

FACTS ABOUT SWISSBAU 2024

SWISS
BAU

BUILDING
FUTURE
TOGETHER
20–23 January 2026

Figures for Swissbau (only 4 instead of 5 days)

85000 m²

Exhibition area

52486

Visitors (7% from abroad)

615

Exhibitors from 14 countries

Decision-making authority of the visitors:

90% decisive/
co-decisive/advisory

Structure of the visitors:

17% First-time visitors

Origin of visitors from Switzerland:

93% Visitors from Switzerland

- 33% Northwestern Switzerland
- 19% Zurich
- 16% Berne/Solothurn
- 12% Eastern Switzerland
- 11% Central Switzerland
- 8% Western Switzerland
- 1% Ticino

Swissbau is a relevant B2B platform:

88% Trade visitors:
12% Private visitors

Exhibitors appreciate Swissbau:

89% rate Swissbau as very good to satisfied

91% rate the cooperation with the exhibition team as very good to good

22% were first-time exhibitors

- 45% Architects, interior designers, engineers, specialist planners, construction managers, BIM managers, general contractors
- 14% Craftsmen and craftswomen (main construction/finishing trade)
- 13% Dealers, manufacturers
- 8% Education
- 3% Facility managers, real estate service providers
- 2% Owners/investors
- 3% Other trade visitors

Satisfaction after visiting Swissbau

83% of visitors rate Swissbau as very good to satisfied

71% rate the quality of the exhibitors as very good to good

Swissbau Focus – inform and discuss

30 industry associations, universities, institutions
83 events
380 speakers
9600 participants on site and online


Swissbau Lab – discover and try out

70 companies, start-ups, associations and institutions
58 events
250 speakers and lecturers
4750 participants on site and online

Swissbau is optimally networked:

61268
Newsletter subscribers

156421
Users on www.swissbau.ch during the trade fair month

5478
Subscribers on Facebook 

2879
Subscribers on X 

14393
Subscribers on LinkedIn 