

## Press release



GREEN BUILDING:  
BUILDING ENVELOPE &  
TIMBER CONSTRUCTION

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### **DACH+HOLZ International 2024: an industry celebration that sets standards**

From 5 to 8 March, Stuttgart became a major meeting place for the roofing and carpentry community, characterised by enthusiasm and positive emotions. 529 exhibitors from 26 countries were invited to this year's industry celebration and presented their new product developments to 51,000 visitors.

**Munich/Stuttgart, 11 March 2024** – "Fantastic", "terrific", "immense rush of visitors", "a trade fair full of enthusiasts" – everyone involved agrees that DACH+HOLZ International 2024 was a great industry celebration and a huge success. From 5 to 8 March, 529 exhibitors from 26 countries presented their products and services in six exhibition halls and on large outdoor areas. 51,000 visitors celebrated their meeting place with great enthusiasm. "After four years, we were able to enjoy DACH+HOLZ in its usual size and without any restrictions. The enthusiasm of the industry and the power of the trades were clearly noticeable in the exhibition halls," reported Dieter Dohr, Chair of the Management Board of GHM Gesellschaft für Handwerksmessen. "The visitors were unstoppable despite the railway strike. They didn't want to miss out on their industry meeting."

### **Good spirits despite the construction boom**

This joy was reflected in the ratings in the exhibitors' survey: 95.3 percent of respondents gave the trade fair top marks and 81.5 percent still see DACH+HOLZ as a must-attend event. While the forecasts for the construction industry are rather gloomy, the order books in the skilled trades sector remain full. The existing buildings and roof renovation sectors in particular are booming. "The optimism of the trade was palpable at DACH+HOLZ International and gave the manufacturers from the industry a huge motivation boost," reported trade fair director Dieter Dohr. "During my

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conversations at the trade fair, it became clear that roofers, carpenters and plumbers can cater to the needs that are currently in high demand in the industry, despite the general uncertainty in the construction sector." This positive mood was reflected in the exhibitors' extremely favourable assessments of the visitor structure: 96.2 percent of them appreciated the quality of the visitors and 91.1 percent stated that they were able to reach their most important target groups at the trade fair.

ZVDH President Dirk Bollwerk commented: "This trade fair had something magical for me right from the start. Shortly after the opening, the halls were packed with people trying things out, talking shop and discussing. There was a real sense of enthusiasm, both among visitors and exhibitors, which lasted until the final day. This was helped by a unique supporting programme that addressed important topics such as sustainability, digitalisation, occupational health and safety and the shortage of skilled workers. I am positive that this trade fair will resonate for a long time to come!"

### **Innovation: sustainability in the spotlight**

"DACH+HOLZ International 2024 has provided important impetus for resource-conserving and sustainable construction. It is also an indicator of the favourable economic situation in timber construction. The many innovations and new products were very well received. I am particularly pleased that more and more start-ups are using the trade fair to present new ideas for climate-neutral construction, among other things," emphasised Peter Aicher, Chair of Holzbau Deutschland.

In the Start-Up Area in hall 8, 23 companies presented their new product developments. This time, the Start-Up Award went to Gramitherm Europe SA. The company from Belgium produces insulation boards from meadow grass, and their sustainable production process convinced the expert jury. "We are a small, young company and the Start-Up Area was the perfect opportunity for us to present our new product to the building trade. We are delighted to receive the award, because we want to improve sustainability and show the simple means by which this can be achieved," said Anthony Moussu, technical consultant at Gramitherm.

The product groups for pitched and flat roofs, wood and timber construction as well as equipment, machines and tools played the biggest role in visitor interest. This year, however, special attention was also paid to solar

technology solutions. Just under 20 percent of visitors stated that they were interested in this product range at the trade fair – an increase of 11 percent compared to 2020.

### **Great response to social media consulting**

The use of social networks is playing an increasingly important role in the skilled trades. 73.7 percent of visitors state that communication via social media channels is important to them. Here, 52.9 percent of respondents primarily use Instagram as a channel – that is almost 20 percent more than in 2020.

A wide range of advice awaited visitors at the trade fair in the new Social Media Workspace in hall 6. Among other things, tips were offered on how to successfully present skilled trade businesses on social networks and how to produce high-quality content that ensures reach. Social media consultation sessions were also a new addition to the trade fair programme. Expert influencers from the industry were on hand to advise businesses and give them valuable advice on how to optimise their online presence. The free consultation sessions were fully booked within a short space of time.

### **DACH+HOLZ International 2024 from a different perspective**

- Jennifer Konsek and Stephan Pöschl, the faces of DACH+HOLZ International 2024, covered a total of 80 kilometres together during the four days of the trade fair.
- The national roofing and carpentry team trained together for a total of around 80 hours at the trade fair.
- This year, a group of 35 "Dachdeckermädelz" (roofing girls) visited the trade fair – more than ever before, and on International Women's Day of all days!
- Around 600 people celebrated together on the industry evening on the Thursday of the trade fair.
- A total of 23 stand parties were organised by exhibitors.
- The community submitted 26 song suggestions for the [DACH+HOLZ playlist](#).
- Over half of the trade fair visitors were under 40 years old.

The next DACH+HOLZ International – the trade fair for green building: building envelope and timber construction – will take place from 24 to 27 February 2026 in Cologne as scheduled. For more information have a look at <https://www.dach-holz.com/en/>.

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Note to editors:

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