

STAVEBNÍ VELETRH BRNO



2.–4. 3. 2023
VÝSTAVIŠTĚ
BRNO

www.stavebniveletrhbrno.cz

Festival
architektury
2023

FINAL REPORT



2.-4. 3. 2023



Building Fairs in Brno attracted more companies as well as visitors

- The trefoil of trade fairs and the Festival of Architecture showed people's interest not only in renovations and investments into energy saving solutions, but also in new construction and interior furnishings
- **284** exhibiting companies from **11** countries were featured
- The main topic of the season were small homes, focus was also put on new technologies in construction, and adaptation of buildings to new energy requirements
- Interest of visitors increased significantly; a total of **16,305** people from **10** countries visited the fairs and the festival
- **Free advisory centres** for interior design, joinery, upholstery and decorating were opened for visitors. At the State Environmental Fund stand, visitors could get advice on grant applications for energy saving programmes (NZÚ and NZÚ Light)



2.-4. 3. 2023



People queued up to see modular buildings

The focus on small homes was a hit. There was a lot of interest in the Tiny Houses exhibition and some people waited in queues to see mobile homes and glamping modules. Available for viewing was also a wide range of technologies that this type of housing requires, including off-grid solutions and devices for the use of renewable energy sources. Another key topic of the Festival of Architecture was the future of construction, with robotic 3D printing being presented with remarkable success.

MOBITEX

The highlighted topic was followed up by the MOBITEX fair with its Small Homes Project. Four model interiors were presented within.





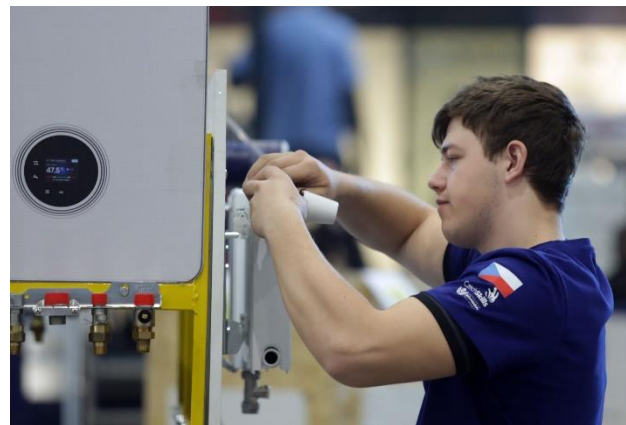
Festival
architektury
2023

2.-4. 3. 2023



Competitions for students and apprentices

The fairs were once again an opportunity for young people to highlight their creativity and artisanship. Students from four secondary schools and eight colleges from the Czech Republic and Slovakia took part in the **GRAND PRIX MOBITEX** competition for young designers of furniture and home accessories. An expert jury assessed a total of 129 entries, and eighty-one creative student designs could also be seen by visitors to the fair. The trade fair programme featured six apprenticeship championships. **The final competitions of the Apprentice Plumber 2023, the Gas Fitter of the Year 2023, the Czech Championship with international participation of young plumbers, roofers, carpenters, chimney sweeps and masons, and the Czech Championship in upholstery trade with international participation** took place. The purpose of all these competitions was to promote crafts and to make more visible the skills of young craftsmen and the quality work of vocational schools.





2.-4. 3. 2023



ECHOES:

Petr Hladík, Deputy Minister of the Environment:

I am glad that new topics such as modular buildings and buildings made of innovative materials are present here. I am very happy that there are a number of companies in the Czech Republic for whom waste is no longer something repulsive, but they are aware that waste can also be a resource. New materials and innovative technologies are the future of the construction industry.

Jan Zámečník, Deputy Governor of the South Moravian Region:

I am glad that the traditional trade fair events that we were accustomed to are returning to South Moravia after the covid lockdown. I am very curious especially about small houses that can blend in with the nature and at the same time be a comfortable place for living. For me, as I am responsible for regional development, this is an interesting way in which we can develop tourism in South Moravia and offer something new to visitors in the region.

Tereza Sigmundová, Director of the Festival of Architecture:

I cannot imagine an environment in which our event could be organised with a similar support as we have from BVV Trade Fairs Brno. They did everything for us, from electricity to construction, stand and so on, the cooperation was excellent. The festival is in the right place here.

Petra Mlejnková, owner of Karlen:

It is my first time here; I did not know what to expect. Visitor turnout was great, especially today on Saturday, and there was a lot of interest in our furniture. I would always come to Mobitex previously as a student at Mendel University, so I wanted to see it from the other side. It is an enjoyable experience.

Jiří Mikulecký, executive director at Trienergo:

We liked the building fair in Brno very much because there was a large attendance and thanks to that we could answer our customers' various questions about photovoltaic issues. We brought here a team of sales representatives, technicians and assistants who attended to all customers from morning to evening.

Hana Hojovcová, Sales Manager of V-SYSTEM electro

We are very satisfied with our participation at the fair and will definitely participate again next year. There were a lot of visitors and especially a lot of quality customers who were really interested in our products – mainly young families who want to build their homes.

Adam Boglarský, marketing and sales specialist at Tubotech:

I appreciate the fact that the building fair is very nicely done, I like the small apartments and houses that are an inspiration for visitors. And because we were part of the small flats with our cast iron radiators, we got a great response from the visitors. We are glad that people are interested in cast iron, that they stop by and ask us questions. We try to be helpful and give advice. We are very pleased with the visitor turnout, and I was surprised that there were a lot of young people here those first few days. In addition, the cooperation with the Brno Exhibition Centre in the organisation is great, they have always been helpful.

Věra Doubková, marketing, ATRIUM, s. r. o.:

We are satisfied - customers keep coming in and are interested, although our clientele has changed, it is no longer mainly young families. We exhibit here so we can be closer to our clients and discuss with them what they are interested in. We want to showcase ourselves amongst the competition as a stable and large company with nationwide scope of operation.

Filip Kurek, marketing, Stablecam s.r.o. (EcoFlow brand):

This is our first time at the Brno Building Fairs, and we can see that visitors are interested in small- and off-grid housing. There are also small houses on display, where we have already supplied our technology, or will do so soon. It is a relevant trade show for us.

Michal Šopík, owner of Vesper Frames:

For us, this trade show is part of marketing, brand support, it brings us a long-term effect. The exhibition industry has enormous potential, especially nowadays when everything is starting to turn into a virtual world. What you can see in people is that they want to do business with people, and there is no opportunity to do so anywhere else. We are satisfied with the visitor turnout, the location of the stand and the organisation of the fair.

Ondřej Ondřej, sales representative of NEMA dřevostavby:

We have a great stand location and there is a great attendance, I was surprised at the number of visitors on Thursday, which is usually the slowest day, but this time it was not. The organisation work done by the Brno Exhibition Centre and the ability to respond to problems immediately is also great.



2.-4. 3. 2023



ECHOES:

Jiří Pečenka, director of DOMY DNES:

We visit exhibitions and trade fairs regularly, so we have a comparison, and I must say that this year I am extremely satisfied in Brno. We have an excellent venue and there are a lot of people. It is a remarkably successful fair.

Martin Pyšna, sales representative and designer of HK-DŘESTAV:

We regularly attend the fair in Brno, and we are satisfied. Brno is incredibly positive for us as far as people are concerned, people in Moravia are more cordial than in Prague, so it is always pleasant.

Aleš Tajbr, director of MORAVSKÉ DŘEVOSTAVBY.

We go to trade fairs regularly and this year's Building Fair in Brno was a very pleasant surprise. There is a high attendance and I positively evaluate the concurrence of several fairs at the same time.

Kateřina Kořenková, marketing, Xella CZ:

We considered carefully whether to participate or not, and the Festival of Architecture was a big impetus for us. Thanks to it, we managed to add some traction to the fair and show the vision of the construction industry. There was a queue for Tiny Houses here, this topic certainly attracted a lot of people. Another incentive for us is that the construction market has cooled down and we want to be more visible, to build a brand. We are here to meet customers who want to see and feel our products. We are collecting contacts and we're happy about that.

Petr Králík, owner of HUTCH HOUSE, modular houses:

This is the first time we have been to the Building Fairs this year and I liked it a lot. Before the fair we were very hesitant to attend, now in retrospect we are very glad we decided to come. The attendance was almost shocking for us, we were pleasantly surprised by the professional visitors, there were mayors who were interested in projects within towns and villages, there was the general public, young people. We are very pleasantly surprised and if the Brno Exhibition Centre invites us, we will definitely come again next time.

Pavel Hrdlička, owner of Labona s.r.o.

We had a particularly good location right at the entrance so everyone could see us, it was perfect. There was an exceptionally good attendance, and the fair was well publicized. The cleaning and organization was top notch. We came here to sell, and we did that well.

Ján Neslušan, owner of Elementi Slovakia

This is our second time at the Building Fair, and we are pleased that this year there is a much larger visitor turnout. We offer outdoor fire pits, and the fair is a wonderful opportunity to introduce them to people. The organisation work done by the Brno Exhibition Centre was incredibly good and we will look forward to the next edition.

Libor Žák, head of the product training centre at LAUFEN CZ:

I liked the unexpectedly substantial number of visitors. I had the opportunity to go around the whole exhibition hall and I really liked what was on display. The Brno Exhibition Centre was extremely helpful, everything worked very well.

Kristián Šmotlák, marketing and technical specialist at ELMAR – aluminum fences

We are extremely satisfied with the whole fair. In terms of services, halls, cleanliness and organisation, we found the Brno Exhibition Centre to be of the highest standard compared to other trade shows. Since we are also focusing on design, we are happy when people see us and can compare the quality of the fences we offer. That is why we would like to come back for the next season.

STAVEBNÍ VELETRH BRNO



24.–27. 4. 2024
Brno Exhibition Centre

www.stavebniveletrhbrno.cz

Festival
architektury
2024

BVV



Veletřhy
Brno