

BATIMAT 2009

A success for all its participants

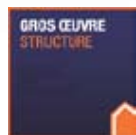
Press Release
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With its focus on sustainable renovation, BATIMAT 2009, the International Construction Exhibition, was a real success for all its participants, whether exhibitors or visitors. Visitor numbers fell slightly by 2,382 to 380,168, but, with the current crisis resulting in a sluggish economy, the 27th show provided a bright point for the 2,382 exhibitors occupying 109.800 net m2 of exhibition space. Many of them were able to benefit from the absence of various rivals to conclude deals and to take advantage of the high quality of the visitors and the loyalty of senior company managers (contractors, specifiers...).

The event was also a success for visitors, whose satisfaction level was 94%. Whatever the sector of the show (Structure, Joinery & Fenestration, Finishing & Decoration, Equipment & Tools, Sustainable Building Management, IT, Company Services), visitors were able to discover numerous exhibitor innovations linked to the Grenelle de l'Environnement [French Environment Initiative] and energy efficiency and to attend numerous conferences. As a result, BATIMAT confirmed its status not just as a key meeting point for building professionals but also as an international show.

BATIMAT 2009 was a good show for the exhibitors

For many, it was not the overall number of visitors to the 27th show that counted. The exhibitors did note the absence of certain partners but this slight fall in visitor numbers in no way impaired the number of deals done or discussions held on the stands. Quite the contrary, in fact, as these initial impressions from a range of exhibitors drawn from the various sectors show.



POUJOLAT, the European leader in chimney flues and metal roof outlets, made a major return to BATIMAT after an absence of six years and was very satisfied with the show. Jean-Baptiste Delacroix, the stand manager, declared, "We attracted over 3,000 people to the stand in the space of 6 days, which represents 1% of the total number of visitors to BATIMAT. This was a great success. For us, the crisis was a good thing, because the visitors were of high quality. The people who came to our stand had actual projects that we were able to respond to in a way that satisfied all the current problems in the market."

The same experience was reported by RHEINZINK, who found the 2009 show even more satisfactory than the previous one. "Visitor numbers on our stand were up on 2007. French decision makers were at the show and it gave us the opportunity to attract our key targets, specifiers (architects, roofers-zinc fitters) and customers (merchants). We achieved an immediate and very positive return, with the first projects planned before the end of 2009", noted Daniela Maute, Communications Manager.

For IMERY'S TERRE CUITE, BATIMAT was, "undoubtedly a major event in the construction sector. Despite a slight fall in visitor numbers, the 2009 show generated very high quality trade contacts for the company with firms involved in roofing/joinery and masonry/plastering. These visitors were looking for specific responses for energy performance and low consumption buildings, which allowed us to promote our solutions for sustainable housing."



As Fabrice MILLET of Groupe MILLET, a French manufacturer of made to measure doors and windows in wood, PVC, aluminium and steel, explained, "BATIMAT 2009 was an exceptional show for us, particularly as we received a Bronze Batimat in the Innovation Awards and an Energy Efficiency special mention for our new generation of wood, aluminium and breathing windows. These innovations enabled us to attract 50% more visitors to our stand than in 2007, which is a very steep rise, and a very significant proportion of these were architects."



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Daniel Verplaetse of DVL.LIGHTING, which had a stand in the Joinery & Fenestration hall in order to make contact with veranda installers, reported, "BATIMAT 2009 was a great success because we have already concluded sales deals that are important for our future. Despite lower visitor numbers than the previous show, the quality of the visitors was of crucial importance for our small company. It allowed us to reach the core target and we also found growing interest from other sectors in our patented new range of LED lighting. Our enthusiasm and our optimism have already led us to plan a DVL.LIGHTING presence in a second hall at BATIMAT 2011".



A manufacturer of tiles for bathrooms, kitchens, spas and well being and technical solutions, PORCELANOSA took part in BATIMAT for the first time. Magali Ferrant, Communications Manager, stated, "We were very pleased with our presence at BATIMAT, which allowed us to meet tradesmen, tile layers, general building companies, distributors, architects, hoteliers... from all over France (85%) and abroad, especially from North Africa and Lebanon. The visitors showed a great deal of interest in our products. Many had projects in hand and came to our stand to choose suitable materials and to request a quote. We are currently in the process of responding to the numerous requests recorded".

With regards to the current economic situation and despite concerns at the outset, PAN ALL+MULTIWALL, a manufacturer of partitions and panels, was pleasantly surprised to have so many visitors at the show. Mr Colomies commented, "So far, we have signed two deals and are expecting several more between now and the end of the year. With 1.064 contacts recorded (compared with 482 in 2007), we are very happy to have taken part, especially as 36% of them were developers, architects, major accounts... excellent contacts in other words".



For KILOUTOU, a major French player in the hire of equipment for the building and civil engineering industry, industry and services, local authorities and individuals, "This first trial was transformed by a successful show where those involved in building and civil engineering visited with the intention of viewing and building the future." Fabrice Moncaut confirmed, "BATIMAT 2009 lived up to our expectations in terms both of the quality of the organization and its relevance, with some 2,500 visitors coming to our stand. We were able to show off our latest innovations not just to our customers but also to a much larger number of prospects, who discovered us through BATIMAT. A large proportion of these were foreign visitors drawn from North Africa, the Middle East or South America, which allowed us to develop the Kiloutou brand in these countries."

Mr Fossa, Chairman of IMER France, a manufacturer of equipment for building and civil engineering, also noted the very substantial rise in visitors from North Africa, "We were very satisfied with our presence at the 27th show and the customers who travelled to it proved to be high quality contacts. For IMER France BATIMAT continues to be a vital show for the construction sector."



The Sustainable Building Management hall was also a great success, as the experience of Audrey Llort, Marketing and Communication Manager of IO-HOMECONTROL confirmed, "We were very satisfied with our first participation in this show. It was an event packed with innovations that attracted large numbers of visitors and cast a very positive light on a sector in crisis. This show provided proof of the dynamism and the efforts to develop being made by the sector. IO-HOMECONTROL attracted numerous high quality visitors who were a close match to our target and our expectations and who came to BATIMAT with real problems to solve."



For AUTODESK, a publisher of CAD software for architecture, engineering and building with a stand in the IT hall, "This show showed no effects of the crisis in terms of participation and purchasing. Professionals may have attended BATIMAT to invest but given the economic situation they took advantage of it to choose a new IT solution and took the time to learn. The AUTODESK stand saw a 10% rise in visitor numbers compared with 2007 and there were more decision makers and professionals interested in the innovations."

High quality visitors, satisfied exhibitors, contacts doing deals at the show, BATIMAT 2009 was once again a forum for exchanges and high quality meetings and a source of optimism for the months to come.

BATIMAT, an increasingly international show

The 27th BATIMAT confirmed its international standing, with the 849 people who visited as part of foreign delegations in 2005 climbing to 1,600 this year. There were delegations from new countries such as Chile, Denmark and Norway, as well as larger delegations from countries such as Brazil (+ 33%), Canada (+ 30%), Russia and the countries of North Africa (Algeria, Morocco, Tunisia). The number of Algerian visitors grew substantially (+55%) and Morocco and Tunisia were the two countries from which the largest number of foreign visitors came, contributing 4,221 and 3,241 visitors respectively.

One reason for this interest from North Africa was the series of special events staged over the first two days of the show. The dedicated conferences were a great success and each attracted nearly 200 people. In the case of Russia, which was country of the year, a conference was held on the Sochi Winter Olympic Games, and this excited a great deal of interest from exhibitors and visitors whatever their nationality.

BATIMAT, a series of very successful conferences

In response to the major changes in the construction trades initiated by the Grenelle de l'Environnement [French Environment Initiative] and its Building Plan, BATIMAT 2009 staged four major events for its visitors: the International Architecture Conference, the Quality and Sustainable Development Forum, the Accessibility for All space and the TV studio. These conference and discussion spaces allowed major topical subjects to be dealt with and for leading figures in these developments to outline their points of view.

Current or future regulations, the financing of energy renovation projects, the development of renewables, accessibility for persons with restricted mobility... were all subjects dealt with in the TV studio by Benoist Apparu – Secretary of State for Housing and Town Planning, Philippe Pelletier – President of the Strategic Committee of the Grenelle's Building Plan, Bruno Lafont – CEO of Lafarge, as well as the Presidents of CAPEB and the FFB, Jean Lardin and Didier Ridoret. Valérie Létard – Secretary of State to Jean-Louis Borloo, participated in the Quality & Sustainable Development Forum.

Another conference saw 12 internationally renowned architects present a number of their projects demonstrating how the building of the 21st century could reconcile architectural excellence and environmental demands. They included Christian de Portzamparc, who presented Galeo, the new headquarters of Bouygues Immobilier.

A total of over 4,500 attendees searching for answers to the major challenges in their industry took part in these events.

The next BATIMAT will take place from 7th to 12th November 2011 at Paris - Porte de Versailles

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