIOR DESIGN (including furniture, flooring, fireplaces, lighting, design). The thematized arrangement allows visitors to better orient themselves and find more opportunities in the accompanying programmes, too.

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. The stand enables dozens of designers to present themselves each year, thus giving an opportunity to improve the Hungarian design culture.

Organized by FABUNIO, Hungarian Wood and Furniture Industry Union, the conference and other professional programmes, presentations strengthen the exhibition's professional side with an attention to Hungarian furniture manufacturing, design and training as well.

Beside its presence and practical demonstrations, the National Industry Board of Stone Carvers and Artificial Stone Contractors also organizes professional conferences each year to contribute to the event.

WE LOOK FORWARD TO WELCOMING YOU TO THE MOST PRESTIGIOUS FORUM OF THE CONSTRUCTION INDUSTRY AND INTERIOR DESIGN IN HUNGARY!

BOOK YOUR PLACE FOR THE CONSTRUMA EXHIBITION BOUQUET 2023 AS SOON AS POSSIBLE!



FOCUS ON THE FUTURE

The economic difficulties pose new challenges for the market players. In times like these, business exhibitions always have a special importance as they act as the driving force of business life. They provide an excellent opportunity for industry stakeholders to prepare for future challenges and growth trends.



CONSTRUMA EXHIBITIONS FOCUS ON

- Energy-efficient solutions in construction and interior design
- Renewable energy sources
- Innovative solutions
- Options for increasing efficiency in the industry
- Digitalization - modernization - smart homes
- Circular economy
- Education of professionals





PLANNED PROFESSIONAL EVENTS

CONSTRUCTION INDUSTRY GALA EVENT

- To be held on the first day of the exhibition, by inviting exhibitors and leading market players

PREMIUM CONFERENCE PROGRAMMES

- Prestigious construction industry conference
- Trade conferences on current issues of the construction industry
- Conference for homeowners' association representatives
- Further professional training for architects and engineers
- Solar conference
- Wood and furniture industry presentations, workshops
- Conference for stonemasons

DEMONSTRATIONS, COMPETITIONS, GUIDED TOURS

- Practical demonstrations
- Roundtable discussions
- Competitions for young professionals
- Guided tours for architects and engineers
- Islands showcasing interior design trends
- Hungarian Design stand with the works of young designers
- Workshops

CONSULTING

- Construction industry
- Building engineering
- Financing
- Interior design



PROFESSIONAL PARTNERS OF THE ASSORTMENT OF EXHIBITIONS:

- ÉVOSZ, National Federation of Hungarian Building Contractors
- ÉMSZ, Hungarian Association of Building Insulators, Roofers, Tinsmiths, and Carpenters
- MÉK, Chamber of Hungarian Architects
- MMK, Hungarian Chamber of Engineers
- HKVSZ, Hungarian Refrigeration and Air Conditioning Association
- MGVE, Hungarian Propane-butane Gas Industry Association
- MÉGSZ, Association of Hungarian Building Services Engineers
- MÉKKSZ, Coordinative Association of Hungarian Building Services Engineering
- MNNSZ, Hungarian PV and Solar Collector Association
- FABUNIO, Hungarian Wood and Furniture Industry Union
- National Industry Board of Stone Carvers and Artificial Stone Contractors
- National Association of Interior Designers



TARGET GROUPS OF VISITORS

KEY PROFESSIONAL VISITOR TARGET GROUPS

- ENGINEERS
- REPAIRMEN, BUILDING CONTRACTORS
- PLANNING ARCHITECTS, INTERIOR DESIGNERS
- CONSTRUCTION SITE MANAGERS
- INTERIOR DECORATORS
- WOOD AND FURNITURE INDUSTRY PROFESSIONALS
- TEACHERS/STUDENTS OF PROFESSIONAL EDUCATIONAL INSTITUTIONS

END USERS

- CONSTRUCTION PLANNERS
- PREPARING FOR RENEWING THEIR HOME



STRUCTURE OF VISITORS

Decision maker power



45% owner
30% employee
13% top manager
12% manager

Aim of visiting



60% professional
40% end user



MULTI-CHANNEL COMMUNICATION

Value of communication: 125 M Ft



Outdoor

1 months,
millions of reach



TV

2 weeks, for
nationwide and
boarderline
reach



Online

2 months,
15 M online
impulses,
52 tousends
of clicks



Print

25 magazines –
52 appearances



DM

8 times for 70 thousand potential visitors
(own database)
3 times for 100 thousand

doors, windows
INSULATING
stone
coverings
lighting technology
ventilation
BATHROOM
design
INTERIOR DESIGN

wellness

AIR TECHNOLOGY

KITCHEN

Sanitary technology

RENEWABLE ENERGY

BUILDING MATERIALS

roof

HEATING

furniture



WHY IS IT WORTH EXHIBITING?

- exhibition is a complex marketing communication tool
- excellent business opportunity, personal communication opportunity
- it is excellent for direct sales, testing new products, assessing market needs and increasing the company's image
- gives you the opportunity to expand your network of contacts and win new customers
- the event is accompanied by colorful accompanying programs, lectures, and workshops that attract visitors
- as an exhibitor, you can hold a special product presentation or a practical presentation on stage
- a broad, national media campaign helps to attract visitors
- you can maintain a relationship with your business partners under special conditions - we provide free entrance tickets upon invitation of your partners
- you can also reach new target groups with the visitors of the exhibition taking place at the same time
- you can expand your existing database
- professional exhibition organization company, experienced organizing team helps you to participate successfully



EARLY BIRD DEADLINE:
15th OCTOBER, 2022

APPLICATION DEADLINE:
31st JANUARY, 2023

VENUE:

HUNGEXPO Budapest Congress
and Exhibition Center
H-1101 Budapest,
Albertirsai út 10.

OPEN:

Trade days:

29-30 March 2023: 10 a.m. – 5 p.m.
31 March 2023: 10 a.m. – 6 p.m.

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WE WORK FOR YOUR SUCCESS: HUNGEXPO Ltd.

CONSTRUMA, HUNGAROTHERM

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Further information, application:

www.construma.hu/en

www.hungarotherm.hu/en

www.otthon-design.hu/en

