

BATIMAT, IDÉOBAIN AND INTERCLIMA

RETURN REINVENTED IN 2022!

To respond to the needs of professionals in the Building, Construction and Architecture sectors Reed Expositions France, Afisb¹ and Uniclimate² have reinvented the **BATIMAT, IDÉOBAIN** and **INTERCLIMA** shows, with the next edition taking place over 4 days from 3 to 6 October 2022 at Paris Expo Porte de Versailles.

The return to Paris, and the new biennial timetable with the show being held every even-numbered year, is accompanied by a real transformation of the event with a total rethink of the show concept itself and a rich digital offering.

THE TRADES GET THE VENUE THEY WANT

Thanks to close cooperation with Viparis, the owner of Paris Expo Porte de Versailles, the organisers of Le Mondial du Bâtiment are delighted to be able to return to the well-loved site for the **BATIMAT, IDÉOBAIN** and **INTERCLIMA** shows. This venue meets the wishes of professionals in the Building, Construction and Architecture sectors, with an even more welcoming event located close to the heart of Paris and all the attractions for the business traveller.

This return to Paris Expo Porte de Versailles required a change to the event date. As a result, the 2021 edition has been postponed to the autumn of 2022, which should minimise the risk of further date changes should the pandemic continue for longer, and make it easier for international exhibitors and visitors to attend. From now on, the three shows will be held every two years, in the October of even-numbered years, alternating with the **ÉQUIPBAIE-MÉTALEXPO** show to be held every odd-numbered year.

A MORE EFFECTIVE, MORE SUSTAINABLE EVENT

In 2022, **BATIMAT, IDÉOBAIN** and **INTERCLIMA** will occupy Halls 1 to 6, covering over 136,000 m² of show space. As this area is smaller than that available at Parc de Paris Nord Villepinte, the return so eagerly awaited by the trades requires extensive planning to redesign the event's offer and logistics.

¹Afisb: French Association of Sanitary Ware Industries, and owner of **IDÉOBAIN**.

²Uniclimate: French Union of Heating, Ventilation, Air-Conditioning and Refrigeration Industries, and owner of **INTERCLIMA**.

Exhibitors will then be offered a new range of packages, organised around standardised modules and a limited range of sizes. In addition, the logistics teams will have the complex task of reducing the build-up and knockdown times and improving traffic flows around the Porte de Versailles.

This overhaul of the event's offer and logistics brings a number of benefits to exhibitors, including a choice of location at registration, significantly better ROI through reduced exhibiting costs, and a new 4-day programme for all the shows.

The other challenge is the event itself, with its CSR-centred approach, in line with the roadmap Reed Expositions France has set out for itself. Le Mondial du Bâtiment will be the sector's first major show to put in place a policy, backed-up by significant action, to reduce its environmental impact with the reduction and recycling of waste, a responsible purchasing policy, and extending through to eco-design and responsible catering.

A DISRUPTIVE YEAR-LONG DIGITAL OFFER

To enhance exhibitor visibility between the two editions of Le Mondial du Bâtiment, and allow them to prepare for a user-friendly, high-quality gathering over the 4 days of the physical show, the organisers of BATIMAT, IDÉOBAIN and INTERCLIMA have also developed a new set of digital tools. The goal is to increase the number of leads generated and enhance the reputation of the exhibitor brands over a longer period; all the vital networking and visibility can now continue between the two editions using digital technology.

Available once an exhibitor has registered for the physical show, this disruptive and best practice offer hinges upon a mix of digital solutions, with multi-format content available on blogs — white papers, articles, new products — plus live and recorded panel sessions, broadcasts and podcasts on Batiradio, and interactivity via webinars and online discussion.

More than simply a return to Porte de Versailles, this total re-invention of the events coupled with the new digital tools promise to bring together a wide range of major construction players, thanks to the roadmap to be unveiled at the start of 2021.

For Guillaume Loizeaud, BATIMAT Director: *“How wonderful to be able to open this new chapter with all our colleagues in the construction sector! The return of BATIMAT, IDÉOBAIN and INTERCLIMA to Paris in 2022 will provide such an important event for all the trades to get together. Le Mondial du Bâtiment's completely new show format will embody the best of both physical and virtual events thanks to the digital element extended over a longer period. “*

For Yves Danielou, President of Afisb: *“Afisb and its members, along with every player in the bathrooms industry, are simply delighted at the idea of the forthcoming Le Mondial du Bâtiment. Everything is in place to ensure its total success. We all the need for enjoyment in our work and professional relationships, and the largely renovated venue at Paris Expo Porte de Versailles will provide the perfect backdrop for visitors and exhibitors to relax and interact. Rebooting this major event in the construction calendar takes serious work, and the new calendar will allow it. A number of exhibitors have asked us to enhance the commercial offering to improve cost per contact, so that is what we are going to do.”*

For François Frisquet, President of Uniclimate: *“Our sector is delighted to see this added dimension to the next edition of INTERCLIMA in 2022 which brings it back to the heart of Paris, in partnership with our colleagues at Le Mondial du Bâtiment: BATIMAT and IDÉOBAIN. So we would call on every player in the comfort and energy efficiency business to come and experience the reinvigoration of our sector. “*

THE BATIMAT, IDÉOBAIN AND INTERCLIMA SHOWS

WILL BE HELD FROM 3–6 OCTOBER 2022

AT PARIS EXPO PORTE DE VERSAILLES

Follow the shows on these sites

www.batimat.com

www.ideobain.com

www.interclima.com

É QUIPBAIE-MÉTALEXPO will take place from 21 to 24 September 2021 at Paris Expo Porte de Versailles.

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

