

Why You Should Be Present at the Construction and Woodworking Professionals Workshow

The Construction and Woodworking Professionals Workshow (ÉMW) has become one of the most important professional events in the Hungarian construction industry – not merely an exhibition, but a targeted business and networking platform. The primary goal of the event is to create a true meeting point for contractors, building material manufacturers, distributors, professionals, and brands—organized, professionally relevant, and of high quality.

- **Market Reach and Professional Focus**

The 2024 event already produced impressive results: the official website of the ÉMW reached 141,910 visits, including 6,102 international visitors—indicating that the event has grown beyond Hungary's borders and is now attracting attention across the Central and Eastern European region. Nearly 90% of visitors were professionals: construction contractors, traders, procurement professionals, or decision-makers. The high engagement level further proves the event's relevance: more than half of the visitors not only toured the exhibition but also made direct contact with exhibitors, requested quotes, or even planned purchases on-site.

LÁTOGATÓK SZÁMA

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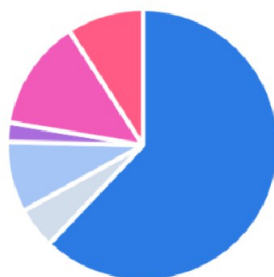


Látogatók területi eloszlása



36.4% Budapest
28.7% Pest megye
32.9% Vidék

Látogatás célja



62.1% Kivitelező, szakember
4.9% Gyártó képviselő
8.4% Kereskedő
2.3% Tanár, diák, hallgató
13.2% Tevező, lakberendező, Egyéb
9.1% Magánszemély

Látogatók érdeklődése (összesen 10.320 választ jelöltek be)



1687 db Burkolási anyag
678 db Épületgépészeti termék
1335 db Festék
476 db Haszongépjármű
1321 db Hőszigetelés
1244 db Munkaruházat
1025 db Szárazépítéset
1869 db Szerszám
685 db Tető, tetőfedő anyagok

The Construction and Woodworking Professionals Workshow (2024) in Numbers

- **The Benefits of Participating in 2025: More Space, More Opportunities**

The 2025 ÉMW will be the largest to date, with 12,000 m² of exhibition space, over 100 exhibitors, and more than 150 construction-related brands represented. The professional program includes more than 50 presentations. This scale and thematic

diversity provide a unique market opportunity—not just for brand visibility, but also for concrete business generation and partnership development.

The 2024 website already generated over 141,000 visits, including 6,102 from abroad, showcasing the geographical reach of the event. Over 90% of visitors came with professional intent, and 78% stated that the products and companies they saw at the event would influence their future decisions. Nearly 95% of exhibitors indicated they would return in 2025, citing strong ROI, high-quality interest, and professional organization, as key reasons.

Participation in 2025 is not just a prestige issue—it's a competitive edge and business opportunity in a focused event where decision-makers, contractors, professionals and brand-aware end users are all present at once.

- **Exhibitor Feedback: Strong ROI, High-Quality Audience**

According to exhibitor feedback, 95% of participating companies wish to return in future editions. The most frequently mentioned benefits included strong ROI, a high level of professional interest, and the professionalism of the organizing team at Homeinfo.hu.

Exhibitors appreciated that the majority of visitors were a well-targeted audience: professionals, designers, contractors, merchants, and investors—not general passersby. This is especially important for brands seeking not only visibility but active sales and networking opportunities.

- **Visitor Feedback: Relevance, Inspiration, Business**

According to a visitor survey, 88% of respondents felt the event helped them better navigate the construction market. 72% found the event especially inspiring, and over 60% made direct contact with a company on-site. Visitors particularly valued the chance to see materials, systems, and equipment in action—experiencing the differences first-hand.



Meetings, Experiences, and Professional Inspiration – Moments from the Workshow

Partner Offer – What Makes the Construction and Woodworking Professionals Workshow So Attractive?

Advantage	Return
Targeted Professional Audience	On-site Access to Decision-Makers and End Users → Marketing, Sales, and PR Combined
Experience-Based Promotion	Live product demos → direct interaction → trust and conversion
Networking	Manufacturers, distributors, companies → long-term B2B relationships
Image Building	Active presence: minimal cost, maximum professional prestige
Safety, Organization, Professionalism	Well-regulated environment for seamless participation

The Construction and Woodworking Professionals Workshow Offers a Unique Opportunity:

- Tens of thousands of professional visitors, including international interest → strong ROI
- Spectacular, interactive demonstrations → direct experience → conversion
- Organized, secure environment → smooth presentation experience
- Excellent reputation → “the industry’s event of the year,” strong professional image

This is more than an exhibition—it’s a professional meeting point, a business forum, and a source of inspiration. An unique opportunity for visibility, networking, and sales.

Based on data and feedback, participation pays off—and provides long-term advantages for brands aiming to build real connections with active players in the construction industry. Those who are not present may become invisible among competitors—while those who are, will truly stand out.



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