#

February 2, 2018

# PRESS RELEASE

**Digital innovation and equality, highly topical** **issues at the Nordbygg 2018 fair in Stockholm**

*Nordbygg is driving the development in the Swedish construction sector. This is in part done by actively starting and taking part in different initiatives on digital innovation, equality and skills development. These areas will make their mark on Nordbygg 2018, which will take place at Stockholmsmässan on April 10-12.*

Internet of Things, AI and robotics are concepts that are buzzing at the moment.

At Nordbygg 2018, the technology development will be highlighted by several initiated lecturers. In addition, a new initiative for increased innovation in the construction sector will be launched. During the fair, the project will among other things offer presentations of new start-ups and a new survey on innovation and cooperation in the Swedish construction sector.

– We see a clear increase in interest for an in-depth digital development within the Swedish construction market. This opens up for new business and new cooperation, says Peter Söderberg.

**Equality highlighted at the fair**

In Sweden, #metoo has had a very large impact. Within the construction sector, all leading actors agree that active work for increased equality and diversity is needed.

– Therefore, the seminar program on the big stage of the fair will feature elements on equality, in connection with the opening of Nordbygg 2018 for one, says Peter Söderberg.

Behind these seminars is a new industry initiative, which also Nordbygg has become involved in.

**Client focus and medal ceremony**

Nordbygg offers many opportunities for skills development. During this year’s fair, particular focus is on the role and competence of the property developer. Among other things, there will be a feature on how to procure smart energy solutions for properties.

– At Nordbygg, more than 800 leading suppliers and contractors from 30 countries will be showing their innovations. This means that the property developers get a unique opportunity to get a full view of the development and understand what they actually can demand at procurements, says Peter Söderberg.

One appreciated and recurring feature at Nordbygg is the Material medal. The competition highlights the past year’s top new materials. The best of all will be awarded Nordbygg’s gold medal for the best product innovation of the year. Former laureates include everything from global companies such as 3M to small innovation companies.

For more information, visit <http://www.nordbygg.se> or contact:

Peter Söderberg, Project Area Manager

peter.soderberg@stockholmsmassan.se, +46 8-749 43 93

Liisa Aus, Content & Media Manager

[liisa.aus@stockholmsmassan.se](file:///%5C%5Cncifs%5CGemensam%5CData%5CAO%20M%C3%A4ssor%5CM%C3%84SSOR%5CNordbygg%5CNordbygg%202018%5CNyhetsbrev%5CPressrelease%5Cliisa.aus%40stockholmsmassan.se), +46 8-749 41 53