Team effort is something we hear a lot about, most recently of course in the context of the World Cup in South Africa. But it’s something that very much also applies to BAU. In a team, each individual supports the others, all of them working together towards success. And in this case, for your success! We are proud to present the team players at work behind the scenes at BAU—the members of the Advisory Board and the Exhibition Management team (see photo above). This dedicated force is now entering the final phase of preparations, ready for the start in just four months time!

Without the efforts and dedication of our partners in industry and trade, BAU would not be where it is today: Germany is BAU’s home, in Europe it is Number One, and around the world it sets the standard. Like a well organised football team, we don’t rely on luck and chance—we follow a plan, a strategy. This strategy is developed in close cooperation with the bodies that support us: the Advisory Board, staffed by representatives of the exhibitors; and the Board of Curators, which comprises all the main trade associations in the building industry in Germany.

Together we decided—in spring 2009—to position BAU in future as the “World’s Leading Trade Fair” for the industry. This decision came in the wake of the success of the last edition of BAU, which despite the economic crisis managed to set a new visitor record. Over 37,000 of the total of over 212,000 visitors came from outside Germany.

From the many conversations we had with participants, we are well aware that BAU is also very popular with architects, planners and project developers, in particular from the Middle East. And that it is highly regarded as a platform for communication and information.

As a result the next logical step is to focus even more strongly on the world beyond the borders of Europe—without of course neglecting BAU’s roots in Germany and Europe. In the coming months our marketing campaign to visitors will be getting into top gear: BAU 2011 will be promoted in all channels around the world, communicating its message to all its visitor target groups, from the skilled trades to urban planners. On a worldwide promotion tour we will be giving presentations in China, India, Iran, Japan, South Korea, North Africa and elsewhere. This time the bar is set particularly high: we want to at least equal the excellent result of 2009 and above all to increase the international proportion still further. You, too, can give us your support in this. Because you—our exhibitors and visitors—are our most important multipliers.

Set out on the next 16 pages, you can get a glimpse of how BAU 2011 will be pitching itself, and what you can expect from the World’s Leading Trade Fair for Architecture, Materials, Systems. I hope you enjoy the read!

Yours sincerely,

Dr Reinhard Pfeiffer
Managing Director, Messe München GmbH
Joachim Hein, Kasberger Baustoff GmbH

Kasberger has been a visitor at BAU for over 20 years. We also invite our customers to BAU—from architects and planners to building firms and roofers, as well as private individuals interested in building their own home. We organise the entire visit for them, including snacks and the coach journey to Munich. Interest is very high. On average we always manage to fill ten buses, that’s around 500 people. We go to BAU on four of the days, and all of our employees who want to go also get the chance. Around 50 to 100 firms with which we work and whose products we sell exhibit at BAU. Many of our industry partners organise a special programme for our customers, including exclusive demonstrations. We produce a guide to the fair, especially for our customers, in which we list what our industry partners are exhibiting and when. For us BAU is by far the most interesting fair. Visiting it with our customers has been a real success now for many years. It’s a great way of cementing our relations with customers and deepening contacts with our industry partners.

About Joachim Hein
Joachim Hein has been Managing Director of Kasberger Baustoff GmbH since 1999. He joined the company in 1991, first as Sales Manager Wholesale, then as overall Sales Director. Joachim Hein is also the regional chairman of BDB—Bundesverband Deutscher Baustoff-Fachhandel.

Kasberger Baustoff GmbH, based in Passau, was founded in 1896. Today the company has 240 employees in five locations in eastern Bavaria and a subsidiary in Austria. Kasberger markets building materials for building construction and civil engineering. Its target groups are architects, planners and processing firms in the building trade. Its average annual turnover is in excess of EUR 63 million.

Françoise-Hélène Jourda, Jourda Architectes Paris

In Europe and around the world now we are having to rethink the way we build and the way we use space, and in this context BAU is becoming ever more important as a place to exchange knowledge, to share information and to look at different solutions. If we are to successfully tackle the issues of climate change and dwindling resources, we will have to move away from the division between the individual traditional trades and together develop a new joint culture of building. Is “green business” the solution? I cannot say, but the opportunity to talk with each other, to discover, and to discuss different solutions, is essential if we are to meet the challenge of reducing greenhouse gas emissions.

About Françoise-Hélène Jourda
F.-H. Jourda is the founder and director of the architectural practice of JAP (Jourda Architectes Paris). Since 1999 she has also been a lecturer at the Technical University of Vienna, Austria, and Director of EO.CITE, a firm of consultants on architecture and town planning.

Sustainable building is a main concern for F.-H. Jourda. It is the principal theme in her teaching at the Technical University of Vienna, the raison d’être behind EO.CITE, and the goal of her work as an architect and town planner at JAP.