



Press release

Paris, 14 October 2026

PARIS BUILDERS SHOW 2026

A FIRST EDITION IN A HIGH-PRESSURE MARKET CEMENTING THE TRANSFORMATION OF THE CONSTRUCTION INDUSTRY'S PREMIER EVENT

From 28 September to 1 October, the Paris Builders Show brought together nearly 2,000 exhibitors and welcomed close to 120,000 participants at the Paris Expo Porte de Versailles, focusing on business, innovation, international reach and key industry challenges.

In a particularly constrained environment for construction (declining activity, contracting artisan network, increased pressure on companies, geopolitical tensions and rising travel costs), the event maintains a level of engagement close to its previous edition, cementing its position as the industry's premier unifying event.

This inaugural edition under the Paris Builders Show identity also marks a deliberate transformation of the model: more qualified visitor access, enhanced targeting driven by exhibitors, pre-arranged professional meetings, expanded international reach, and a conference programme focused on the sector's core business and strategic challenges.

A new identity to accompany a changing industry

By becoming the Paris Builders Show, the event affirms a clear ambition: to bring together professional communities in construction, renovation and interior fit-out to collectively respond to the profound transformations facing the sector.

Under the banner "The building in motion", the edition was structured around three core pillars: rethinking buildings, restoring the existing fabric and reinventing spaces.

This cross-sector approach was built upon the synergy between **BATIMAT**, **INTERCLIMA** and **IDÉOBAIN**, alongside the **RENODAYS** Forum, to address structural changes in the building sector across materials, equipment, techniques, usage and new renovation models.

Strong attendance levels preserved in a deeply transformed market

The 2026 edition was held against a very different backdrop to that of previous cycles. The market contraction has reduced the number of active companies, particularly among tradespeople, who historically make up one of the show's primary visitor communities, while workload pressures force many to remain on-site.

These constraints particularly affect professionals from regional areas, alongside international factors such as rising travel costs, geopolitical tensions and difficulties in obtaining visas.

Against this backdrop, nearly 2,000 exhibitors and close to 120,000 participants were still in attendance, confirming the central role of the event for the industry.

A new access model prioritising the value of meetings

Paris Builders Show 2026 has adapted its access model with a clear objective: to better qualify audiences and drive the value of the leads generated for exhibitors.

Direct registration via the organiser now incurs a fee, while exhibitors are provided with an enhanced invitation system, allowing them to target their clients, prospects and partners more precisely.

This new model aims to empower the entire ecosystem: attracting professionals with defined project objectives, while giving exhibitors greater resources to prepare for high-value meetings.

Initial feedback from the 2026 edition shows that this shift resulted in a significant increase in the volume and quality of leads generated for many exhibitors, with connections more directly aligned with concrete projects, strategic partnerships, and business opportunities.

Visible business results and a strong momentum for 2028

At the close of the show, several exhibitors reported highly positive commercial performance: high lead volumes, new connections, projects secured, and partnerships initiated over the four days.

These initial results support a core objective of the ongoing transformation: to gradually evolve how trade show success is measured, moving away from pure attendance volume towards the commercial value created for exhibiting companies.

This momentum is also reflected in the preparations for the 2028 edition: several major market players have already confirmed their return just a few days after the close of the event. A strong signal of confidence in the value of the event and the ongoing transformation.

International reach maintained despite global tensions

Despite a particularly challenging international environment, nearly one in four participants came from abroad, a stable proportion compared to 2024.

This stability demonstrates the international appeal of the event against a backdrop marked by several conflicts, rising travel costs and, for certain delegations, significant difficulties securing visas.

This momentum was driven in advance by an international roadshow across seven European and African countries, bringing together nearly 500 professionals. At the show, the International Club and the Builders Club evening reception built on this approach, bringing together delegations, international pavilion representatives, industrial leaders and speakers around a shared goal: to develop cross-border business relations and establish a sustainable, global construction community.

The building industry enters the presidential debate

An unprecedented highlight of this edition, the 'Grand Oral de Paris Builders Show' welcomed Gabriel Attal, Marine Le Pen, Jean-Luc Mélenchon and Bruno Retailleau.

Before an audience of FFB, CAPEB and Uniclimate representatives, they were invited to directly address the sector's core concerns: the housing crisis, boosting construction activity, energy renovation, decarbonisation, climate adaptation, competitiveness, industrial sovereignty, and the appeal of trade professions.

By placing the construction industry at the heart of the presidential debate, the Paris Builders Show asserts a new dimension to its role: acting not only as the sector's commercial and professional gathering, but also a platform where the industry collectively makes its voice heard.

Over 400 conferences exploring future industry transformations

With more than 400 conferences, the Paris Builders Show provided a four-day insight into the transformation reshaping the construction industry .

Artificial intelligence, off-site construction, decarbonisation, renovation, air quality, data, resource efficiency, changing usage and productivity brought together manufacturers, experts, researchers, architects, and professional organisations.

The opening plenary session, featuring Philippe Aghion and Franklin Azzi, illustrated this desire to combine economics, innovation, architecture, and the transformation of built heritage.

Innovation as a concrete response to industry changes

With 278 applications, 110 nominated solutions and 38 distinguished innovations, the Innovation Awards demonstrated the capacity of manufacturers to provide concrete answers to the sector's transformations: decarbonisation, artificial and digital intelligence, building adaptability, and refinement of on-site trade practices.

"In one of the most challenging environments the construction sector has faced in recent years, we chose to transform our event rather than wait for the market to recover. Nearly 2,000 exhibitors and close to 120,000 participants were in attendance, with an international reach preserved despite global tensions. However, the key lesson from this edition lies elsewhere: the evolution of our access model, combined with targeted exhibitor invitation campaigns, enabled many industry players to generate a higher volume of qualified leads and business opportunities. The first rebookings for 2028 are already reinforcing this momentum. "The Paris Builders Show is a long-term project: this first edition has laid the foundations, with a simple ambition – to create greater value for the construction communities," says Jean-Philippe Guillon, Director of the Paris Builders Show.

Upcoming dates to add to your diary

Renodays: 15 - 17 September 2027

Paris Builders Show: 2 - 5 October 2028

For more information:

www.paris-builders-show.com

www.batimat.com

www.ideobain.com

www.interclima.com

www.renodays.com

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

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