

Press release



GREEN BUILDING:
BUILDING ENVELOPE &
TIMBER CONSTRUCTION

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DACH+HOLZ International: All roads lead to Stuttgart in March 2024

Exploring innovations, testing products, exchanging ideas, making one's own company fit for the future or enthusing the next generation for your trade: there's a plethora of great reasons to visit DACH+HOLZ International 2024.

Munich/Stuttgart, 13/12/2023 – From 5 to 8 March 2024, Stuttgart will be the roofing and timber industry's Mecca with DACH+HOLZ International taking place in the Baden-Württemberg's capital. In six halls and on 75,000 square metres of gross exhibition space, more than 500 exhibitors will provide information, show products and present systems on what the future holds for roofers, carpenters and building plumbers. From digitalisation to human resources and sustainability - the focus topics at DACH+HOLZ International cover the industry's most vital issues.

Plenty of space for dialogue

These focus topics and more issues will be reflected in the newly installed Workspaces, areas focusing on "Sustainability & Future" (Hall 4), "Digitalisation & Social Media" (Hall 6), "Plumbing" (Hall 7), "Start-ups & Innovations" (Hall 8), "Human Resources and Occupational Safety" (Hall 9) as well as all current topics relating to wood (Hall 10). In keeping with the motto "People are working here, please disturb us!", these areas will be used for joint dialogue. Product presentations invite visitors to test and try out products. In addition, discussion rounds, pitches and networking in chill-out areas ensure a varied programme in every hall. Numerous other networking events and opportunities for an international exchange of experiences complete the trade fair's programme - including the popular industry evening on Thursday, 7 March 2024, to which all exhibitors and visitors are cordially invited.

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Explore innovations

In addition to valuable information exchange, product novelties make their grand appearance at DACH+HOLZ International. Many companies exhibit new products in the exhibition halls and get direct feedback from the trade fair visitors. However, it is often smaller, unknown enterprises that present and provide clever solutions for the everyday life of tradespeople. About 20 of them are concentrated in the start-up area in Hall 8, where they display their innovations and solutions. This year, again, the start-ups will have plenty of opportunities to impress the public with their products in short pitches. Whichever of them convinces the expert jury will be presented with the "Start-Up Award" on Thursday, 7 March at 11 a.m.

Limbering up in social media

Another novelty on the trade fair programme are the social media consultation sessions with influencer professionals from the industry. How do I present my company on social networks? How do I draw attention to my business? What makes good content and how do I ensure reach? Renowned influencers from the building trade will be present at the fair and available for help and advice. Anyone seeking advice in social media matters may consult Remo Klinger (@zimmerer_auf_insta, 34,300 followers), Hannah Scheurer (@holzbau_tussis, 47,100 followers), Selim Fritz (@DACHPRO, 56,500 followers) or Sina Klein (@dachdeckerin_sina, 40,500 followers). Interested parties can book online a free of charge 20-minute slot (on <https://www.dach-holz.com/en/homepage/> from January 2024). Valuable input and customised solutions will be provided, for example how to successfully address young talent via social media.

Strong for the next generation

In addition to social media activities, visitors can also get young people interested in the trade by visiting the trade fair. That's why DACH+HOLZ International provides for schoolchildren and youngsters a broad offer - from discovering the industry and marvelling at its achievements to actively participating and trying out new things as well as exchanging ideas with professionals and like-minded people at eye level. Instagrammers, trainees, national team members and youth ambassadors will be present at the trade fair to answer their questions. Those who want to experience pure action, should take a look at the training sessions of the national carpentry and roofing team. In the exhibition halls, one can watch up close how the respective teams are preparing for the upcoming world championships. The

ZVDH (Central Association of the German Roofing Trade) and Holzbau Deutschland (Timber Construction Germany) will also be informing about the variety of roofing and carpentry professions and further training opportunities. To ensure there is no shortage of fun, video games and VR goggles provide entertainment. School and vocational school classes receive free admission to DACH+HOLZ International.

"DACH+HOLZ CONNECT": New networking platform

The brand new installed digital platform "DACH+HOLZ CONNECT" offers personalised and interactive functions to intensify exchange between exhibitors and visitors. Categories and topics can be selected and filtered to quickly retrieve the desired exhibitor content. Users can use the search function to find suitable exhibitors, contributions and programme items, for which they can also register with just one click. In addition, the watch list and interactive hall lay-outs make it easy to plan a visit to the trade fair, allowing users to create customised tours of the trade fair. The contact function also gives users the opportunity to write to other people, network and then meet up in person on site. To use the "DACH+HOLZ CONNECT" platform, trade fair visitors can register free of charge at <https://connect.dach-holz.com/en>.

DACH+HOLZ International – the trade fair for green building: building envelope and timber construction – will take place from 5 to 8 March 2024 at Stuttgart Exhibition Centre. For more information on registration for start-ups have a look at <https://www.dach-holz.com/en/>.

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Note to editors:

All press texts and press photos for DACH+HOLZ International can also be downloaded at: www.dach-holz.com/en/presse