

**DIGITAL  
& BIM Italia**



Digital  
innovation  
and transformation  
for the built environment

BolognaFiere,  
**21/22** November  
**2019**



# BIM, GIS, Digital Platforms, Smart networks & Infrastructures



# Digital&BIM to discover the future of constructions

Innovation and digitalisation are changing the image of the sector all over the world, involving the entire supply chain from design to operational management, modifying the workplaces (Site 4.0, Construction 4.0) as well as the works, their operation, management and fulfilment. New digital platforms are created to fulfil the needs of users and professionals.

The objective of **Digital & BIM** is to help the sector explore its potential and understand how best to adopt and implement these new technologies, tools and processes to improve profitability and efficiency and create a smarter construction industry. Even in highly specialised niches, such as intervention on existing buildings, restoration, management of works and infrastructure.

2

Days of events, meetings and areas dedicated to digital development, innovative tools and BIM for the built environment.



2

One-day international conferences on Ecosystems and Digital Platforms.



7

Arenas for technical meetings, in-depth seminars and talks organised with partners.



4.000

selected professionals in the sector are expected in the two days.



**DIGITAL & BIM** will give space to the more recent digital technologies in collaboration with institutions, associations and some of the largest companies in the sector, also through interactive demonstrations, seminars, workshops, networking events and in-depth workshops.

**2 DAYS OF INTERNATIONAL CONFERENCES** DEDICATED TO DIGITAL PLATFORMS:

// **Ecosystems and Digital Platforms:** from BIM to the Connected Living Services

// **Ecosystems, Digital Platforms, public contracts and certifications**

**THE INDUSTRY HAS ITS SAY:** with the presentation of real cases, best practices and services for the digitization of the built environment in Arenas and in-depth workshops.

// **Construction 4.0** - industry, production and site 4.0

// **PA & Digitization for the Technical services**

// **Geospatial** - monitoring, smart infrastructure

// **BIM and Digital twins** - modelling, virtual and augmented reality

// **BIM:** methods, procedures and operational practices

// **THINK BIM** - from good practices to guidelines

// **Digitization** and intervention on the existing

# Be part of **Digital&BIM 2019**

Industry operators, now more than ever, want to understand what digitization is and what it involves in technical and economic terms. They need information on how to become more efficient, collaborative, connected and sustainable. And make the operational processes more profitable.

And **Digital&BIM** is the place where professionals, companies, real estate managers and the Public Administration will come to find out. "DIGITAL&BIM will be a guided tour in the DIGITAL dimension of the built environment for all professionals in the sector".  
**DON'T MISS IT!**

## Media plan June to November

<b>ADV</b> in magazines and sector portals	<b>INVITATIONS</b> targeted through industry associations and the professions network	<b>DEM</b> <ul style="list-style-type: none"><li>• database SAIE and 01.building</li><li>• international profiles</li><li>• industry network</li></ul>	<b>WEB ADV</b> campaigns on web and social platforms	<b>SOCIAL MEDIA</b> creation of a community on 01.building, activation of social profiles
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## Figures of Digital&BIM 2017

<b>4,000</b> participants over <b>100</b> exhibiting companies	<b>1</b> international conference organised in <b>5</b> always crowded sessions	<b>7</b> arenas with over <b>40</b> meetings in which young professionals participated actively	<b>250</b> speakers	#digitalbim: <b>74,000</b> views on the first day and <b>92,000</b> on the second
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Who does **DIGITAL & BIM Italia** give a voice and space to?

- // To technical software companies offering BIM platforms
- // To companies that offer GIS technologies, drones and 3D survey instruments
- // To those who present new highly digital equipment, Digital Manufacturing, 3D Printing and Augmented Reality
- // To companies that develop systems and technologies for Digital Cities and the Smart Environment as a digital extension on the built environment (from the building and its services to the territory)
- // To Service Companies that offer consulting to make processes in the supply chain more efficient and rational, working towards construction industry 4.0 and new services for smart living and smart infrastructure
- // To Research Centres and start-ups dedicated to facilitating the digitization of the built environment
- // To Universities offering Training Masters dedicated to BIM and digitization

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## BIM, GIS, Digital Platforms, Smart networks & Infrastructures

design and direction



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### COLLABORATORS OF DIGITAL&BIM

- A technical committee of national experts and an international Advisory Board
- Associations and institutions

