

# 2024 iNTER MAT.

PARIS  
24 - 27 APRIL 2024

Sustainable  
construction solutions  
& technology exhibition

# #review

CO-LOCATED WITH



#intermatparis

[contact@intermatconstruction.com](mailto:contact@intermatconstruction.com)

ORGANISED BY

COMEXPOSIUM

**EVOLIS**  
LES ACTEURS DE L'INDUSTRIE  
EN MOUVEMENT

 SEIMAT

# 4

DAYS

# 127,500

VISITOR ADMISSIONS

# 21%

FROM OUTSIDE  
FRANCE

# 130

COUNTRIES

# 40%

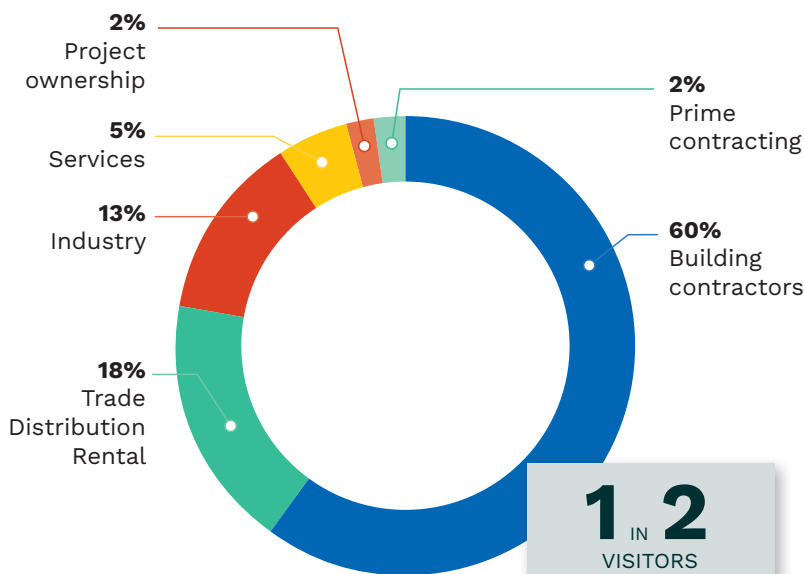
NEW VISITORS

INCLUDING

# 56%

FROM  
OUTSIDE  
FRANCE

## INTERMAT 2024 visitor sectors of activity



**1** IN **2**  
VISITORS  
INTERESTED BY

**WORLD OF  
CONCRETE**  
EUROPE

## TOP 10 VISITING COUNTRIES\*



BELGIUM NETHERLANDS ITALY

- 4 GERMANY
- 5 UNITED KINGDOM
- 6 CHINA
- 7 ALGERIA
- 8 SWEDEN
- 9 SWITZERLAND
- 10 JAPAN

\*from outside France

## INTERMAT 2024 visitor profiles

**1** IN **2**  
VISITORS ARE  
DECISION-MAKERS

**7** VISITORS  
OUT OF **10**  
INTEND TO  
VISIT AGAIN

# 81%

OF VISITORS  
CAME WITH  
PURCHASING  
OR INVESTMENT  
PLANS

# 66%

THINK THEY COULD  
ACCOMPLISH THEM  
AT INTERMAT

# 71%

SATISFACTION  
RATE

THE THEME OF  
**#low carbon**

APPROVED  
BY **70%** OF  
VISITORS

# #review EXHIBITORS

2024  
**INTER  
MAT.**

## INTERMAT is made up of 5 hubs of expertise

**#Earthmoving, demolition and transportation**

**#Building, civil engineering and concrete sector**

**#Lifting and handling**

**#Roads, materials and foundations**

**#New technologies and energies** NEW

**1,065**

EXHIBITORS OF EQUIPMENT AND MACHINERY

INCLUDING **68%**  
FROM OUTSIDE FRANCE

**2/3**

OF EXHIBITORS SATISFIED

**+30%**

BUSINESS CONTACTS PER DAY

**74%**

SATISFACTION WITH VISITOR QUALITY

**200**

DEMONSTRATIONS OF WORKSITE MACHINERY



**INTER  
MAT.**

**DEMO**



### The outdoor zone devoted to live demonstrations

One of the show's main crowd-pullers where manufacturers showcase their machines in motion.

### A crossroads for the most innovative equipment

This major attraction offered a glimpse of the technical performance of the construction sector.



**WORLD OF  
CONCRETE®  
EUROPE**

**3<sup>RD</sup> EDITION**

The European concrete industry tradeshow, co-located in the aisles of INTERMAT. Its scale gives it the status of premier platform for the sector, where professionals can source information, chat and network around the new challenges in concrete.

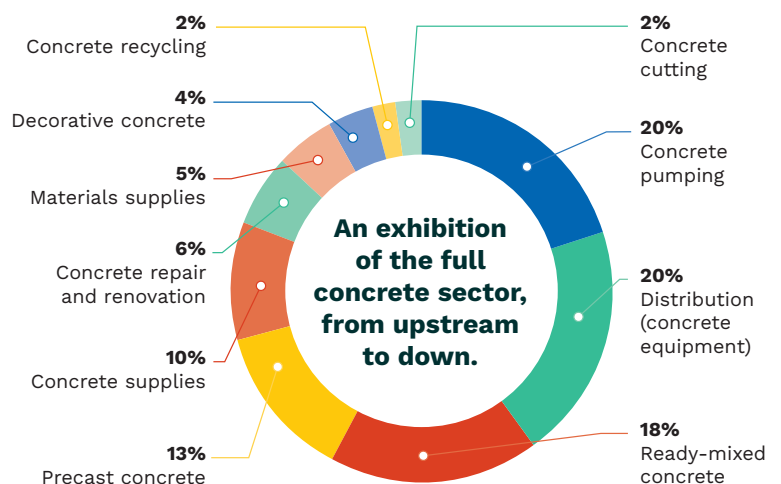
**130**

WOCE EXHIBITORS

A POPULAR SUCCESS FOR THE THEME

**#Decarbonising ready-mixed concrete**

### Concrete industry company activity sectors



# #review

A REVISITED AND ENHANCED 2024 SHOW

2024  
**INTER  
MAT.**

Ringling the changes in terms of offering and format, the 2024 edition played the role of a catalyst for business, with exhibitors and visitors coming together in a particularly vibrant and convivial atmosphere.

## A manifesto for decarbonisation

The collective signature by the five main construction trade associations of a manifesto on “4 keys to support the decarbonisation of construction equipment” was a landmark moment for the 2024 edition.



**5 TRADE FEDERATIONS present and mobilised at the heart of the show**



## ReBuild Ukraine conference

A space for essential dialogue dedicated to reinforcing the Ukrainian nation through reconstruction, representing multiple opportunities for French companies, investors and partners.



**iNTER  
MAT.**

## ACADEMY

### A job forum

In partnership with HelloWork and Seekube, for efficient matchmaking



Seekube



helloWork

### A Hackathon

20 students conducted assignments in response to sector issues, supported by brands addressing these subjects.

### 4 days of hands-on workshops

How to write a CV, effective social media communication and use of job search tools: univer-



sally beneficial skills aimed at these young people.

### 3 project presentations

in association with Liebherr, Kiloutou and Steelwrist

### Demonstrations with



**20**

SPEAKING OPPORTUNITIES

**1,400**

YOUNG PEOPLE IN ATTENDANCE

### Green and digital transition

Talks, round tables and features.

### Safety and job appeal

Key themes discussed in the Industry Forum and Interamat Academy.



▲ The winners of the 2024 INTERMAT Innovation Awards

**INTER  
MAT.**

### VILLAGE START UP

**18**

YOUNG COMPANIES  
REPRESENTED

**24**

ATELIERS  
D'EXPERTS

These businesses were offered a springboard for business in Hall 5b, designed as a space for animation and conviviality, where they could emerge alongside the biggest names.

- Tangible solutions to construction problems
- A venue focussing on technology and pragmatism
- A round table forum

**A partnership with  
Impulse Partners**



Supporting and driving the transformation of building and public works players towards responsible construction.



## INNOVATION AWARDS

by **INTER  
MAT.**

## ROLL OF HONOUR

### #Earthmoving, demolition & transportation

#### GOLD

**DYNASET OY**  
for the Hydraulic  
Recycling Vacuum  
Bucket (HRVB)

#### SILVER

**DURATRAY**  
for the dump  
truck Smart  
Tray

#### BRONZE

**STEELWRIST**  
for Open-S  
Standard

### #Roads, materials and foundations

#### GOLD

**BOMAG**  
for Bomag  
emergency  
brake assist

#### SILVER

**DMS  
TECHNOLOGIE**  
for Excavator  
Blade Control

#### BRONZE

**SUPPLY  
COMPANY**  
for Pigments  
in tablet form

### #Building, civil engineering and concrete sector

#### GOLD

**BETOLAR PLC**  
for Geoprime  
Hollow-Core  
Slab

#### SILVER

**ARANEA**  
for AraNea  
Composite based  
on glass fibres

#### BRONZE

**SELFBETON**  
for Selfbeton  
filling station

#### SPECIAL AWARD

#### PUTZMEISTER

for Sany 408P chassis and P9 G iONTRON electric mixer

### #New technologies and energies

#### GOLD

**TENSTAR**  
for the Tenstar  
Virtual Training  
Space

#### SILVER

**EXCESS  
ENGINEERING AS**  
for the Electric  
Actuator

#### BRONZE

**MOASURE**  
for Moasure One

### #Low carbon & energy transition

#### GOLD

**MOOG  
CONSTRUCTION**  
for Terra Tech  
EcoSystem

#### SILVER

**NOVUM TECH**  
for Electrification  
system

## INNOVATION AWARDS

START UP 2024

by **INTER  
MAT.**

**HERACLES ROBOTICS**  
for its autonomous  
earthmoving machinery

**MUODIM**  
for its muography  
imagery system

## Before the show

### PRESS DAY

by



**150**

JOURNALISTS

**100**

EXHIBITORS



LEAD SILVER  
LABEL

The **INTERMAT Press Days** received the **LEAD Silver label**.

LEAD is the first label to measure the results of an event in terms of eco-responsibility.

## During the show

ATTENDANCE  
OF MORE THAN

**300**

FRENCH AND  
FOREIGN JOURNALISTS  
FROM THE  
SPECIALIST MEDIA

**75**

TALKS

**30+**

TV SHOWS

**150**

FRENCH AND  
INTERNATIONAL  
INDUSTRY EXPERT  
SPEAKERS

**120**

MEDIA  
PARTNERS FROM

**19**

COUNTRIES



## NEW

### Industry Forum and its live debates

The **BFM Business TV studio** set up its stall in the heart of INTERMAT!

**Around the table, the five major construction industry associations, DLR, EVOLIS, FFB, FNTP, and SEIMAT, with a single goal: build tomorrow better. One theme per day and top-level speakers.**

## After the show

Media  
coverage  
to date

### Media Relations results

MORE THAN

**1,400**

ITEMS OF COVERAGE  
IN FRANCE AND  
ABROAD

### Influence results

MORE THAN

**1,000**

ITEMS OF CONTENT  
GENERATED

**20**  
FRENCH AND  
INTERNATIONAL  
E-INFLUENCERS



## #contacts to exhibit

**Céline Gstalder**

SALES DIRECTOR

[celine.gstalder@comexposium.com](mailto:celine.gstalder@comexposium.com)

+33 1 76 77 13 48

**James Husain**

KEY ACCOUNT MANAGER

[james.husain@comexposium.com](mailto:james.husain@comexposium.com)

+33 1 76 77 12 46

**Benoît Simon**

SALES MANAGER

Concrete sector, Lifting and Handling,  
Roads, Materials and Foundations

[benoit.simon@comexposium.com](mailto:benoit.simon@comexposium.com)

+33 1 76 77 11 91

**Lucas Robin**

SALES MANAGER

[lucas.robin@comexposium.com](mailto:lucas.robin@comexposium.com)

+33 1 76 77 16 28



#intermatparis

[www.intermatconstruction.com](http://www.intermatconstruction.com)  
[contact@intermatconstruction.com](mailto:contact@intermatconstruction.com)

ORGANISED BY

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**EVOLIS**  
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EN MOUVEMENT

 SEIMAT

INTERMAT Paris, company SE INTERMAT, with share capital of €80,000, registered in Nanterre Companies register under number 339 486 623, head office 17 quai du President Paul Doumer - 92672 courbevoie cedex - France.