



FINAL  
**REPORT**

# **FOR**® **ARCH**

30<sup>TH</sup> INTERNATIONAL BUILDING TRADE FAIR

🏠 construction | ⚡ electrical engineering and security | 🔥 heating | 🏡 wooden construction | 🏊 swimming pools, saunas & spa

**PVA**  
EXPO PRAGUE

[www.forarch.cz/en](http://www.forarch.cz/en)

**17-21 Sept 2019**

## INTRODUCTION AND STATISTICS

### BASIC STATISTICS:

**Number of exhibitors: 791**  
**Number of foreign exhibitors: 85**  
**Number of countries represented: 17**  
**Net exhibition area (m<sup>2</sup>): 20,940**  
**Gross exhibition area (m<sup>2</sup>): 39,402**  
**Number of visitors: 72,656**  
**Number of registered journalists: 159**

**FOR ARCH celebrated its thirtieth edition! The largest building trade fair in the Czech Republic is unrivalled here.**

Hundreds of exhibitors from various sectors, thousands of satisfied visitors, dozens of innovations and a large number of both friendly and professional meetings are enough reasons for satisfaction. And when something like this happens already for the thirtieth time, it is possible to start speaking, without any doubt, about a tradition. It means about something what has become well-proven and what can be relied on. The full Exhibition Centre was the best evidence that FOR ARCH has been a leading Czech event in the building industry this year as well.

The FOR ARCH Trade Fair is an ideal place where to find answers to various questions. It is possible to ask not only directly at stands of the firms, but also at specialised advisory centres, or it is possible to visit a lecture, seminar or specialised conference focused on the topic which you are interested in. FOR ARCH enables its exhibitors to find new customers, partners, business opportunities and pleasant meetings with colleagues from the sector. They can register their technological innovations in the traditional GRAND PRIX competition. This year's innovation was a possibility of presenting registered exhibits within the framework of Czech-German business negotiations known as MATCHMAKING BUSINESS MEETINGS.

“The thirtieth FOR ARCH was a milestone not only in terms of the record-breaking number of the organised editions of one event in the trade fair sector. Thanks to its new concepts, which dedicated the first day of the event to professionals and placed emphasis on the situation on the labour market in the building industry branches, the jubilee edition attracted a record-breaking number of people from the professional public to the PVA EXPO PRAGUE Exhibition Centre. This approach made it possible to fulfil one of the basic meanings of trade fairs – interconnection of professions, firms and people”, sums up Matěj Chvojka, FOR ARCH Trade Fair Director, in his assessment of the event with satisfaction.

GENERAL PARTNER

 SKUPINA ČEZ





## TESTIMONIALS

### Testimonials...

The FOR ARCH Trade Fair in Prague belongs among prestigious events of the building industry in our country and is one of the most important trade fairs in our branch of business, and therefore we deem it always important to take part in it. This year we have registered a growth of the number of people interested in our products and we have answered many questions asked not only by building professionals but also by end customers, which fulfils the substance of the trade fair. No distribution of catalogues or web presentation can replace personal contacts of technicians and possibilities of seeing the products right in the place of their presentation for those interested, which is very important for making a final decision. We enjoy fruitful cooperation with professionals, such as the ABF company in its business sector, and therefore already now we started preparations for the next edition which we will be glad to take part in.

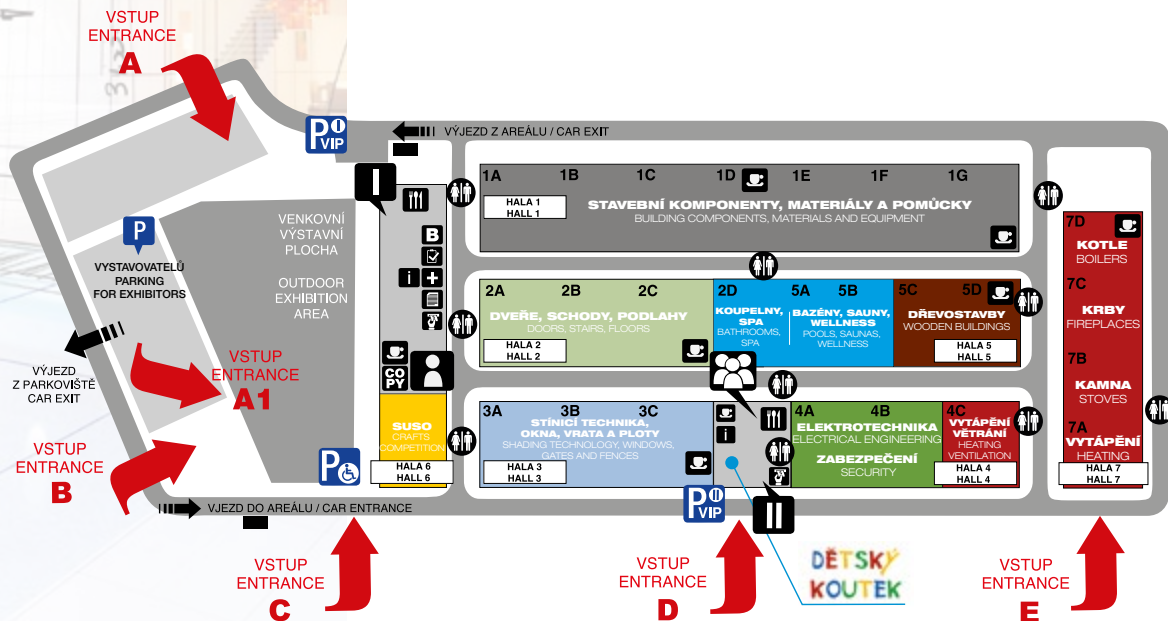
PREFA Aluminiumprodukte s.r.o. | Karin Alexandrová, Marketing

VELUX has its presentations at the FOR ARCH Trade Fair every year, because as a strong brand we want to be a part of the largest exhibition focused on the building industry in Bohemia. We like using opportunities of our presentation both at the main VELUX stand and within the framework of the practical competition of young craftsmen known as SUSO, or through our own relaxation zone for visitors. We appreciate also the offer of media promotion by way of a reportage from our stand, which was broadcast by the Nova TV station on the following day. It is important for us that the trade fair features a large number of visitors, is sufficiently communicated towards the public and we also appreciate the personal approach of its organisers, who really try to satisfy our wishes.

VELUX Česká republika, s.r.o. | Radka Kocandová, Trade Marketing and Event Marketing Coordinator

We highly appreciate our cooperation with ABF a.s. and with the entire FOR ARCH implementation team. We attend foreign trade fairs all over Europe every year. That is why we can assess domestic trade fairs in comparison to foreign events as very well prepared from both organisational and technical points of view. The two domestic trade fairs – i.e. the autumn FOR ARCH event as well as the spring FOR HABITAT Trade Fair are at a high professional level. We appreciate the patience, flexibility and promotion of the trade fairs, as we know that our expositions would not be successful without these important elements. We are looking forward to our next cooperation.

ALUKOV a.s. | Mgr. Zdeněk Kohák, M.B.A., Marketing Director

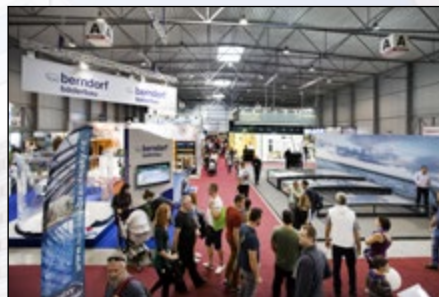


## PHOTO GALLERY





## PHOTO GALLERY





## CEREMONIAL OPENING | GALA EVENING



### COMMENCEMENT

The ceremonial inauguration of the 30<sup>th</sup> edition of the International Building Trade Fair FOR ARCH took place on 17 September 2019 in the Congress Hall of the PVA EXPO PRAGUE Exhibition Centre. The trade fair was officially inaugurated and the ribbon was ceremonially cut after introductory words presented by Klára Dostálová, Minister for Regional Development; together with Eduard Muřický, Deputy Minister of Industry and Trade; and Jiří Nouza, President of the Association of Building Entrepreneurs in the Czech Republic. Pavel Sehnal, Chairman of the Board of Directors of ABF, a.s., had a speech on behalf of the organising company (ABF, a.s.). The official commencement of the Trade Fair was immediately followed up by the specialised conference known as TECHNOLOGICAL FORUM. In the discussion focused on the topics of building law restatement and building industry digitalisation it was possible to hear, besides the above-named Minister and Deputy Minister, also František Lukl, President of the Union of Towns and Municipalities of the Czech Republic; Petr Hlaváček, the First Deputy Mayor of the Capital City of Prague; Mojmir Hampl, KPMG Director; and Dušan Kunovský for Central Group.



### GALA EVENING

The second day of the trade fair is already traditionally dedicated to the ceremonial meeting of exhibitors, business partners and leading guests. This year's Gala Evening was organised in the spirit of celebrations of the jubilee 30<sup>th</sup> edition of the FOR ARCH Trade Fair and was held on Wednesday, 18 September, in the Congress Hall and on the premises of the Entrance Hall II of the PVA EXPO PRAGUE. About 500 guests were present at the handover of traditional awards for the best exhibit or technology within the framework of the GRAND PRIX competition, as well as for the most impressive exhibition exposition - TOP EXPO awards, and besides, there were presentations of results of architectonic competitions, such as Young Architect Award, Architect of the Year and Architect to the Community for 2019. The Gala Evening was moderated by Pavel Anděl and the official part was followed up by a concert of the MIG 21 band, musically complemented by DJ Doktor Buben, together with a rich buffet party including tasting of Moravian wines, rums and cigars. The transport to the nearest Metro station was ensured by official cars of the trade fair – Ford passenger cars, and the sponsor of the Gala Evening was the HELUZ company.



### JURY OF ASSESSORS:

- **CHAIRMAN:**

**prof. Ing. Karel Kabele, CSc.**  
Czech Technical University in Prague,  
Faculty of Civil Engineering

- **MEMBERS:**

**Ing. Ladislav Brett**  
Czech Chamber of Chartered Engineers  
and Technicians Engaged in Construction

**Ing. Vladimír Galád**  
Independent Expert

**Ing. Pavel Košnar**  
Association of Swimming Pools and Saunas  
of the Czech Republic

**Ing. Zdeněk Lyčka**  
Independent Expert



The best products have some features in common: smart ideas, high-quality processing, attractive appearance and comfort use.

The largest building trade fair is associated with first-class products, inspiring innovations as well as smartly implemented traditional solutions. The best ones are announced every year at the ceremonial Gala Evening and receive the prestigious GRAND PRIX award. Altogether 39 exhibits were registered for the competition this year, and the Expert Jury was again very busy by selecting the best products.

### GRAND PRIX 2019 AWARDS

**ABB s.r.o.** for ABB-free@home®, enabling connection of 150 elements in one installation

**AITAA system s.r.o.** for the smart modular fencing system „AITAA”

**hede kamna s.r.o.** za Aduro H3 Lux – hybrid stove

**iSIGNUS s.r.o.** for the patented carrier of the orientation system „iSIGNUS”

**Schiedel, s.r.o.** for Schiedel KombiAir

### GRAND PRIX 2019 HONOURABLE MENTIONS

**Bosch** Termotechnika s.r.o. (Junkers Bosch division) for the CT200 intelligent regulation system with the Bosch EasyControl application

**HANSCRAFT, s.r.o.** for the OKA5 whirlpool

**ALMANDINE** (OKA design)

**HELUZ cihlářský průmysl v.o.s.** for HELUZ SIDÍ (progressive walling mortar)

**Meesenburg, s.r.o.** for the pre-wall installation system known as Triotherm+

**TextilEco a.s.** for the smart container TUČŇÁK (PENGUIN)



In the competition for the most impressive exhibition exposition, which is at the same time also highly functional and meets criteria for communication with customers, assessment takes place in two categories – up to 60 m<sup>2</sup> and above 60 m<sup>2</sup>.

**TOP EXPO 2019 AWARDS – Category up to 60 m<sup>2</sup>**  
Cech kamnářů České republiky, o.s. (*Guild of Stove Builders of the Czech Republic*)  
S-Power Energies, s.r.o.  
COBRA spol. s r.o.

**TOP EXPO 2019 AWARDS – Category above 60 m<sup>2</sup>**  
BEST, a.s.  
GEBERIT spol. s r.o.  
JABLOTRON - JABLOTRON ALARMS a.s. +  
JABLOTRON LIVING TECHNOLOGY CZ s.r.o.

The ceremonial announcement of the winning exhibits of the GRAND PRIX competition as well as of the best expositions “TOP EXPO” took place on 18 September 2019 within the framework of the social Gala Evening. The organiser of the two competitions is ABF, a.s.

**Our congratulations belong to all the winners!**





## INTERNATIONAL PRESENCE, MATCHMAKING BUSINESS MEETINGS

**NUMBER OF FOREIGN EXHIBITORS: 85**  
**NUMBER OF COUNTRIES REPRESENTED: 17**

Belgium	Austria
Belarus	Romania
China	The Russian Federation
India	Slovakia
Ireland	Slovenia
Italy	Spain
The Korean Republic	Switzerland
Germany	The Great Britain
Poland	



### FOREIGN PARTICIPATION

Altogether 85 exhibitors from 17 countries of the world took part in this year's International Building Trade Fair FOR ARCH 2019. Among exhibitors it was possible to register not only foreign entrepreneurial entities, but also official representations of embassies or foreign regions, which presented entrepreneurial opportunities in their regions or countries to all those interested.

### MATCHMAKING BUSINESS MEETINGS

#### 20 September 2019, PVA EXPO PRAGUE, Congress Hall

The seventh edition of the international FOR ARCH B2B Matchmaking Business Meetings (MBM) was held on Friday 20 September 2019 in the Congress Hall of the PVA EXPO PRAGUE Exhibition Centre in Letňany. The MBM business negotiations were organised by members of the Enterprise Europe Network (EEN) at the Centre for Regional Development of the Czech Republic and Handwerkskammer (HWK) Dresden in cooperation of other partners from the network of EEN, institutions and organisations.

An innovation of this year's FOR ARCH MBM was the commencement of both the morning and afternoon agenda of business negotiations with presentation units - Pitch Sections. Three German and seven Czech firms registered in the GRAND PRIX competition of the FOR ARCH Trade Fair presented their innovative products and services in short presentations. The presentations were interpreted into English and German in site.

The core programme of the FOR ARCH MBM continues to consist in bilateral B2B negotiations with the main focus on Czech-German business meetings. An advantage of these events which are always very popular with entrepreneurs is also the fact that the participating firms choose partners for negotiations by themselves according to the cooperation profiles published in advance in the database of registered firms.

Altogether 97 firms (13 firms more than in 2018) got registered in this year's edition of the FOR ARCH MBM, and partners for negotiations were found by 81 firms, 52 of them being Czech firms. Concerning foreign firms, the largest number accounted for Germany – 13 representatives, followed by entrepreneurs from Serbia, Greece, Italy, Poland, Rumania and other countries, the afternoon part was attended by 5 firms from Samsun, Turkey. More than 250 official meetings and dozens of informal meetings were held in one day.



Ing. MIROSLAVA DOHNALOVÁ

**FOREIGN TRADE MANAGER**

T: +420 225 291 116

M: +420 739 003 172

dohnalova@abf.cz

ORGANISERS



Podpora podnikání na evropské úrovni





# MEDIA CAMPAIGN 2019

## MEDIA CAMPAIGN:

**Billboards:** 214 pcs in Prague

**Posters at the bus stops:** 1,500 pcs in Prague

**Digiboard:** 1 pc in Prague

**Radio:** 1,134 pcs

(Blaník Praha + Praha střední Čechy; Hitrádio City 93,7 FM, Fajn Rádio Praha a stř. Čechy; Oldies Rádio; Frekvence 1 – Praha a stř. Čechy; Evropa 2 – Praha a stř. Čechy; Dance Rádio; Rádio Bonton; RÁDIO ZET)

**TV:**

**TV NOVA / 3x „Snídaně s Novou“,**

**1x „Víkend“, 10 x sponsor of the show**

**Prima TV / 29 spots**

**PRINT, ON-LINE:**

**Since April till October more than 600 articles / reports were published:** Právo, Mf DNES, Lidové noviny, Deník Blesk; příloha Kutil deníku SPORT na téma Dotace; Lidové noviny; Pěkné bydlení, portály: iHned.cz, iDnes.cz, Blesk.cz, mvrz.cz, mzp.cz, ČTK, tzb-info.cz, etc.

**PENÍZE**

Chystáte se stavět, rekonstruovat nebo si být či dům koupit? PAK BYSTE SI MĚLI POHLÍDAT, JAKÉ DOTACE JE MOŽNÉ PRO SVÉ BYDLENÍ ZÍSKÁT. Abyste v tom měli jasnou, připravili jsme pro vás plešed těch nejzajímavějších úvěrových programů, které jsou nyní k dispozici.

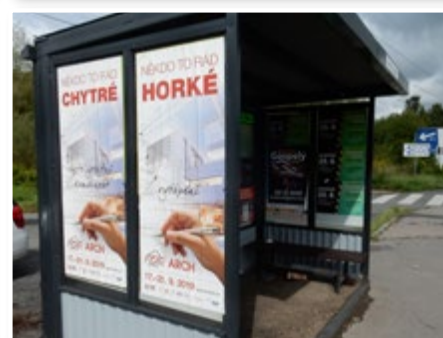
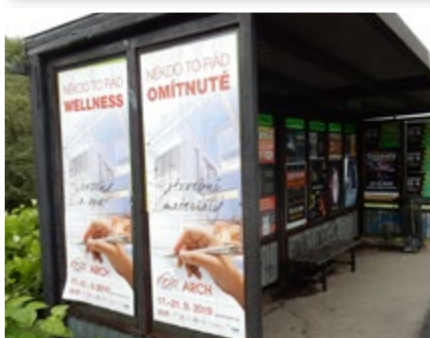
**DOTACE NA BYDLENÍ: VÍTE, NA CO MŮŽETE PENÍZE ZÍSKÁT?**

**NOVÁ ZELENÁ ÚSPORÁM**  
Programem Zeleň úsporám můžete v roce 2019 získat pro majitele rodinných domů dotace na výstavbu, na zateplení a na náhradu energií. Na výstavbu můžete získat dotaci až 300 000 Kč, pro výstavbu obnovených staveb až 400 000 Kč.

**PROGRAM PRO MLÁDEŽ**  
Dotace na bydlení pro mladé je součástí programu na podporu mladé rodiny. Můžete získat dotaci až 200 000 Kč na výstavbu nebo rekonstrukci domu. Pokud máte děti do 14 let, můžete získat dotaci až 300 000 Kč. Chcete-li využít na rekonstrukci nebo výstavbu mladé rodiny, můžete získat dotaci až 300 000 Kč.

**PROJEKTY ZDRAVÍ**  
Dotace na rekonstrukci nebo výstavbu domu, který má zdravotní význam, můžete získat až 300 000 Kč. Pokud máte zdravotní postižení, můžete získat dotaci až 300 000 Kč.

**PŘÍSPĚVK NA TEPLO**  
Co si můžete získat v rámci programu? Příspěvek na teplo můžete získat až 300 000 Kč na výstavbu nebo rekonstrukci domu. Pokud máte zdravotní postižení, můžete získat dotaci až 300 000 Kč.



## PARTNERS | AUSPICES

GENERAL PARTNER



MAIN PROFESSIONAL PARTNER



PARTNER OF ACCOMPANYING PROGRAM



OFFICIAL CARS



AUSPICES

President of the Czech Republic, Prime Minister of the Czech Republic, President of the Chamber of Deputies of the Parliament of the Czech Republic, Presidents of the Senate of the Czech Republic



Ministerstvo životního prostředí



PROFESSIONAL AUSPICES



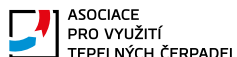
MAIN MEDIA PARTNERS



PROFESSIONAL PARTNERS



asociace chytřejšího bydlení





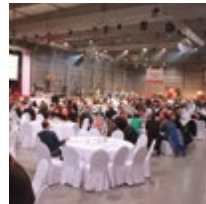


## PVA EXPO PRAGUE

# Multifunction Exhibition Centre in the Heart of Europe

...OFFERS LARGE SPACE WITH A UNIQUE SURFACE AREA AND ADAPTABILITY

- The most modern trade fair and exhibition space in Prague
- Total surface area: 105,000 m<sup>2</sup>
- Indoor exhibition areas: 29,760 m<sup>2</sup> (six modern steel exhibition halls)
- Outdoor exhibition areas: 6,000 m<sup>2</sup> (use for expositions, accompanying programs, exhibitions, etc.)
- Entrance halls I and II: service centre for organisers and exhibitors, background and rest zones for visitors, conference centre, press centre, business centre, restaurants, cafés, cloakrooms
- Parking areas: 700 places in the centre, 3,000 places in close vicinity, 700 places on the P+R parking facility
- Strategic position: at the Prague expressway outer ring road system, at the Letňany terminus station of the Subway Line C and international airport for small aircraft
- At present it covers 2/3 of the trade fair market in Prague.



# FOR<sup>®</sup> ARCH

[www.forarch.cz](http://www.forarch.cz) | [www.for-city.cz](http://www.for-city.cz)

## 22-26 Sept 2020

### INTERNATIONAL BUILDING FAIR



NEWLY IN PARALLEL:

# FOR CITY

INOVATIVE SOLUTIONS FOR CITIES,  
MUNICIPALITIES AND REGIONS

**PVA**  
EXPO PRAGUE

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