

Press release

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An industry with enormous market potential

International trade fair and congress for sustainable building, investment, operations and maintenance / Consense 2014 taking up position with a new concept

Sustainable building, investment, operations and maintenance is no longer the latest trend but has become an economic factor. New developments and perspectives are being introduced year after year - showcased at Consense, the central hub for comprehensive expert exchange which will be opening its doors once again on 1 and 2 July 2014 at Messe Stuttgart.

With the combination of trade fair and top-class congress, Consense has certainly made a name for itself. In 2014, Messe Stuttgart and the German Sustainable Building Council (DGNB) will be organising their sixth event, complete with a new, attractive concept and two-year cycle. The economic future currently looks bright: the Kiel Institute for the World Economy (Institut für Weltwirtschaft IfW) sees favourable conditions and positive perspectives for the building sector. Overall, the experts are anticipating a growth of 3.6 percent in construction investments – helped here by the currently low interest rates.

Excellent prospects for Consense, which has always drawn a large number of planners, architects, investors, manufacturers, consultants and service providers to the event. Increasing interest from those involved in project development and project management has also been noted. The three new themed forums will provide a joint platform for the experts, featuring keynote speakers right at the heart of the trade fair. There will also be exhibitors presenting innovative products and services in the "Practical" forum.

During the international congress, visitors will have the opportunity to participate in intensive courses lasting several hours, while broader issues will be explored during the trade fair forums on investment, building and operating/maintenance. The Baden-Württemberg Architectural Association and the German Facility Management Association/Deutscher Verband für Facility Management (GEFMA) are just two of the bodies involved here.

“Consense is the first port of call for anyone looking to gather information or to share experience on the subject of energy and sustainability. However, the highly complex theme of sustainable building operation/maintenance has not yet been appropriately presented,” says Dr. Elke Kuhlmann, Managing Director of GEFMA. “Facility Management is currently a key aspect when it comes to the implementation of



Internationale Fachmesse und Kongress für nachhaltiges Bauen, Investieren und Betreiben

International trade fair and congress for sustainable building, investment, operations and maintenance

Messe Stuttgart
01. – 02.07.2014

www.consense-messe.de

Ideeller und fachlicher Träger:



Deutsche Gesellschaft für Nachhaltiges Bauen – DGNB e.V.

www.dgnb.de



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energy efficiency in existing buildings. This is where it all comes together: from the analysis to the consultation, from the planning to the implementation to the operation. The forum is, for the first time, offering guests the opportunity to present practical examples of sustainable operation/maintenance, and enter into discussion with experts from customer and service companies.” Furthermore, the German Facility Management Association will be presenting an evaluation scheme for sustainable facility services that follows the GEFMA guideline “Sustainability in Facility Management”, which will allow for the assessment of a property's sustainability during the utilisation phase in the future.

Meeting requirements, presenting new developments and providing the latest solutions: Consense, together with its exhibitors, has its finger on the pulse when it comes to sustainable building, investment and operating/maintenance. This is the ideal platform for anyone looking to gather the latest information, to immerse themselves in an interdisciplinary exchange, or indulge in some business networking along the entire value chain. A visit to just the trade fair, without including the international congress, is also worthwhile.

Taking a look at the latest exhibitor list, a broad mix of industry players is revealed – everyone from product manufacturers to representatives of building technology, building physics, facility management and project management, from software solutions to engineering services and construction companies. Some familiar faces have returned to participate in the event again, such as Caparol and BASF SE, however there will also be plenty of new exhibitors in 2014 too. Materials agency *Raumprobe* will be taking part. The company will be presenting more than 200 material samples and selected exhibits from the building materials market and exploring possible future developments that include everything from smart materials to natural products.

The text file, photos and trade fair logos can be downloaded from <http://www.messe-stuttgart.de/en/consense/journalists/press-material>

Further information about the trade fair

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Further information about the congress

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