

LE MONDIAL DU BÂTIMENT 2022 A NEW, HIGHLY-SUCCESSFUL EDITION!

The gamble paid off for the 2022 edition of Le Mondial du Bâtiment! With visitor numbers up strongly by 15% (as at 1 pm on Friday 6 October), and over 1,720 exhibitors - over 45% of them new - the highly-successful 2022 edition of Le Mondial du Bâtiment and its three shows **BATIMAT**, **INTERCLIMA** and **IDÉOBAIN** took place over 4 days in Paris, bringing together every building sector and tackling every topic related to the sector's transformation, in particular the decarbonisation of construction itself.

AN UNPRECEDENTED RESPONSE

Held at Paris Expo Porte de Versailles, the latest edition of Le Mondial du Bâtiment recorded a significant increase in the number of visitors (+ 15%), marked by a surge in French visitors (+25%) from different regions.

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

The international visitor presence did however decrease a little (- 15%). Nevertheless, Le Mondial did welcome for the first time a large number of international representatives, such as the Moroccan delegation, the National Order of Architects of Benin, the National Order of Engineers of Cameroon, the Senegalese delegation, the Algerian delegation, the Tunisian delegations (the South-East Chamber of Commerce and Industry, the Sfax CCI, the North-West CCI, the Central CCI), as well as the Ivory Coast delegation.

The organisers are delighted with the positive business climate that reigned over the 4 days of the event, a result of the many particularly-qualified decision-makers and visitors present at the show. Welcomed by 1,720 exhibitors, every building and construction profession was well represented: Specifiers (20 %), Installers (36 %), Distributors (17 %), Manufacturers (14%), Organisations (13%).

The general consensus among participants was that they rediscovered what they loved about the previous Paris editions of **BATIMAT**, **INTERCLIMA** and **IDÉOBAIN**: a fantastic atmosphere and an atmosphere described by all as warm, no doubt reinforced by the opportunity to enjoy the organised evening events in Paris.



DECARBONISATION OF BUILDING IS AT THE HEART OF DISCUSSIONS

If building is the primary sector concerned with achieving the objectives set out by the National Low Carbon Strategy, Le Mondial du Bâtiment 2022 has certainly been its place of expression for the construction sector.

The only global-reach event dedicated to the sector, Le Mondial du Bâtiment is recognised as the must-attend gathering of decision-makers and players in decarbonisation of the sector.

As a result of the many highlights and multiple large-scale events, the topic of decarbonisation has been firmly at the heart of discussions:

- Before the official opening of the show, “Sustainable Builders 50” was inaugurated in the presence of François Hollande. This “Think & Do-tank” brought together 50 decision-makers, experts and personalities guided by research into the impact and real changes required in order to attain the emissions reduction objectives set for 2030 and 2050.
- Brought in by the organisers of Le Mondial du Bâtiment, public authorities representatives were able to meet a number of building industry CEOs, and to discuss with them their views on the challenges of this profound transformation of the sector:
 - Olivier Klein, Minister Delegate for the Ministry for the Ecological Transition and for Regional Cohesion, responsible for City and Housing, opened Le Mondial du Bâtiment;
 - Addressing the General Assembly of the Sustainable Building Plan, Christophe Béchu, Minister for the Ecological Transition and Territorial Cohesion put into perspective the major elements of public policy and set out his commitment to the success of the sector’s transformation;
 - Olivia Grégoire, Minister Delegate for SMEs, Business, Trades and Tourism was able to discuss with future building professionals and the *Compagnons du Devoir*, and emphasise to them the State’s commitment to SMEs.
 - For the first time, Le Mondial du Bâtiment saw two Parliamentary Committees visit, demonstrating the importance to the regions of the challenges posed by the sector’s transformation: the Parliamentary Committee for Economic Affairs, presided over by Guillaume Kasbarian and the Parliamentary Committee for Sustainable Development, presided over by Jean-Marc Zulesi.

France’s energy transition was so central to this week’s discussions that on the last day of Le Mondial du Bâtiment, Prime Minister Elisabeth Borne came to the Paris Expo Porte de Versailles to present the State’s low consumption plan in the presence of Agnès Pannier-Runacher, Minister for the Energy Transition.

A UNIQUE OBSERVATORY FOR THE SECTOR’S FUTURE

Hosted for the first time together in Paris, the **BATIMAT**, **INTERCLIMA** and **IDÉOBAIN** shows attracted 1720 exhibitors, with over 140 industry leaders returning and 45% increase in new exhibitors.

Innovation, seen everywhere throughout Le Mondial du Bâtiment and underpinned by an exceptional crop of Innovation Awards, was again one of the stand-out features of this edition, illustrating the sector’s dynamism.

Alongside this, the new talks formats proved very popular. Of unprecedented scale, with over 90 society experts such as Cynthia Fleury, Jean-Marc Jancovici, Bernard Amsellem, Navi Radjou, Yamina Saheb and more, the Batitalks recorded a high degree of participation. This programme of analyses and deciphering was enriched by a wide range of talks and meetings organised by the show's partners. The arrangements taken as a whole brought together over 1,000 speakers across 450 talks.

Professional organisations such as the Fédération Française du Bâtiment (French construction federation, FFB) and the Capeb (Confederation of construction trades and small businesses) were also involved, and shared their satisfaction with the success of this edition which has allowed them to get their messages across on all of the topics related to the economic challenges faced by the sector, and the evolution of professions.

FOCUS ON THE YOUNG

The recruitment of young people and training were two of the essential topics focused on at Le Mondial du Bâtiment. An objective that has clearly been achieved.

A delegation of nearly 400 apprentices from the Paris region CFA, and almost 600 young people in education at the Lycée Raspail attended the show seeking innovations. They were able to enjoy a discussion session with Minister Olivia Grégoire, who shared with them the sector's dynamism and its construction careers.

The new Job Connect area of **INTERCLIMA** enabled them to learn about the climate engineering careers over the course of daily meetings. **IDÉOBAIN** offered job dating between trainers, installers and design consultants. A number of activities took place at **BATIMAT**, including the final of Meilleur Artisan de France competition.

AN EXEMPLARY SHOW

Le Mondial du Bâtiment could not put the topic of decarbonisation front and centre without itself getting a grip on the issue and setting a good example. This new edition therefore takes place under the keynote of the greatest frugality and better management of costs. A large number of exhibitors accordingly opted for eco-designed stands, as per the Mondial's strategy.

For their part, with the help of ECOACT - who specialise in such approaches - the show organisers are engaged in undertaking a provisional carbon balance, screening all of the activities as per the ADEME scientific method: transport, energy, nutrition, hotels etc.

TWO UPCOMING DATES FOR YOUR DIARY

The organisers are already working on developing the next edition of Le Mondial du Bâtiment, taking into account the rapidly-emerging trends that are deeply impacting the sector. The event is already set, running 30 September to 3 October 2024 at Paris Expo Porte de Versailles.

However, as the topic of energy renovation has been one of the main subjects addressed during Le Mondial du Bâtiment, RX is announcing the launch of RenoDays, a new event dedicated to the topic and organised 3-4 October 2023, again in Paris.

Guillaume Loizeaud, Director of Le Mondial du Bâtiment is delighted by this success: *“Our offer has undoubtedly proven attractive to both exhibitors and visitors. The return to Porte de Versailles is evidently an important factor. The show’s success can also be attributed to its good fit with a wider awareness which increasingly looks to low consumption and uniformity. Beyond that, we have above all, with our partners, undertaken a real underlying task that has allowed us to provide leadership to the sector on the theme of building decarbonisation. Launched 2 years ago, it’s gamble which has paid off. As for the show itself, I’m equally proud to note that Le Mondial du Bâtiment is, during the post-COVID period, the only European event that has recorded such success, with two-digit growth in visitor numbers.”*

You can see all the show photos [here](#)

Follow the shows on these sites

www.batimat.com

www.ideobain.com

www.interclima.com

and on all the social networks



YOUR PRESS CONTACTS

Off- and on-line press service

CLC Communications - Tel.: 0033 1 42 93 04 04

Gilles Senneville/g.senneville@clccom.com - Jérôme Saczewski/j.saczewski@clccom.com

MONDIAL DU BÂTIMENT and **BATIMAT**:

Christelle Grelou - 0033 6 46 54 94 51 | c.grelou@clccom.com

Ingrid Jaunet – i.jaunet@clccom.com | Charlotte Breuil – c.breuil@clccom.com

INTERCLIMA: Laurence Bachelot - l.bachelot@clccom.com | Eglantine Douchy
e.douchy@clccom.com

IDEOBAIN: Christelle Grelou - 0033 6 46 54 94 51 | c.grelou@clccom.com

Radio and TV press department

CLC Communications - Tel.: 0033 1 42 93 04 04

Caroline Weill | 0033 6 77 15 37 47 | c.weill@clccom.com

Isabelle Rohmer | 0033 6 21 47 19 35 | isabelle.rohmer@rumeurpublique.fr

RX Global press contact

RX Global - Tel.: 00 33 6 14 08 74 45

Catherine Rousselot Donnadille/catherine.rousselot@rxglobal.com

About RX - www.rxglobal.com

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to enable clients to learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.

[RX France](#) organises leading face-to-face, digital and hybrid events for some fifteen different sectors. The iconic and unmissable events hosted by RX in France or internationally include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, Paris Photo, Maison&Objet* and many others. Our events take place in France, China, India, Italy, Mexico and the US.

[RX](#) is passionate about making a positive impact on society and creating an inclusive work environment for all our people.

RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

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

