

**BATIMAT**  
**IDÉOBAIN**  
**INTERCLIMA+ELEC**<sub>HB</sub>

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le  
mondial  
du bâtiment

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## **INTERCLIMA+ELEC<sub>HB</sub>, IDÉOBAIN, BATIMAT 3 EXHIBITIONS FOCUSED ON THE LATEST CHALLENGES FACING THE CONSTRUCTION SECTOR**

Le Mondial du Bâtiment is one of the leading international events for the building and construction sector, and will take place at the Paris Nord Villepinte exhibition center from 6 to 10 November 2017.

Every two years, INTERCLIMA+ELEC<sub>HB</sub>, IDÉOBAIN and BATIMAT showcase the construction materials and solutions for the buildings of today and tomorrow. In an industry with a positive outlook but which is undergoing profound changes, the 2017 edition of Le Mondial du Bâtiment seeks to help professionals capitalise on the recovering market by helping them understand the new issues facing the construction sector and presenting the solutions.

### Positive outlook for a profoundly altered industry in France

After a better 2016 than predicted, the building sector's growth in France will continue in 2017, with a forecasted 3.4% rise in volume. Construction seems to have entered a new phase of a positive business cycle, particularly supported by a booming new-build market (+7%) for both residential and commercial properties.

Industrial stakeholders are driven by constantly changing regulations associated with the French "Energy Transition" plan and did not wait for market recovery to push forward innovation resulting in major changes across all construction phases.

From digital modelling (BIM) to technological breakthroughs in materials, construction is now a multi-faceted sector (with Energy-Plus and Low-Carbon housing, etc.) that adapts to its time (IoT, Smart Grid, etc.) to offer solutions to users, who are increasingly looking for sustainable solutions to improve their lifestyle and living standards.

### 3 exhibitions to capitalise on the recovering market

- The 2017 Le Mondial du Bâtiment aims to help decision-makers, buyers and installers/fitters to capitalise on the recovering market. **INTERCLIMA+ELEC<sub>HB</sub>**, **IDÉOBAIN** and **BATIMAT** will **present numerous innovations around 4 major focuses to meet the expectations of the different visitor profiles:**

#### **1. Understanding fundamental changes to the sector**

- ✓ **New hall organisation with 6 specific, interconnected trades within a single venue** to better discover the broader range of products and solutions.
- ✓ **Specialised information before, during and after the exhibitions to understand future trends.** A blog and monthly e-newsletters for each exhibition will explain trends and changes in the construction sector, **focusing**

**on 5 themes:** Comfort and Energy in the Tertiary Sector; Living Bathrooms and Interiors; Sustainable Construction; Building of the Future; “Regard sur l’architecture” (Architectural Perspectives).

## 2. Finding solutions to the new uses and expectations of residents

- ✓ **“Des Hubs des Solutions”** will be located in the hall entrances with experts to present assembled solutions that meet the expectations of designers, builders, operators and users.
- ✓ **Keynote speeches** will be organised in major thematic sessions to inform visitors about key issues affecting the industry. Project owners and contractors will be invited to speak and share important testimonials.
- ✓ **Technical workshops** will explain new regulations and discuss real solutions (*Les Matinales de la rénovation*).

## 3. Adopting innovations and technologies

- ✓ **“Live” innovations areas with demonstrators** will present winning products from the Innovation Awards, revealed during a ceremony on September 18, 2017.
- ✓ **Guided tours** will inform visitors about specific topics via a selection of solutions presented by the brands’ technical managers.
- ✓ **Suggested visitor itineraries** will be created to get straight to the point of specific topics.

## 4. Doing business across France and beyond

- ✓ 2017 will see **France and its regions in the limelight:**
  - **significant investments will encourage more French visitors to attend**, whether fitters, distributors or buyers (special events, free buses, clubs and premium services, etc.);
  - the **Influencers Club** will bring together 1,500 top managers of major buyers and project owners;
  - the **Buyers Club** will make it easier for merchants and distributors to attend and visit the exhibitions.
- As special guests, **the francophone countries** will offer the opportunity to meet **policymakers from 84 states and governments** (business meetings with all the project owners from French-speaking countries, conference sessions, etc.).
- **The International Business Club** will offer meetings and business opportunities for all professionals seeking to optimise export business relations.

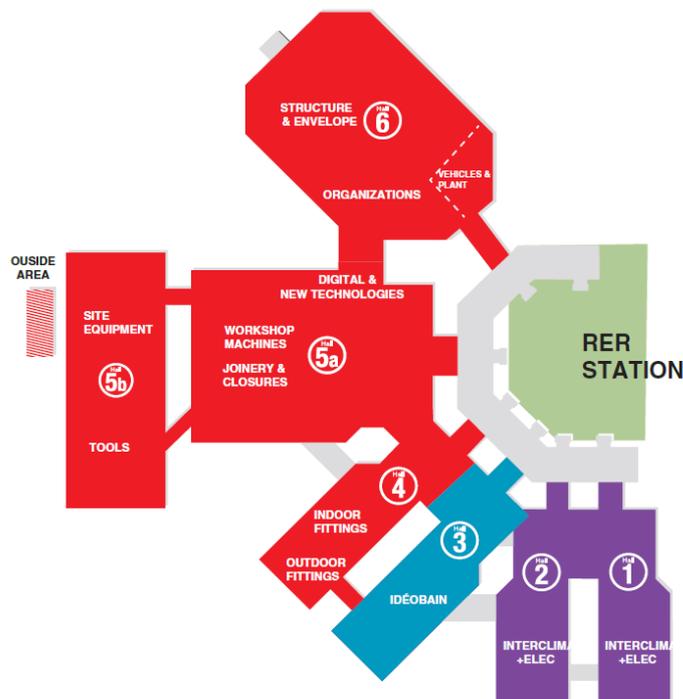
According to Guillaume LOIZEAUD, Director of Le Mondial du Bâtiment: *“In 2017, INTERCLIMA+ELEC<sub>HB</sub>, IDÉOBAIN and BATIMAT will once again bring together the world’s most comprehensive range of building sector’s solutions, innovations, demonstrations and seminars. They are a unique opportunity for professionals to come together in a business-friendly atmosphere in order to respond to the new challenges facing the construction sector. I would like to thank everyone in the sector who is supporting us in making the 2017 Le Mondial du Bâtiment a true celebration of the sector’s rebirth.”*

### 3 EXHIBITIONS TO UNDERSTAND FUNDAMENTAL INDUSTRY CHANGES

■ **NEW HALL ORGANISATION WITH 6 SPECIFIC, INTERCONNECTED TRADES WITHIN A SINGLE VENUE**

Le Mondial du Bâtiment 2017 will use 6 exhibition halls at Paris Nord Villepinte to present the broadest range of products and solutions, broken down into **specific, interconnected sections, following a new organisation** with:

- sections organised by trades for a simpler visitor experience;
- clear sectors that follow the major phases of construction;
- site equipment and tools that attract large numbers of visitors (Hall 5B) and outdoor areas suitable for demonstrations;
- the “Interior and Exterior Décor” sector will be located in Hall 4 at the heart of the exhibition;
- **IDÉOBAIN** will be directly connected to the **BATIMAT** interior sector;
- The more compact **INTERCLIMA+ELEC<sub>HB</sub>** will be directly connected to **IDÉOBAIN** and all **BATIMAT** sections via the gallery.



## ■ SPECIALISED INFORMATION BEFORE, DURING AND AFTER THE EXHIBITIONS TO UNDERSTAND FUTURE TRENDS

**A blog and dedicated monthly e-newsletters for each exhibition** will illustrate and explain innovations, new construction methods and user expectations all year and after Le Mondial du Bâtiment.

Major focuses will be used to respond to the issues of each exhibition.

### **INTERCLIMA+ELEC<sub>HB</sub>: Focus on the TERTIARY SECTOR**

The blog and e-newsletters are created in partnership with the French unions Uniclimate and Gimelec and will discuss the following topics:

- Heating and air conditioning for renovation projects
- Do smart objects have a place in the tertiary sector?
- Ventilation and the European Directive
- Energy-plus housing relaunches solar heating in the tertiary sector
- The role of BMS in the tertiary sector
- Top-selling services and uses that go beyond BMS
- BIM, even for operation and maintenance
- Designing attractive and practical washrooms in the tertiary sector

### **IDÉOBAIN: Focus on Living Bathrooms**

The blog and e-newsletters are created in partnership with the international trend consultants [Peclers Paris](#) and will discuss the following topics:

- Remarkable red
- Space saving
- Lighting
- Wood in design
- Green attitude and saving water
- Home automation
- Customisation
- Reduced mobility / accessibility
- Architecture
- Comfort & Well-being

### **BATIMAT**

4 major focuses will be discussed:

- “Interior design” will also be covered by [Peclers Paris](#), similarly to **IDÉOBAIN** Bathrooms.
- “Sustainable Construction” for major construction topics, including Energy-Plus Houses, energy generation, urban construction, the wood industry, new concrete, revegetation and roof raising/rooftop extensions, which will be discussed by the TBC.
- Building of the Future: smart objects, new uses made possible by data handling and digitalised technology, and disruptive technologies will be discussed by the FFD and the SBA, along with new construction materials and techniques.

- A fourth focus will be discussed using **a unique approach:**

**“Regard sur l’Architecture” (Architectural Perspectives)**

BATIMAT 2017, the innovative exhibition for Construction and Architecture, is aimed at building bridges between the construction professionals (architects, builders, project owners, etc.) who design and construct buildings, and the residents or users who live and work there.

In order to observe and understand rapidly changing architecture, BATIMAT asked *L’Observatoire de l’Habitat Durable de D’Home Productions*, in partnership with *L’Architecture d’Aujourd’hui* magazine, to conduct a major journalistic investigation over several months across France in order to understand what architecture means today.

From well-off families living in high-tech villas in Confluence, a neighbourhood in Lyon, to Libyan refugees sleeping at the temporary housing shelter in La Chapelle, Paris for a few nights, the opinions of users and residents are considered and given as much weight as those of architects, project owners and manufacturers. This unusual approach goes one step further with major names from fields far removed from construction, such as philosophers, writers and scientists. Their different views provide new perspectives on the issues facing contemporary architecture.

### 3 EXHIBITIONS TO FIND SOLUTIONS TO THE NEW USES AND EXPECTATIONS OF RESIDENTS

#### ■ HUBS DES SOLUTIONS

“The Hubs des Solutions” are located in the entrances of the various halls with experts to respond to the specific problems faced by designers, builders, operators and users. They aim to offer a new understanding of the products with comprehensive solutions.

They will present practical, tried-and-tested solutions to emerging problems. Each solution will incorporate multiple products and will be presented throughout the exhibition by an industry expert.

#### **INTERCLIMA+ELEC<sub>HB</sub>: Energy and comfort in the tertiary sector (Hall 2)**

Developed in partnership with Uniclimate and Gimelec to respond to the specific issues faced by contractors and buyers.

#### **IDÉOBAIN: Bathrooms & Interiors (Hall 3)**

Developed in partnership with the AFISB and the international trend consultants, [Peclers Paris](#), to respond to the specific problems faced by project owners, architects and interior designers, in the Hotel, Tertiary and Health sectors, new, collective housing and housing renovation. It will mirror the BATIMAT “Hub des Solutions” in Hall 4, offering a more comprehensive perspective.

**BATIMAT:** Three “Hubs des Solutions” designed to attract major buyers.

**Hall 4: Interior design trends**, in partnership with the international trend consultants [Peclers Paris](#).

**Hall 6: Sustainable Construction**, in partnership with [Construction 21](#) and [TBC](#).

**Hall 5A-6: Buildings of the future.**

#### ■ PROGRAMME OF CONFERENCES

The programme of conferences is organised in major thematic sessions in the form of keynote speeches to inform visitors about pressing market topics. There will be important testimonials from project owners and contractors, who will be invited to speak on architectural changes, savings, nature and human aspects.

**INTERCLIMA+ELEC<sub>HB</sub>**: a conference programme on “hot” topics in the sector in Hall 2. Refrigerating agents (F-gases/changes to regulations for mildly flammable substances, etc.), BIM for technical packages, hybrid appliances, the Energy Related Products directive, the new NF EN 378 standard, - energy-plus housing and solar water heating.

**IDÉOBAIN & BATIMAT**: a “Trends and Design” forum on major topics in both Bathrooms and Design between Halls 3 and 4: design and functionality, restricted spaces, intensive uses.

### **BATIMAT**

Specific forums in the exhibition’s different halls:

- Hall 5A: an “Regards sur l’Architecture” forum with testimonials from architects and project owners, and the winners of the Construction21 Awards’ Building category.
- Hall 5A: a “Actualités Construction” forum
- Hall 6: a “Sustainable Techniques” forum to discuss all aspects of construction.

### ■ **TECHNICAL WORKSHOPS**

Every morning, panel discussions will provide information on new regulations and the opportunity to discuss real solutions.

## 3 EXHIBITIONS TO ADOPT INNOVATIONS AND TECHNOLOGIES

### ■ “LIVE” SPACES AND DEMONSTRATORS

Three new Innovation Areas will be located at the heart of **INTERCLIMA+ELEC<sub>HB</sub>**, **IDÉOBAIN** and **BATIMAT** to give visitors the opportunity to discover, handle and appreciate the winning products from the 2017 Innovation Awards. **There will be daily demonstrations for the innovations exhibited** in order to promote their performance and boost their distribution and use.



The Innovation Awards are an essential part of Le Mondial du Bâtiment and are open to exhibitors and joint participants of the 3 exhibitions. Applications open in March, followed by a pre-selection process and voting by the Grand Jury. The winners will be revealed during a **ceremony on 18 September 2017**, preceded by a preview.

### ■ GUIDED TOURS OF A SELECTION OF STANDS

Guided tours will give visitors the opportunity to discover innovations and new products, organised in clear themes, and the chance to meet the technical managers of the brands represented on the stands.

- Examples of themes for **INTERCLIMA+ELEC<sub>HB</sub>**: Comfort and Energy Efficiency in the tertiary sector; the best water heating solutions.
- Examples of themes for **IDÉOBAIN**: Universal design and accessibility; Space optimisation and interiors.
- Examples of themes for **BATIMAT**: Acoustic comfort; Innovative and smart windows and doors; New solutions for external wall and roof insulation.

### ■ SUGGESTED VISITOR ITINERARIES

Suggested itineraries **save visitors time, helping them get straight to the point** of specific themes. They are free to discover a selection of products with the highest user demand.

- Example of the selection for **INTERCLIMA+ELEC<sub>HB</sub>**: New solutions for electricity renovation; Smart homes and BMS: smarter buildings for greater efficiency; Renovation and dual-flow ventilation.
- Examples of themes for **IDÉOBAIN**: Latest trends in materials; Smart bathrooms.

- Examples of themes for **BATIMAT**: Renovation and roofing; New insulation and cladding solutions; Circular economy.

### 3 EXHIBITIONS TO DO BUSINESS ACROSS FRANCE AND BEYOND

Outlook for the French construction sector is showing positive signs. Construction in the residential and non-residential sectors is set to grow by over 3% in 2017.

At the same time, French-speaking countries have major potential of \$7,200 billion. Sub-Saharan Africa alone is showing sustainable and resilient economic growth, which is set to increase by over 10% in the coming decades. Sharing the French language with these countries is a potential lever for growth.

Le Mondial du Bâtiment will seek to tap into these business opportunities by promoting France and its regions, and the French-speaking world in 2017.

#### ■ FRANCE AND ITS REGIONS IN THE LIMELIGHT IN 2017

For a simpler, friendlier and more efficient visitor experience, the 2017 Le Mondial du Bâtiment has made major investments to promote and encourage the attendance of French fitters, distributors and buyers (special events, free buses, premium clubs and services, database purchase for mass or ultra-select promotion, etc.)

#### ✓ Special events for all 3 exhibitions

##### **INTERCLIMA+ELEC<sub>HB</sub>**

- **Wednesday 8 November, special Project Owners, Consultants, Engineering and Maintenance event** to target the top 50 engineering firms and service and operating companies, etc.
- **Thursday 9 November, –special Fitters event.** Free buses will be provided from major cities across France.

##### **IDÉOBAIN**

- **Tuesday 7 November, special Trade and Distribution event** with a programme dedicated to exhibition hall vendors and worksite unit managers.
- **Wednesday 8 November, special Project Owner and Contractor event** to target the top 50 architectural firms, designers and decorators, etc.
- **Thursday 9 November, special Fitters event.** Free buses will be provided from major cities across France.

##### **BATIMAT**

- **Wednesday 8 November, special Project Owner and Contractor event** to target the top 100 architectural and engineering firms, economic consultants and major project owners.

- **Thursday 9 November, special Fitters event.** Free buses will be provided from major cities across France.

**BATIMAT** will also **host the Buyers Club**. The Buyers Club offers services to welcome merchants and distributors and make it easier for them to attend, with free services, customised itineraries and seminars.

- ✓ For the 3 exhibitions, the **Influencers and Buyers Club** will bring together 1,500 managers from the biggest architectural, engineering consulting and construction firms and project owners. They will receive a personal invitation and receive services to help them optimise their visit, with a personal welcome, a fast pass for guided tours and seminars, a business meeting area, escort to shuttle buses, made-to-measure programmes, exhibitor recommendations, a personal shopper service and a digital platform to contact exhibitors.

#### ■ **SPECIAL GUEST: THE FRANCOPHONE COUNTRIES**

Two major actions will be organised to meet the policymakers from **84 states and governments**:

- **The International Organisation of La Francophonie (OIF) and its subsidiary body, the Francophonie Institute for Sustainable Development (IFDD)** will support Le Mondial du Bâtiment with an area presenting the Sustainable Architecture Awards and will feature business meetings with all project owners from French-speaking countries, including Tunisia, Morocco, Belgium, Switzerland, Luxembourg, etc.
- **Seminars** will present construction and architecture projects led by ministries and policymakers, primarily in Sub-Saharan Africa, in Ivory Coast, Cameroon, Benin, etc.

**THE INTERNATIONAL BUSINESS CLUB** takes this focus one step further with a meeting and business area for all professionals seeking to optimise export business relations.

### 3 EXHIBITIONS COVERING ALL CONSTRUCTION SECTORS



50<sup>th</sup> anniversary

**INTERCLIMA+ELEC<sub>HB</sub>** is the specialised exhibition for technical equipment to build more economical and comfortable buildings. All of the sector's designers and fitters can find solutions for energy efficiency, renewable energy use, comfort and smart solutions for any type of building.

4 major sectors are covered in 2 dedicated halls:

- Heating & hot water
- Heating, ventilation and air conditioning & air quality
- Pumps, taps, water treatment & technical solutions
- Electricity & smart technologies.



**IDÉOBAIN** is the specialist French exhibition for bathroom materials and equipment. It showcases the latest style and design trends in the sector. All the solutions and innovations for bathroom and toilet design and renovation can be found in one hall, including furnishings and accessories, plumbing fixtures, bathroom flooring and wall materials and bathroom taps and shower accessories, for both tertiary sector and residential properties.



**BATIMAT** is the leading international exhibition for innovations in construction and architecture. All decision-makers, buyers, installers and fitters come together to choose innovative solutions for the buildings of today and tomorrow.

7 major sectors are covered in 5 dedicated halls:

- Structure & Envelope
- Joinery & Closures
- Workshop machines & Machine tools
- Indoor & Outdoor Fittings
- Worksite Equipment & Tools – Vehicles & Plant
- Digital & New technologies
- Professional services & Organizations

## MAJOR DIGITAL STRATEGY FOR THE 3 EXHIBITIONS

Before, during and after **INTERCLIMA+ELEC<sub>HB</sub>**, **IDÉOBAIN** and **BATIMAT**, players in the construction industry will be kept informed of the major issues facing the different sectors and the latest from Le Mondial du Bâtiment and the 3 exhibitions thanks to a major digital strategy.

- ✓ A dedicated website for each exhibition: **INTERCLIMA+ELEC<sub>HB</sub>**, **IDÉOBAIN** et **BATIMAT**.  
<https://www.batimat.com/en/Home/>  
<https://www.ideobain.com/en/>  
<https://www.interclimaelec.com/>
- ✓ A Le Mondial du Bâtiment blog to publish articles and newsletters on the major themes of each of the three exhibitions  
<http://www.lemondialdubatiment.com/>
- ✓ Presence on social media for Le Mondial du Bâtiment and **INTERCLIMA+ELEC<sub>HB</sub>**, **IDÉOBAIN** and **BATIMAT**:



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Company pages for each event on LinkedIn.

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### **About REED EXPOSITIONS FRANCE - [www.reedexpo.fr](http://www.reedexpo.fr)**

Present in 20 industry sectors, with 52 leading events—including Batimat, EquipHotel, IFTM-Top Resa, Expoprotection, Pollutec, Midest, SITL, Maison & Objet\*, Fiac, Paris Photo, Nautic—and 51 websites, Reed Expositions delivers contacts, content and communities with the power to transform our customers' business. More than 24,400 companies and 1.58 million buyers, from France and abroad, are customers of our events.

Reed Expositions is a member of the Reed Exhibitions Group, the world's leading events organiser and a leader in the French market with more than 60 events and 2 subsidiaries: Reed Expositions France and Reed Midem.

\*organised by the SAFI, a subsidiary of Reed Expositions and Ateliers d'Art de France

