

# BATIMAT

Building & remodeling solutions

**BATIMAT** is the multi-specialist and international show in the construction industry. All the industry players (installers, merchants, specifiers, project contractors, architects) and all decision-makers meet there to choose today's or tomorrow's innovative solutions.

**BATIMAT** is the show to promote or reveal your innovations to decision-makers working either for the French or international market.

**SAVE THE DATE**

**PARC DES EXPOSITIONS  
PARIS NORD  
VILLEPINTE  
04-08 NOV 2019**



## THE INDUSTRY EXHIBITION

**1,778 EXHIBITORS** of which **1,037** international

**196 (11%)**

Exhibitors  
Indoor and outdoor fittings

**533 (30%)**

Exhibitors  
Structure & envelope

**335 (19%)**

Exhibitors  
Worksite Equipments & Tools

**490 (27%)**

Exhibitors  
Joinery & closures

**137 (8%)**

Exhibitors  
IT & New Technologies

**801 (45%)**

New exhibitors

**87 (5%)**

Exhibitors  
Organizations / Services

## PARTICIPATION GOALS

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

## BOOST YOUR 2019 EDITION



**BUSINESS**

**90%**

of satisfied exhibitors



**COMMUNICATION**



**INNOVATION**

**85%**

intend to participate to the next edition

## KEY FIGURES

+ than **500** Innovations and new products

+ than **215** Speeches & conferences

+ than **1,850** Press articles\*

+ than **800** Participants to the guided visits

\*to 31/12/2017



**274,053 VISITORS**

Most represented age range: **41 - 59 years old**



**BATIMAT**

Building & remodeling solutions

**93,178 (34%)**

Fitters/Installers/  
Entrepreneurs  
of which  
top 6 professions:

- **36%** Structure and envelope
- **25%** Joinery and closures
- **17%** Sub-trade
- **13%** Technical sub-trade
- **8%** Operation maintenance
- **1%** Outdoor fittings



**54,811 (20%)**

Specifiers, including:  
**37,271** Prime contractors  
**17,540** Contracting authorities

**46,589 (17%)**

Trade/distribution

**43,848 (16%)**

Manufacturers

**35,627 (13%)**

Organizations & services

**78%**

French visitors

**62%** France  
**38%** Paris region

**22%**

international  
visitors



## WHY EXHIBIT

3 key objectives



Discover innovations  
and new products



Network and interact  
with the sector professionals



Meet suppliers

Visitors  
satisfaction

**93%**