

**Interclima+Elec<sub>HB</sub>, Idéobain AND BATIMAT  
putting the construction professional at the heart of the 2017 edition**

Opening its doors in 6 months, Le Mondial du Bâtiment, which brings together **Interclima+Elec<sub>HB</sub>**, **Idéobain** and **Batimat**, reaffirms its goal of helping every player in the construction industry to capitalise on the recovering market, understand the issues and find optimal solutions.

**But right now everyone in the sector - installers, distributors, architects, design consultancy engineers, economists and developers - can start using a range of services to help them plan their visit. As the event's true ambassadors, the focus will be firmly on them before and during the event.**

**Brand new services to keep visitors informed before and during the shows**

In 2015, Le Mondial du Bâtiment welcomed over 300,000 visitors, including 100,000 installers and over 60,000 project managers/specifiers.

To help them adapt to recent changes, learn about and better understand innovations and the latest products, Le Mondial du Bâtiment is offering even more new services for 2017:

- **A new digital service**, "MySshow", will allow visitors to more easily plan their visit. Once visitors have entered their areas of interest during registration on the event's website, they can log into the "MyShow" area to obtain information on organising transport, getting in touch directly with exhibitors, or adding talks to their digital basket so they can print their own **personalised programme**. The system will also offer suggestions for named exhibitors, visitor trail themes, and talks matching their areas of interest.
- Of the 100,000 + installers visiting in 2015, 60% came from France's regions. In 2017, Le Mondial du Bâtiment is investing even more to make their access easier. So in addition to the 450 shuttles leaving from the main stations in Paris and from Porte Maillot, **on the Tuesday, Wednesday and Thursday visitors will be able to enjoy a completely free transport service from certain retailer car parks**. This service, covering a radius of 300 km around Paris, **will transport them to and from the show**.

Some warehouse stores, such as Bricoman, have already elected to offer this service to visitors.

## Le Mondial du Bâtiment draws its ambassadors from all construction sectors

Alongside the new services dedicated to construction professionals, Le Mondial du Bâtiment wanted to celebrate the men and women who work in the industry. To this end, a new advertising campaign has been created to **highlight the wealth of knowledge possessed by these professionals - knowledge which gives the construction industry its breadth and makes Le Mondial du Bâtiment so valuable.**

To show how people are central to the success of the construction sector, this campaign features **97 professionals drawn from right across the industry, visitors to Interclima+Elec<sub>HB</sub>, Idéobain and Batimat** (architects, design consultancy engineers, masons, weatherproofing specialists, plumbing and heating engineers, electricians etc.) **photographed during their working day.**

**True ambassadors** for the sector, these professionals - all from the town of Combloux in Haute Savoie (South East of France) - will be the stars at the heart of advertising campaigns, newsletters and handouts at the shows, and Le Mondial du Bâtiment will also give them a voice on its social networks.

### Behind the scenes of the campaign

Guillaume Loizeaud, director of Le Mondial du Bâtiment, wanted to *“Put human beings centre stage again, and show the rich diversity of the construction industry. Rather than a conventional campaign, with extras dressed up as professionals, we decided to do something different and photograph real construction industry professionals in their daily lives.”*

Fabrice Peltier, head of production, explains the approach: *“To get out and meet the professionals, we ran a pop-up photo studio on the small industrial park in Combloux in Haute-Savoie, where the region’s main construction players are concentrated. We asked the tradespeople if we could come and see them during their working day, to talk about their work and professional life, and get their take on the changes and challenges of the future. We met professionals from right across the construction sector, architects to site managers, plumbers to design consultancies. Above all, we*

*created opportunities for dialogue enabling us to engage with passionate and dedicated experts who understand how their sector is changing. It’s this human dimension we wanted to capture in our photos.”*

The choice of photographer was no accident: Patricia De Gorostarzu is renowned for her work focusing on travel and human encounters, as featured in her critically-acclaimed award-winning publications (Vintage American, Paris, Rencontres).

*“We are pleased and proud to be able to recognise these professionals, by choosing them as the ambassadors of Le Mondial du Bâtiment and making them the stars of the event’s advertising and promotional tools”,* says Guillaume Loizeaud.



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