

## LE MONDIAL DU BÂTIMENT, THE UNMISSABLE EVENT FOR PROFESSIONALS IN THE SECTOR

If a 15% surge in visitor numbers, reaching 135,944, weren't proof enough of the success of the 2024 edition of Le Mondial du Bâtiment, the show also once again attracted all the key players in the industry: implementers, manufacturers, distributors, project owners and managers, organisations and services. Coming from every part of France (81% French vs 19% international) to discover exhibitor innovations and new solutions at the **BATIMAT**, **IDÉOBAIN**, **INTERCLIMA** and **EQUIPBAIE/METALEXPO** shows, these trade visitors also showed great interest in the talks programme and numerous activities on offer from 30 September to 3 October at Paris Expo Porte de Versailles.

### Every type of professional in attendance

The increase in participants registering for the 2024 edition of Le Mondial du Bâtiment included a 15% uptick in French visitors from different regions.

Top 5 French regions represented at Le Mondial du Bâtiment: Paris Region, Hauts-de-France, Auvergne Rhône-Alpes, Grand Est and Nouvelle Aquitaine.

There was also a sharp increase in international visitors (4,000 additional visitors, that's over 25,000 participants in total). Among the main countries were Italy, Morocco, Portugal, Germany, Tunisia and Belgium. In addition, Le Mondial du Bâtiment 2024 once again welcomed international delegations from places as diverse as Benin, Cameroon, Côte d'Ivoire, Brazil, Canada, Scotland, South Korea, Spain, Germany, Senegal, Pakistan, Finland, the Netherlands and Luxembourg, together with a large Moroccan delegation.

The high-quality discussions seen over the 4 days of the event were made possible by the presence of all the key actors from each segment of the sector. Welcomed by 2,022 exhibitors (+15%), every building and construction profession was well-represented: Installers (35%), Distributors (19%, up 37%), Project managers (14%, up 17%), Manufacturers (14%), Organisations (13%) and Developers (6%).

### INTERCLIMA, a successful gamble

Key people in Climate Engineering once again made this 2024 edition an unmissable event, starting with UNICLIMA members, installers, decision-makers, and leading manufacturers in the sector. The show saw an increase of 16% in the exhibitor numbers (383 of which 161 were new) who welcomed mainly French visitors (84%) coming mainly from Paris region (45.7%), Hauts de France (7.5%), Grand Est (7.5%), Auvergne Rhône Alpes (7.3%) and Nouvelle Aquitaine (5.2%).

**INTERCLIMA** visitor profiles are similar to those for Le Mondial du Bâtiment: Installers (37%), Distributors (18%), Specifiers (14%), Manufacturers (13%), Organisations (12%) and Developers (6%).

The 2024 edition of **INTERCLIMA** focused heavily on service sector solutions, offering a unique programme in collaboration with the main trade organisations as well as a dedicated exhibition space featuring most of the industry leaders.

Alongside this, an insightful programme of presentations examining every aspect of the issues affecting the industry proved very popular (over 2,000 in the audience), because of the topical issues discussed - such as biofuels, a new type of heat pump, solar heating and renewable energies.

Another highlight, the Biomass Boiler Area, featured at **INTERCLIMA** for a third time, bringing together the primary actors in the sector around the different fuels (logs, pellets, chips etc.) to respond to all the visitors' questions. The Ventilation and Air Quality Workshops provided an opportunity to explore the latest advances and best practices in the fields of ventilation and indoor air quality.

Meanwhile, a special area for the sector's many start-ups brought together technologies and innovations, further boosting the spotlight on the Innovation Awards participants.

### **IDÉOBAIN, inspiration at every turn**

**IDÉOBAIN**, the show dedicated to bathroom fittings and improvements combining functionality and design recorded 36% more exhibitors, with 166 (83 of them new) at this 2024 edition.

On the visitor side, international representation looked quite different to **BATIMAT** and **INTERCLIMA**, with a top 5 comprising Morocco (14%), Tunisia (9%), Italy (6%), Portugal (6%) and Algeria (6%). As for the Top 5 French visitors, for **IDÉOBAIN** this included Pays de la Loire (5.9%), alongside Paris Region (40.5%), Hauts de France (9.4%), Auvergne Rhône Alpes (7.1%) and Grand Est (7.8%).

Looking at the visitor profiles, **IDÉOBAIN** also saw a split that put installers & implementers at the top of the list (36%), followed by distributors (20%), project managers/specifiers (14%), manufacturers (13%), organisations and services (11%) and developers at 6%.

To satisfy the expectations of different visitors to **IDÉOBAIN** 2024, curbless was given pride of place on the AFISB stand. Industrial brands were also able to offer demonstrations of products and new solutions on their stands, and discuss bathroom fittings with visitors.

In a first for the show, the start-ups area “the Bathroom Lab” aimed to address current challenges (other uses for bathrooms, frugal material usage, saving water etc.) through innovative and complementary solutions. The content of the “Handbook of Bathroom Innovation Dynamics”, designed by Impulse Partners, was presented during a daily workshop on the Idéobain Forum.

Also scheduled on the **IDÉOBAIN** Forum were content-rich presentations offered in partnership with the Club de l’Amélioration de l’Habitat (CAH), the Pôle Action des Architectes d’Intérieur, and the companies TCO and Spark Vision. Not forgetting the pitches for the 2024 Innovation Awards which offered a chance for the 3 winners and nominees in the Bathrooms category to address the audience.

### **BATIMAT, an event on everyone’s lips**

Located in Pavilions 1, 4, 5, 6 and 7 at Paris Expo Porte de Versailles, **BATIMAT** welcomed **EQUIPBAIE-METALEXPO** to bring together a total of 1,473 exhibitors (559 of them new), up 19% on 2022.

As with every edition, visitors to the **BATIMAT** show were eager to experience the sector’s unmissable event. French visitors accounted for 85% of the total, coming mainly from Paris Region (45.3%), Hauts de France (8%), Auvergne Rhône Alpes (7.5%), Grand Est (7.4%) and Nouvelle Aquitaine (5%). Internationally, the 3 Maghreb countries (Morocco 13%, Tunisia 9% and Algeria 6%) were in the Top 5 alongside Italy and Belgium, each representing 6% of visitors.

The international tour preceding the show was highly successful, identifying and attracting architectural experts from the various countries visited. The Architalks panel discussions, taking place on International day, provided a special opportunity to exchange ideas and share experiences on the key themes: summer comfort and energy renovation.

The visitor profiles at **BATIMAT** were similar to the previous edition: Implementers/ installers (36%), Distributors (17%), Specifiers (14%), Manufacturers (14%), Organisations (13%) and Developers (5%).

**BATIMAT** challenged all the stakeholders in the sector to change perspectives through four core themes: adaptability, innovation, regions, and Women and Men in Construction.

These key issues were addressed through a packed programme of talks, offered in various formats and held across 14 different speaker stages, delivering more than 250 talks and events. Particular focus was given to energy renovation, with the Renotalks programme on Agora 1 and masterclasses and workshops on the Renodays areas.

In 2024, **BATIMAT** is resolutely positioned at the heart of the building sector’s challenges and their impacts, as faced by everybody in the sector, offering appropriate answers and solutions to the various professional visitor profiles.

To do this, **BATIMAT** designed a number of activities and highlights relating to eco-responsibility linked to the climate crisis. In fact, the show's **plenary opening talk** featured 3 special guests: economist Jean Pisani-Ferry; Christian Clot, explorer-researcher and Founder & CEO of the Human Adaptation Institute; and Benoit Bazin, CEO of the Saint-Gobain Group - who came to share their

vision of the future with sector representatives the FFB President (Olivier Salleron), and CAPEB President Jean-Christophe Repon, particularly to address the climate and economic challenges facing our society. At the entrance to Pavilion 1, professionals could find **Climate Sense**, a unique immersive experience conceived by Christian Clot to simulate working conditions on-site at +50°C. **The exhibition l'Art des Déchets [Art from Waste]** showed a selection of artworks produced using recycled items from some of the exhibiting companies. A real mix of social gaming and mind-mapping, the **Fuel Poverty Fresco** offered a better way to assess the scale of this issue and understand the challenges related to this scourge affecting millions of people across France. **The Construction Fresco** provided a fun way to learn about the environmental and social challenges linked to the construction sector, built around 5 core themes: needs, urbanism, design, construction, usage and their consequences.

In a show first, **Equipbaie - Métalexpo** joined this new edition of BATIMAT to offer their flagship event to trade specialists (manufacturers, installers and fitters for joinery/closures, window fittings and metalwork), Found in Pavilions 4, 5 and 6 and divided into 9 sectors (Joinery, Closures, Verandahs & Pergolas, Métalexpo, Hardware, Solar protection, Glass products, Home automation & control systems, Machines & tools), it brought together 388 exhibitors (50% more than the joinery/closures/metal products area of Batimat 2022) and offered various highlights and discussion spaces, such as the Ateliers du Pôle Fenêtre (examples of topics addressed: the new version of standard NF P01-012: the new concept and its requirements; Optimising Thermal Comfort: the Impact of Solar protection on Renovated Buildings; Mastering DE-Baie: Ultimate Guide to the FDES Configurator for window products), Architalks dedicated to joinery, and the Métal'Jeunes Competition.

Alongside all these, several spaces showcased specific themes, bringing together all the experts and offering dedicated programmes: **Low Carbon Construction, Start-Ups by Construction Tech®, off-Site and Photovoltaic.**

Meanwhile, and because it proved so popular, **RENODAYS** was made a permanent fixture at Le Mondial du Bâtiment, offering a specific area and talks focusing on the effective energy renovation of buildings. It was also present at **BATIMAT, EQUIPBAIE & INTERCLIMA**, with an ambitious programme of content (close to a hundred presentations).

In 2025, the **Renodays** Forum will return to Porte de Versailles on 7 and 8 October and will host the many discussion and exhibition formats that made it such a success when it was first launched in 2023.

The next Le Mondial du Bâtiment will be held at Porte de Versailles from 28 September to 1 October 2026.

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

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