


# BATIBOUW

## Brussels Expo

From Saturday 15 to Sunday 23 February 2025

[www.batibouw.com](http://www.batibouw.com)



The meeting place for professionals and private individuals for more than 65 years, BATIBOUW is Belgium's biggest construction, renovation and interior design fair.

BATIBOUW is an exceptional showcase for presenting your products and services to a targeted public of sector professionals and private individuals with a passion for their living environment. By being part of this prestigious event you will achieve incomparable visibility and benefit from a unique opportunity to meet your future clients.

## why participate?



You make contact with **175,000 visitors** who come to the fair with a project, a demand and a genuine interest in what you can offer them.



You can use the logo of **one of the country's most recognised brands**. 7 in 10 Belgians recognise the BATIBOUW tortoise!



You meet **new customers** who would not have found you anywhere else, 30% of whom have a specific project



You achieve increased visibility among 80,000,000 people thanks to a **national media campaign**.



You are present at the **biggest renovation and construction fair in Belgium**.



You benefit from a **unique exposure throughout the year** through our website, social networks and newsletters.

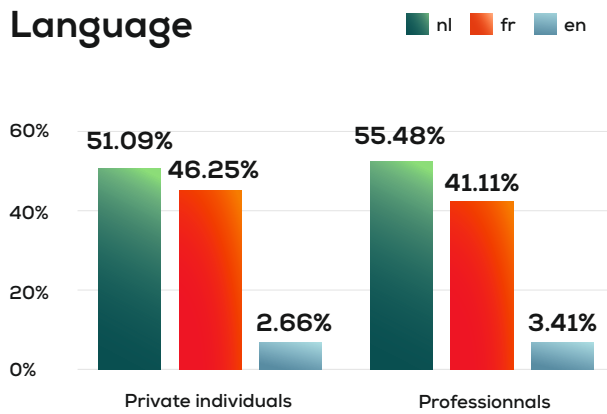


You adopt a **leadership position** in your sector

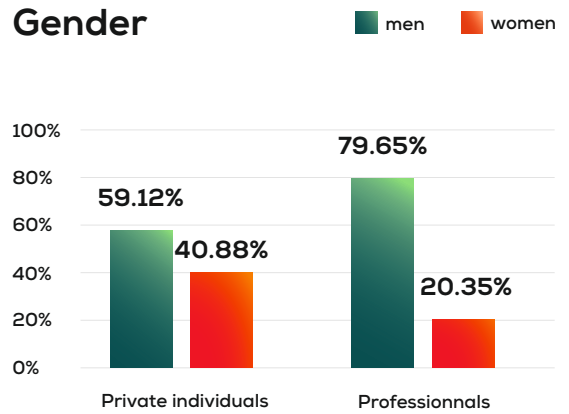


# visitor profiles

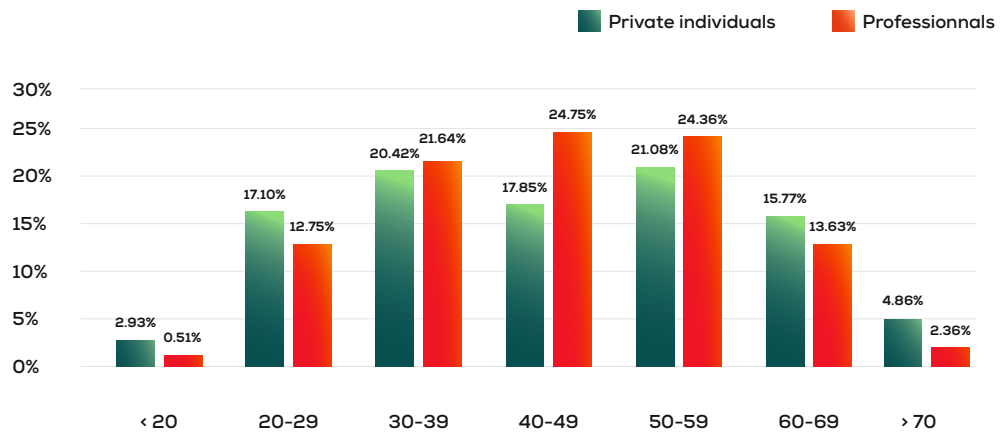
## Language



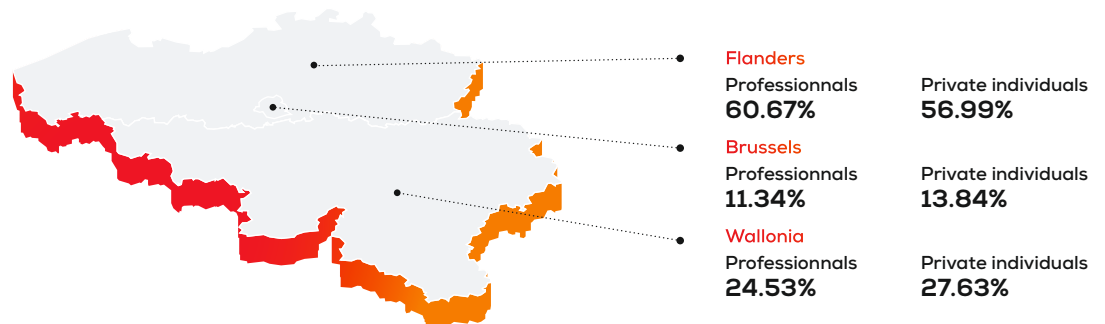
## Gender



## Age



## Region





# Interests of visitors per sector

42,46%	73.932	Energy
40,80%	71.042	Electricity, domotics, lighting
34,97%	60.890	Bathroom fittings - Water treatment
34,61%	60.264	Interior design
33,99%	59.184	Heating / Ventilation / Air-Conditioning
32,81%	57.129	Interior and exterior floor coverings
32,27%	56.189	Outdoor facilities
31,58%	54.988	Advice
29,02%	50.530	Internal woodworking
28,20%	49.102	Window frames - Garage doors - Verandas
27,58%	48.023	Construction
26,86%	46.769	Structural work
26,65%	46.404	Kitchens
24,59%	42.817	Tools
24,38%	42.451	Fireplaces and stoves
13,32%	23.193	Furniture
11,45%	19.937	Pools - wellness





Among our exhibitors\*



## Increased press interest\*

172

Journalists

605

Clippings (304 fr - 291 nl - 10 other)

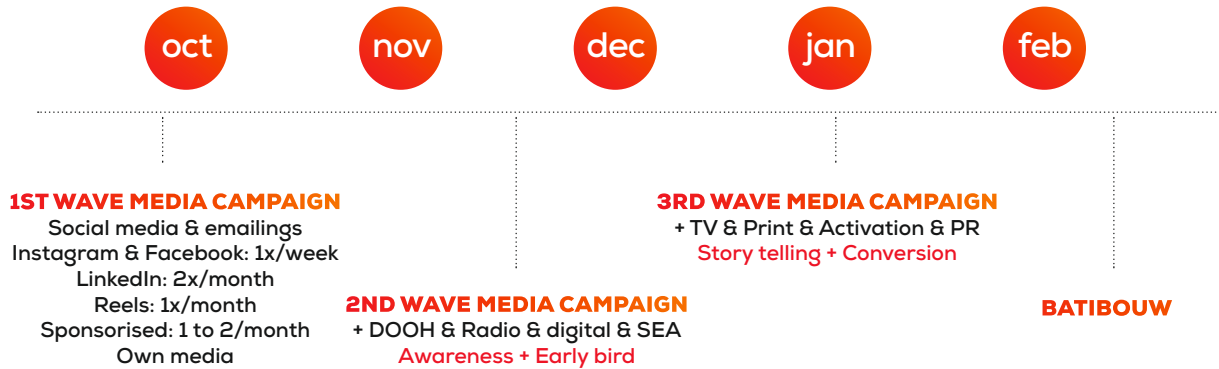
€ 3.193.782

Advertising value

82.335.494

Reach

## National media plan\*



### TV & Radio



### Print



\* The presented numbers are based on the 2024 edition of BATIBOUW.

## Contact us!

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