



## **Preliminary report on BATIMAT 2007**

With a bigger exhibition area than in 2005, BATIMAT 2007 attracted more visitors and more major information providers, and reinforced its role as a catalyst for progress in the building sector.

### **Visitor numbers up slightly**

The show attracted 447,738 visitors in total – never have BATIMAT's exhibitors had such a vast trade audience.

Apart from the Paris region, the main French regions represented were Rhône-Alpes, the Loire, Northern France, Brittany and central France. There was a big increase in the number of attendees from Champagne and Lorraine thanks to the opening of the new TGV East.

The number of international visitors was up even more than the number of French visitors, going from 18% to 18.5% of the total. Again there was still a high turnout from countries outside Western Europe, such as Morocco, Tunisia, Russia and Brazil, with a massive rise in the number from Poland which was the guest of honour at BATIMAT.

The breakdown by activity sector is relatively similar to that of 2005, but with a slight increase in the number of contractors and dealers and a slight drop in the number of manufacturers (non-exhibitors), from around the world.

### **Unprecedented media coverage**

BATIMAT has never seen such media interest, from both the print media and radio and television. This is no doubt linked to the presence of three ministers and secretaries of state, Jean-Louis Borloo, (Environment and Sustainable Development Minister) Christine Boutin (Housing Minister) and Nathalie Kosciusko-Morizet (Secretary of State for the Environment).

The media were chiefly interested in the exhibitors' innovations, especially the winners of the various competitions. But they also gave massive coverage to the exhibition's two flagship events, the Trends Area: "La Matière Autrement" – devoted to materials – and the House of the Future.

The TV channel "Du Côté de Chez Vous" was present throughout the show featuring 20 or so TV studio interviews and countless reports from the stands, which were a great hit.

### **Sustainable development, a key issue**

After the recent conclusions of the Grenelle Environment Forum, sustainable development was the key theme of a number of events, talks and interviews throughout the exhibition. More than 5,000 professionals took part in the talks arranged by BATIMAT and its partners.

The Architects' conference comprising 7 half-day sessions, organised with the International Union of Architects, fulfilled all its promises and focused on architectural and technological innovations promoting sustainable development.

See the exhibition photos and videos at [www.batimat.com](http://www.batimat.com)

The next BATIMAT takes place from 2 to 7 November 2009.

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