# PRESS RELEASE

**Nordbygg 2016 - four intensive days for a high-pressure industry**

*A genuine industry expo with knowledge-intensive seminars.* *Networking and meetings that resulted in many deals being agreed right on the event floor.* *That, according to the results of the quality survey conducted for the event, is the broad strokes picture painted of Nordbygg 2016.*

Nordbygg - the biggest industry expo in Northern Europe - ended last Friday. Some 900 exhibitors from the construction, property and HVAC sectors interacted with around 48,000 visitors over four intensive days at the Stockholmsmässan Conference Centre.

“That’s a couple of thousand fewer visitors than at Nordbygg 2014, but it’s still a very high figure. The fact that so many people decided to spend a day or more attending Nordbygg during what is, historically speaking, a period of boom in the industry is very pleasing indeed, and underlines the strength of the event,” says Project Manager Peter Söderberg

“The mood has been really positive. Our decision to put on more open and easily accessible seminars than ever before was much appreciated, and our daily quality surveys generated a huge amount of positive feedback.

Visitors and exhibitors alike thought that it was an industry event where business, knowledge sharing and networking were at the heart.”

**Continual improvement**

“We have a huge amount of respect for the time and efforts that our exhibitors invest in connection to Nordbygg. We have a responsibility to continually improve our offering. Based on what I heard out in the halls, we’ve done really well this year,” says Söderberg.

In the run-up to Nordbygg 2016, the behind the scenes activity had mainly consisted of focused and intensified target group work.

“For each edition of Nordbygg, we work with project partners and engage in direct dialogue with the exhibitor group. Based on this dialogue, we set about actively reaching out to the target groups they want to attract,” explains Söderberg.

**Praising exhibitors**

He also wants to highlight the exhibitors’ contribution to this year’s event.

“It’s about getting involved, not just showing off your offerings. At this year’s Nordbygg, the quality of interaction was incredibly high. In addition to some fantastically good-looking stands, exhibitors also staged a whole host of well thought out seminars, events and communicative activities.”

The work of the organising committee is also a vital element. Collaboration between the construction, property and HVAC sectors is one of Nordbygg’s foremost strengths.

“We have a number of recurring themes that are developed year after year. The *Renovera Energismart* project is one example of a collaborative endeavour where knowledge and understanding are shared across industries to the benefit of everyone,” says Söderberg.

**Preparations for 2018 already underway**

The work of planning Nordbygg 2018 has already begun.

The digitalisation and level of international exchange that has become increasingly important at each passing Nordbygg will play an even greater role in 2018.

“Many exhibitors have already booked their spots for Nordbygg 2018 in order to guarantee their involvement,” says Söderberg.

“This year, there was a queue of 100 companies that wanted to take part, but were unable to get in.”

*For more information please visit* [*www.nordbygg.se*](http://www.nordbygg.se) *or contact*

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