



CONSTRUMA

– ENGINE FOR THE GROWTH OF THE CONSTRUCTION INDUSTRY

40th International Building Trade Exhibition

The flagship of the exhibition group, Hungary's largest construction industry exhibition in Hungary and internationally acclaimed professional exhibition, offers a range of themes covering everything building professionals or end users may need for their construction projects. Its integral part is RENEÓ, an exhibition presenting the theme of renewable energies, which is a subject field of particular interest for the final users. Building engineering manufacturers can showcase their novelties in this event in every even year.

CONSTRUMA AWARD – FOCUS ON INNOVATION

After their presentation in the leading international exhibitions, CONSTRUMA is the most outstanding professional forum for manufacturers to showcase their novelties in Hungary for the first time for the widest possible professional and end user base. The CONSTRUMA AWARD has been giving the limelight for the innovative products of exhibitors. Applications are evaluated by a prestigious professional jury and the products of the winning companies will be in the focus of attention even before the exhibition.



HOMEDesign

– THE LATEST TRENDS OF INTERIOR DESIGN

10th Home Making Trade Exhibition

A stable part of the CONSTRUMA assortment, the exhibition features everything from kitchen technology and bathrooms to living rooms and everything else necessary for creating a home interior. Nearly half of the visitors already show interest in the subject.



NEW! BRANDNEW PLACEMENT OF PRODUCT GROUPS

We are planning to host the exhibition in 3 pavilions in 2022, with a more thematized layout by utilizing the opportunities offered by the new pavilion structure.

Kitchen and bathroom are the most accented area in any home, and this fact is reflected in the visitor interest as well. That is why we decided to give a more emphasized placement and area for both within the exhibition. The thematized layout helps the orientation of visitors as well. One pavilion will be full of kitchen thematic. In the second will show tiling and sanitary ware alongside the bathroom section while the third pavilion will showcase furniture together with flooring, heating and lighting technology, carpeting and design.



INTERIOR DESIGN TRENDS

Upon HUNGEXPO's request, the Association of Hungarian Interior Designers helps us to present the latest interior design solutions, colours and styles to visitors in a highly impressive, home interior-like environment every year. In 2022, trend presentation will be coupled with interior design consulting at various locations within the exhibition.

HUNGARIAN DESIGN

Right from the beginning, the exhibition has always aimed at providing a platform for the Hungarian design industry. The professional side of the presentation is reinforced each year by the HUNGARIAN DESIGN stand, which is composed of the design fruits of an entire year, with many creations making their debut here. The stand allows dozens of designers to present themselves each year.

HUNGARIAN FURNITURE INDUSTRY

The Hungarian Wood and Furniture Industry Union (FABUNIO) considers HOMEDesign exhibition as a key forum. The Union organizes several professional programmes for the exhibition in order to promote the Hungarian joinery and furniture industry.



IT'S STILL WORTH BEING AN EXHIBITOR

- It's the region's leading professional exhibition and forum
- It's the most prestigious Hungarian professional exhibition
- It enables you to reach out to final users directly as well
- It is a complex and unique assortment of exhibitions based on the synergy of multiple fields
- Tens of thousands of potential customers with high buying power
- Extensive professional support, rich professional programs
- Industry representatives and decision makers are welcomed by high-end professional presentations, conferences and business forums
- The event allows you to intensify your relations with your existing customers and acquire new ones
- Satisfied exhibitors and visitors
- Nationwide media campaign - national and boarderline reach, wide DM campaign
- Customized services to increase the efficiency of your presence



EARLY BIRD DEADLINE:

15th OCTOBER, 2021

25% discount from the listed space fees of covered area

APPLICATION DEADLINE:

15th JANUARY, 2022

10% discount from the listed space fees of covered area

The place, where plans become reality.



HOME CREATION EXHIBITION BOUQUET



6-10 April 2022



hungexpo

www.construma.hu/en

VENUE:

**HUNGEXPO Budapest
Congress and Exhibition Center**
H-1101 Budapest, Albertirsai út 10.

OPEN:

Trade days:
6-8 April 2022

9 a.m. - 6 p.m.

Public days:
9 April 2022
10 April 2022

9 a.m. - 6 p.m.
9 a.m. - 5 p.m.



hungexpo





HOME CREATION EXHIBITION BOUQUET

The CONSTRUMA assortment of exhibitions is Hungary's only prominent professional forum which covers the entire spectrum of home-making, from construction work to interior design. Thanks to its complexity, it is unique in the East-Central European region. Year by year, hundreds of exhibitors bring their novelties to showcase their products and their creative, professionally outstanding solutions. For tens of thousands of visitors, this forum has been playing a key role in expanding their business contacts, assessing novelties and professional growth for decades. As far as end users are concerned, this event is vital for anyone preparing for a building or renovation project, in order to get the most comprehensive overview on the market supply, novelties, financing and the most modern products.

THE YEAR 2022 MARKS A DOUBLE JUBILEE FOR THE EXHIBITIONS: CONSTRUMA AND HOMEDSIGN WILL BE HELD FOR THE 40TH AND THE 10TH TIME, RESPECTIVELY.

WE LOOK FORWARD TO WELCOMING YOU TO THE MOST PRESTIGIOUS FORUM OF THE CONSTRUCTION INDUSTRY AND INTERIOR DESIGN IN HUNGARY!

BOOK YOUR PLACE FOR THE 2022 JUBILEE EXHIBITION AS SOON AS POSSIBLE!

RENEWING EXHIBITIONS – QUALITY FOR THE PROFESSION

The recent period has brought on and accelerated such trends in the construction industry, interior design and exhibition organization that urged us to renew our exhibitions as well.

SHORT-TERM GOALS:

- Improve and increase professional level
- Make the event more attractive for professional visitors
- Even closer cooperation with professional organizations
- Organizing new type programmes in addition to the conferences designed to provide professional growth
- Increase the rate of novelties by enhancing manufacturer presence
- **Vital professional event for the entire trade**



RENEWING PROFESSIONAL PROGRAMMES – PLANNED

NEW! CONSTRUCTION INDUSTRY GALA

- To be held on the first day of the exhibition, by inviting exhibitors and leading market players

PREMIUM CONFERENCE PROGRAMMES

- **NEW!** Prestigious construction industry conferences – with an international outlook
- Professional conferences on current construction industry issues
- Mandatory professional training programme by the Chamber of Hungarian Architects and the Hungarian Chamber of Engineers
- **ROOFERS' DAY** - organized by ÉMSZ Hungarian Association of Building Insulators, Roofers, Tinsmiths, and Carpenters

- **WOOD INDUSTRY DAY** - organized by the Hungarian Furniture Association FABUNIO)

DEMONSTRATIONS, COMPETITIONS

- Practical demonstrations
- Roundtable discussions
- Competitions for young professionals
- Interior islands showcasing interior design trends
- Hungarian Design stand – with the works of young designers

CONSULTING

- Construction industry
- Financing
- Interior design

VISITORS

Key professional visitor target groups

- ENGINEERS
- REPAIRMEN, BUILDING CONTRACTORS
- PLANNING ARCHITECT, INTERIOR DESIGNERS
- CONSTRUCTION SITE MANAGERS
- INTERIOR DECORATORS
- WOOD AND FURNITURE INDUSTRY PROFESSIONALS
- TEACHERS/STUDENTS OF PROFESSIONAL EDUCATIONAL INSTITUTIONS

End users

MULTI-CHANNEL COMMUNICATION

100M-HUF
NATIONAL CAMPAIGN

155
billboards - nationwide

650
TV spots – for nationwide and
boarderline reach

17 M
online impulses – social media, business
sites, newsletters

65
print appearances – professional press,
magazines, business press

70
thousand potential visitors (own
database) targeted by DM campaign

RENEWED EXHIBITION CENTRE – PREMIUM VENUE



Revitalization project of HUNGEXPO Budapest Congress and Exhibition Center finished in 2021, thus completing the area's most significant development programme in the last 50 years.

In 2022, CONSTRUMA exhibition bouquet will welcome its exhibitors and visitors in the renewed exhibition centre's pavilions. The area's new pavilion system and the uniform quality of brand new and renovated pavilions allow for an even higher level in terms of designing and implementing exhibitions. HUNGEXPO remains fully prepared for organizing exhibitions in potential pandemic circumstances: Due to the tried and tested health safety measures, the existing equipment allows us not only to restart our exhibitions but to drive Hungary's economic growth as well.

Despite the changes, the role of exhibitions will remain vital, since personal contacts will continue to play a key role in business.

FOCUS ON THE FUTURE

- The latest challenges for the construction industry
- Digitalization – BIM
- Innovation
- Customized solutions
- Environment-friendly materials
- Environmentally conscious solutions
- Modernization of building energetics
- Increasing usage of renewable energy
- Design in all areas

PROFESSIONAL PARTNERS OF THE ASSORTMENT OF EXHIBITIONS:

- ÉVOSZ • ÉMSZ • MÉK • MMK • HKVSZ
- MGVE • MÉGSZ • MÉGKSZ • MNNSZ
- FABUNIO • KMVOI • LOSZ