

Paris Builders Show Africa Tour: discussion vital for accelerating sustainable construction

Casablanca, Dakar and Tunis: three stages to identify the priority issues in the sector and enrich the Paris Builders Show 2026 programme

At the end of its tour of Morocco, Senegal and Tunisia, the Paris Builders Show looks back at the key takeaways from its discussions with African stakeholders in the building industry and sustainable construction. These considerations will enrich the programme of the event's 2026 edition, which will take place in Paris and bring together French and international professionals around the sector's major transformation challenges.

After a first European phase, the Builders Roadshow at the Paris Builders Show continued its international journey in Africa, with three stages dedicated to the challenges of sustainable construction in Morocco, Senegal and Tunisia. This tour brought together local stakeholders in building, cities and development to focus on the conditions required for the sector's sustainable transformation, accompanied by **Lionel Causse, Member of the French Parliament**, for the meetings in Morocco and Senegal, and **Marjolaine Meynier Millefert, President of Alliance HQE-GBC**.

More than 245 professionals took part in the meetings organised in Casablanca (Morocco), Dakar (Senegal) and Tunis (Tunisia), which brought together companies, architects, design offices, public stakeholders, professional organisations, funders and experts in sustainable construction.

This process aimed to engage with local ecosystems to understand their specific characteristics, identify emerging initiatives and create an international dialogue that would be continued at the **Paris Builders Show 2026**.

Lionel Causse, member of the French Parliament for the Landes: "*It is really interesting to see and understand what is happening in other countries, at a time when France has many questions about housing production and renovation, but also about decarbonising the entire construction chain. Some territories have retained local construction methods, using local materials, while others have chosen more standardised models. These discussions allowed us to discuss these aspects, compare experiences and find answers to the challenges we face together today.*"

Marjolaine Meynier Millefert, President of Alliance HQE-GBC: "*The building sector is an ecosystem that is extremely anchored in territories, with realities that are those of each territory. But it is also a great space for creativity and interaction for creating and finding solutions to topics that are ultimately shared by one country to another. We can find a real source of innovation, inspiration and stimulation by looking at how other countries have adapted to these challenges and how they have responded to them.*"

Challenges shared around sustainable transformation of buildings

The discussions during this tour highlighted several key challenges to accelerating the transition of the construction sector in Africa.

Challenges related to **effectively implementing existing regulatory frameworks** are among the first of the main lessons learned. The discussions highlighted the need to reinforce the application of standards, adapt regulatory tools to local realities and support sector stakeholders in adopting new environmental requirements.

The meetings also highlighted the need to develop **financing mechanisms suitable for long-term sustainable construction**. Access to sustainable housing remains conditional on the ability to mobilise financial tools to support households and project initiators, in particular through innovative schemes combining public, private and institutional stakeholders.

Finally, organising a truly sustainable building sector relies on the ability of stakeholders to work together, share common reference frameworks and promote local know-how. The discussions notably recalled the role of professional networks and collective approaches to develop new practices and support regulation changes.

Jean-Philippe Guillon, Director of the Paris Builders Show explains: "*The Builders Roadshow is primarily about listening and discussion. By going to meet local stakeholders, we identify their priorities and build an international programme that reflects the realities of each territory. The Paris Builders Show aims to become a real meeting place for building experts from around the world, where experiences and solutions can be shared to support the sustainable transformation of the sector.*"

From the Builders Roadshow to the Paris Builders Show: transforming international discussions into tangible solutions

The lessons learned during the Africa Tour will feed into the international programme of the **Paris Builders Show 2026**, which will welcome experts from different continents attending to compare experiences and share solutions adapted to different construction contexts.

This approach follows on from the Builders Roadshow, designed as a real platform for discussion and hearing what stakeholders in the sector have to say. The international stages allowed issues that are priorities for the various markets to be identified and the experts met to be invited to Paris to continue the discussion.

This feedback will be used during the trade show, in particular in conferences and round tables on the major challenges of sustainable construction: adapting regulations, existing building renovation and transformation, decarbonisation, financing responsible projects, using local materials and changes in professional practices.

The international dimension of the Paris Builders Show will also be supported by the presence of speakers encountered during the various stages of the roadshow, such as the architecture firm Del Boca (Italy), Francis Metzger, architect (Belgium), Jaafar Sijelmassi, architect (Morocco), Maria Elena Hugony, co-founder, TEICOS GROUP (Italy), and Jérémy Boomer, Building Material Expert, NATURA MATER (Belgium), Sonia Sanz, architect and member of WIRES (Spain).

For example, on Tuesday 29 September:

- **2 pm – 3 pm on Agora 1: *Can architecture change the world***

With Soraya Terki, Director of Design and Uses, SOGEPROM; Franck Durand, Vice-President of Unsfa; Francis Mezger, Architect Ma2 sa (Belgium); Jaafar Sijelmassi, Agency Sijelmassi & partners (Morocco).

- **4:00 pm – 4:45 pm on Agora 5.2: *"Il Giardino delle Gemme": a sustainable model of urban regeneration***
With Alessandra Amoretti, Associate Architect at Amoretti del Boca&Partners and Giovanni Del Boca, Associate Architect at Boca&Partners (Italy)
- **3:00 pm – 3:45 pm on Agora 5.2: *Building construction and renovation in Europe: converging perspectives and common trajectories***
With Rachel Chermain, Director of Alliance HQE-GBC, Sonia Sanz Del Rio, Associate Architect and Urban Planner L35 (Spain), Jérémy Boomer, Building Material Expert, NATURA MATER (Belgium) and Maria Elena Hugony, Co-founder, TEICOS GROUP (Italy).

An international community taking shape before the show opens

With this international tour, the Paris Builders Show affirms its ambition to become a space for dialogue between the various building models and stakeholders committed to the sector's sustainable transformation.

From Casablanca to Dakar, via Tunis, discussions enabled a shared vision to emerge: accelerating the building sector transition requires different areas of expertise to be brought together that take local realities into account, and collective solutions to be built.

These considerations will enrich the debates at the Paris Builders Show 2026, which will bring together French and international professionals in Paris around the major challenges facing tomorrow's building industry.

Remember to request your accreditation [here](#)

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YOUR PRESS CONTACTS

RUMEUR PUBLIQUE – +33 (0)6 46 54 94 51

Gilles Senneville/gilles.senneville@rumeurpublique.fr

Christelle Grelou/christelle.grelou@rumeurpublique.fr

RX Global Press Contact

Sabine Copper-Royer /sabine.copperroyer@rxglobal.com

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