

Visit report Interbud 2011

Topic	Construction
Date	February 17-20, 2011
Location	Interservis Ltd. Stefanowskiego Street 24 90-537 Lodz
Website	http://interbud.interservis.pl/index.php

The fair

The Interbud fair takes place in 3 halls and outdoors outside the fair halls. The overall impression of the fair is DIY (do it yourself) in contrast to the promotion, which is more targeted at the larger investors, developers and contractors and in which the fair is presented as a large International fair.

Exhibitors

There are more or less 250 exhibitors, mainly Polish companies. The composition of the exhibitors consists of mainly providers of building materials, in and outdoor housing products and construction related services.

- ⇒ Interesting to see is the attention paid on eco friendly housing. There are several exhibitors offering solar panels, heat pumps, and engineering / consultancy companies that offer advice on how to build your house energy efficient.

Visitors

We visited the fair on Saturday. The fair was very crowded and the consistence of the visitors existed mainly of private persons (families). Last year we went to the fair on Thursday and it was far less crowded than this year on Saturday.

Concluding from the consistence of the exhibitors, the target groups are smaller construction companies and private persons. This shows itself in the several exhibitors that offer products as doors, fences, bathrooms, paint and others.

We also conclude from the consistence of exhibitors and visitors that in Poland it is still the tendency to build your own house. This is very interesting to keep in mind when looking for such a sales area.

For whom?

The fair is only attractive to exhibit for those who offer affordable (i.e. for private persons or smaller investors) products or services related to energy efficient building.

⇒ Dutch companies that offer innovative products in the field of energy efficient building for private persons and smaller investments, we highly recommend to exhibit on this fair.

We recommend to visit this fair when one wants to perceive an impression of (smaller) construction related product pricing and / or looking for suppliers of construction related products.