#

September 4, 2017

# PRESS RELEASE

**Nordbygg soon fully booked**

*The exhibitors have rushed to Nordbygg 2018, and despite the opening being more than six months away, more than 90 per cent of the exhibition area is already booked. Part of the explanation is that many companies are loyal exhibitors, who know that the early bird catches the worm.*

At the end of August 2017, more than 90 per cent of the rentable space is booked for Nordbygg 2018.

* We clearly see a higher demand compared to the equivalent period before the last fair. Both Swedish and international actors want to stay ahead and win or defend market shares in the hot Nordic construction business cycle, says Peter Söderberg, Project Manager Nordbygg.

**Nordbygg is unique**

The Swedish company Work System manufactures and sells furnishings solutions for craftsmen’s cars. To them, being a part of Nordbygg is a priority.

* With almost 50,000 visitors from the construction industry, the fair is unique and perfect for us, says the company’s Sales Manager, Johan Hansson.

For Nordbygg 2018, he is especially looking forward to the fair’s initiative the car within construction, which means that all exhibitors from the industry will gather in one place.

* That makes it much easier for visitors to get the full picture of what the industry can offer, he says. And what is good for the visitors is good for us,

**Strategic choice**

Lindab is also a recurrent exhibitor, who have booked space in good time for not only one but two showcases. To them, Nordbygg is a strategic choice which has proved successful.

* Nordbygg has become a meeting-place with a huge impact and a large influence within the industry in all of the Nordics. All actors in the construction process here know that this is where you meet the latest and the most exciting news and innovations, says Magnus Jacobsson, Sales Manager at Lindab.

One ambition Lindab has is to drive the ventilation business forward.

To succeed, it is crucial to reach the right decision-makers, and they are at Nordbygg, says Magnus Jacobsson.

*For more information please visit* [*www.nordbygg.se*](http://www.nordbygg.se) *or contact:*Peter Söderberg, Project Area Manager, peter.soderberg@stockholmsmassan.se, +46 8 749 43 93