

PRESS RELEASE

January 2024

FENSTERBAU FRONTALE: Knowledge meets experience

From 19 to 22 March 2024, FENSTERBAU FRONTALE will once again offer the world's best overview of the market for windows, doors and façades with a combination of a trade show and an extensive programme. International trade visitors can look forward to practical professional development opportunities, dialogue with experts, colleagues and exhibitors, and also plenty of opportunities to experience and try out innovations and trends firsthand. As always, the world's leading trade show will take place alongside HOLZ-HANDWERK, which can be visited using the same ticket.

The FENSTERBAU FRONTALE FORUM brings together more than 30 exciting keynote speeches and panel discussions on current industry topics. On all four days of the trade show, experts will give talks and hold practical discussions on thematic highlights such as sustainability, extreme weather, ventilation and serial construction and renovation. Every day from 13:30 to 14:15, the forum will be the venue for the interactive "Expert Talks" format on the topics of installation, PVC and timber windows and accessibility. Another highlight: At 16:15 on Wednesday 20 March, influencers and experts from the industry will provide exciting insights into the world of social selling and social networking under the title "Influencers in the world of windows – employees and bosses conquer social media!".

→ FENSTERBAU FRONTALE FORUM
Tuesday 19 to Friday 22 March 2024, all day
Hall 7A, Stand 7A-121

**Ideelle und fachliche Träger
Sponsors**

Fachverband Glas Fenster Fassade
Baden-Württemberg
Landesinnungsverband des
Glaserhandwerks Rheinland-Pfalz
Landesinnungsverband des
Bayerischen Glaserhandwerks

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Clever use and implementation of digitalization in trade businesses

The **A PRACTICAL GUIDE TO DIGITISATION** forum provides valuable ideas for improving order, speed and security in day-to-day operations. Entertaining power interviews with digitalization experts and fellow tradespeople will show, among other things, how modern digital systems are changing day-to-day business and work culture, automating routine work, speeding up processes and simplifying compliance with rules, regulations and quality specifications. The thematic highlights include state-of-the-art recruitment of skilled labour and young talent, marketing using social media, augmented reality and online configurators, and also paperless offices. Each day of the trade show will conclude with an exciting panel discussion between experts and the audience on challenges in the use of the latest digital technology.

→ Forum A PRACTICAL GUIDE TO DIGITISATION

Tuesday 19 to Friday 22 March 2024, all day

Hall 7, Stand 7-206

Lectures and guided tours of the trade show for architects

The **11th Forum Architecture-Window-Façade** with lectures by internationally renowned experts will be held this year under the motto "Rebuildable". As part of the forum, curated by AIT-Dialog, two free **guided tours for the architecture and planning sector** will be offered for the first time this year for selected exhibitors. From 15:00 on 20 March, there will be a visit to about ten exhibitors from the fields of modular construction, serial and system construction and prefabrication under the title "With system: modular – serial". On 21 March, the focus of the second guided tour, "In existing buildings: renovate – convert", which will also last around two hours, will be entirely on exhibitors who offer solutions in terms of sustainability in the areas of durability, flexibility, resource conservation, retrofitting, accessibility/threshold-free transitions, circular construction and renewable and/or recyclable materials. Registration is required for the Forum and the guided tours. Places on the guided tours are limited.

→ 11th Forum Architecture-Window-Façade
Thursday 21 March 2024, 10:30 to 14:00
NCC Ost
Registration at: www.frontale.de/forumarchitecture

→ Guided tours for architects and planners
Wednesday 20 March and Thursday 21 March 2024, 15:00 to 17:00
Starting point NCC Ost
Registration at: www.frontale.de/forumarchitecture

MetallbauTREFF enters the next round

What new products, innovations and pioneering technologies does the metal industry have to offer? Trade show visitors can find out at the **special show MetallbauTREFF**, which met with a positive response at its launch in 2022 and is now a permanent fixture at FENSTERBAU FRONTALE. Together with seven co-exhibitors from the metal industry, the trade magazine metallmarkt.net will showcase all kinds of innovations and offer a platform for networking and sharing information.

→ MetallbauTREFF
Tuesday 19 to Friday 22 March 2024, all day
Hall 5, Stand 5-123/124

Special show “climate.safe.building”

The topics of carbon efficiency and protection against climate extremes with sustainable windows, doors and façades will play a leading role at the **special show “climate.safe.building”** organized by ift Rosenheim and NürnbergMesse. In an area of 300 m², exhibitors will present their innovative solutions for building, repairing and maintaining windows, doors and façades of this nature. Examples of functional building elements from co-exhibitors will be used to show what climate-safe construction, sustainability and climate resilience mean in practice. The topic of recycling also plays a central role here.

→ Special show “climate.safe.building”
Tuesday 19 to Friday 22 March 2024, all day
Hall 1, Stand 1-515

NEW: JobMatch – for job seekers and employers

A new concept, the “reverse recruiting approach”, has been adopted by the **JobMatch stand** organized by mehrmacher in cooperation with NürnbergMesse. This method sees top employers in the industry advertise themselves and their job vacancies to skilled workers. In live interviews, applicants get a closer impression of the companies and can then apply directly onsite with just a few clicks and no need for a CV. Employers will also get their money’s worth here: Specialist presentations on topics such as “Optimum positioning as an employer” and “Better ways to appeal to and retain skilled workers” round out the concept behind this stand.

→ JobMatch

Tuesday 19 to Friday 22 March 2024, all day

Hall 7, Stand 7-118

Young Innovators pavilion

Start-ups and young companies will present their innovative products to experts at the “Young Innovators” pavilion sponsored by the German Ministry of Economic Affairs and Climate Protection (BMWK).

→ Young Innovators

Tuesday 19 to Friday 22 March 2024, all day

Hall 7, Stand 7-218

NEW: Special area “Focus on interior doors”

In cooperation with the trade magazine BM, leading manufacturers of interior doors will showcase a selection of their first-class products and innovative designs in a special area, and will be available to discuss them in person.

→ “Focus on interior doors” special area

Tuesday 19 to Friday 22 March 2024, all day

Hall 4, Stand 4-118

Taste of windays: Specialist seminars on innovations from Switzerland

Bern University of Applied Sciences is organizing the “Taste of windays” series of events once again this year, in collaboration with the Swiss Window

and Façade Industry Association (FFF), Holzforschung Austria and the Vienna University of Technology, which will provide fascinating insights into innovations from Switzerland.

→ Taste of windays

Wednesday 20 March and Thursday 21 March 2024, 11:00 – 13:00

NCC Ost

Award presentations at FENSTERBAU FRONTALE

As usual, the broad supporting programme at FENSTERBAU FRONTALE will be rounded out by two traditional and highly coveted award presentations. If they can demonstrate outstanding examination results in theory and practice in their further training to become a master craftsman in the glazier's trade, up-and-coming master craftspeople can look forward to receiving the **MeisterAward**, presented by the professional association Fachverband Glas Fenster Fassade Baden-Württemberg (GFF).

→ MeisterAward

Thursday 21 March 2024, 16:00 – 16:30

FENSTERBAU FRONTALE FORUM, Hall 7A, Stand 7A-121

Then, in addition to the main prize for the **Window Manufacturer of the Year 2024** for the most creative and innovative entrepreneurial personality, two further prizes will be presented for outstanding achievements in the areas of product development and manufacturing, and also sustainability and energy efficiency. These are awarded by TSG GmbH, Marke Tischler Schreiner, Holzmann Medien GmbH & Co. KG with its trade magazine GFF, and EURO Baubeschlag-Handel (EBH) AG.

→ Window Manufacturer of the Year 2024

Thursday 21 March 2024, 16:30 – 18:00

FENSTERBAU FRONTALE FORUM, Hall 7A, Stand 7A-121

#FFconnected: Programme content on demand

Stay up to date with the programme highlights during the trade show and follow us on Instagram, Facebook, LinkedIn and YouTube.

In addition, the FENSTERBAU FRONTALE FORUM will be available on demand afterwards in German and English, as will the keynote speeches in the A PRACTICAL GUIDE TO DIGITISATION forum.

For detailed programme content, please go to www.frontale.de/programme

Secure your ticket now: www.frontale.de/tickets

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