

Every 2 years, in Paris, le Mondial du Bâtiment, including **BATIMAT**, **INTERCLIMA** and **IDÉOBAIN** showcases the materials and solutions for today's and tomorrow's buildings.

The **decision-makers, specifiers and installers** network with other construction industry professionals sharing the value of **discovering the latest designs, technologies and innovations**, and building **successful business relationships**.

They will find answers to their questions about regulations and technologies shaping the construction industry. The materials, technologies, tools and solutions showcased strive for excellence, in areas including **energy efficiency, comfort and convenience, cost saving and connectivity**.

There is a strong focus on **training, demonstrations and the sharing of experience**, open to everyone and supporting the players in their **business development**.

2,362 EXHIBITORS

43%
French exhibitors
(996 exhibitors)

57%
International exhibitors
(+6 pts vs 2015 1,366 exhibitors)

WHY PARTICIPATE

- > **PROSPECT** new clients for French and international markets
- > **ENHANCE** the company's image
- > **LAUNCH** a new product, service or innovation

BOOST YOUR 2019 EDITION



ECONOMIC WEIGHT AND DATA

French market activity

Building works
€126 bn

Tertiary buildings
€49 bn

Residential buildings
€77 bn

New buildings
€51 bn

Renovation
€75 bn

Project started in 2017
23,967,000 sqm

Source: FFB, December 2017 figures.

319,215 VISITORS

110,852 (35%)
Fitters/
Installers/
Entrepreneurs

60,391 (19%)
Specifiers/Prime
contractors/
Contracting
authorities

57,499 (18%)
Trade/Distribution

50,526 (16%)
Manufacturers

39,947 (12%)
Organizations
& Services



65,745
International visitors
86% Europe
8% Africa
3% Asia
3% The Americas



253,470
French visitors
38% Paris region
62% France

The best exhibition to:

GET KNOWN

+ than **760** journalists

SOCIAL MEDIA: + than **4.9** million views

PRINT*: **2,054** press releases + **2,731** press mentions

TV: **38** TV shows + **35** TV news being 7h21 air time

RADIO: **41** broadcasts being 5h24 air time
*to 31/12/2017

LAUNCH A PRODUCT

+ than **1,800**
presented innovations
and new products



REACH THE FRENCH MARKET



253,470
French visitors

INTERNATIONAL DEVELOPMENT

175 countries visitors

66 delegations from **24** countries

French-speaking countries in the spotlight:

46 delegations from **15** countries

DEVELOP YOUR DATABASE

- > Get badge readers to scan your visitors badge and get their data
- > Configurable option to make marketing decisions
- > Get access to the pre-registered visitors database to prospect BEFORE and AFTER the exhibition
- > The digital matchmaking to create traffic on your stand and keep in touch AFTER the exhibition



A unique image builder and business generator!