



# NORDBYGG



The Nordic region's largest and most dynamic meeting place for the construction and real estate industry, offering new knowledge and new business.

## Facts

Nordbygg is held in March/April every even year at Stockholmsmässan and attracts around 900 exhibitors and 50,000 visitors. Co-sponsors include Byggmaterialindustrierna (building materials), Svensk Ventilation (ventilation), VVS-Fabrikanternas Råd (HVAC), Swedish Building Services, The Swedish Federation of Glazing Contractors and Swedish Society of HVAC Engineers. We also work with a number of other industry organizations in various projects related to Nordbygg.

## Vision

Nordbygg should create a valuable and important industry meeting place for stakeholders and active members of the construction and real estate industry via an exciting offering that includes everything from discussions about construction conditions and urban planning to products and services for property production, maintenance and management.

## Concept

Nordbygg is an industry meeting place and an exhibition that clearly targets a professional audience. The exhibition is broken down into three main areas:

- Construction – construction materials and construction systems.
- VVS – heating, plumbing, sanitation, cooling, ventilation and building automation.
- Tools/machinery – tools, machines and personal equipment.

Activities and seminars are planned in close cooperation with leading industry representatives to educate, create a debate, etc. Nordbygg gathers all of the leading companies and industry representatives within urban development.

## Factors for success

- Deep content; many and well-known suppliers within each product category.
- We deliver an audience with a profile that closely matches the exhibitors' requirements and expectations.
- Structure and quality with a long-term perspective in the exhibition's development and content and in our delivery to exhibitors and visitors.
- Alliances and collaborations with influential industry associations.
- Collaborations with representatives for key visitors.
- Perception of a strong ROI from exhibitors and visitors.
- **Swedish construction industry is experiencing a long-term positive economic climate, and demand is increasing. Before year 2020 Sweden have to build 750 000 homes.**

## Exhibitor profile

A broad range of products and services is presented in each of the three main areas. Within each area, the majority of the market-leading companies are represented. For these companies, participation at Nordbygg is a prioritized marketing activity. Foreign companies looking to establish contacts in the Nordic market are very likely to participate in Nordbygg.

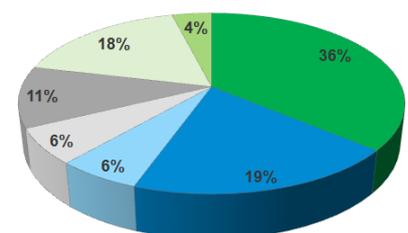
## Visitor profile

In 2016 Nordbygg had almost 48,000 visitors active in the following areas:

### Type of visitor

### Approx. number

■ Building material-, System, Products, IT support	36%
■ Construction Machines, Personal Equipment, Tools	19%
■ Building Automation	6%
■ Cooling and Heat pumps	6%
■ Ventilation	11%
■ Sanitary ware and plumbing	18%
■ Other	4%



## Visitor break-down

Percentage of visitors from Sweden and abroad.  
Here is the break-down for 2016:

Greater Stockholm	38%
Other parts of Sweden	49%
Nordic Countries	5%
Non-Nordic countries	8%

When asked about their overall impression of Nordbygg, visitors rate it four on a scale of five, where five is the highest score possible.



## Our history in brief



Nordbygg was first held in the early 1980s as an extension of Nordic Construction Day. Initially, the focus was primarily construction materials. Over the years, other smaller professional trade shows merged with Nordbygg and today we are a leader within all three of our main areas.

During the 2000s, Nordbygg posted steady growth and was not significantly affected by the dip in the economy. Nordbygg utilizes every last inch of Stockholmsmässan's venue, and even successfully filled the additional 10,000 m<sup>2</sup> that was built before Nordbygg 2010.

As a rule, 50% of the floor space is booked as early as three months after the exhibition closes its doors, and six months prior to the start of the next exhibition we are waiting-list only for most areas. Nordbygg has developed into an important meeting place for active members of the urban development sector and collaborates in a number of ways with most industry organizations. For these organizations, Nordbygg has been a valuable communications platform.