

Construction trade fair PROMOARH aims to promote the (re)animation of the construction industry by fostering knowledge, ideas and experience to build synergy between the exhibitors and the profession.

PROMOARH – International construction trade fair is the first event of its kind in Istria County, opening on 18 September 2019.

The construction trade fair is an important event that brings together all interested entities in the construction industry and enables them to present their innovative products, services and knowledge in one place. It promotes a stronger connection with domestic and foreign partners, in order to make construction more secure, efficient, cost-effective, innovative, and sustainable.

The aim of the fair is to provide participants with a communication platform with a view to a more successful future of construction, in order to meet the prerequisites for expanding their own innovative, technological and manufacturing solutions that are needed today to address the global, ecological and economic challenges in the construction industry.

The trade fair brings together knowledge from all branches of the construction industry, which promotes a concrete exchange of ideas and information at a high international level. It allows exhibitors to enter new international markets and provides visitors with access to original, practically-oriented perspectives and long-term added value.

The construction trade fair is conceived as a unique networking platform for manufacturers, dealers, contractors, service providers and construction industry customers, and is the perfect place for investment decisions and a source of inspiration for architects and engineers.

Leading manufacturers in the industry and innovative individuals will present their products and services for commercial construction, residential buildings and interiors, both for new buildings as well as for renovation and modernisation. With a multitude of opportunities to connect with experts from the construction industry, the participants of the trade fair will have the opportunity to raise their business to a higher level.

As part of its programme, **PROMOARH** offers “Education Point” envisaged as a professional seminar centre in the field of project, programme and portfolio management in the construction industry. Because, in order for a construction project to be successful, it requires effective project management. The seminars are offered to practitioners and researchers wishing to improve their competencies. The seminar topics will address the needs of the profession in order to respond to the greatest challenges in the field of project, programme and portfolio management in the construction sector.

Digitisation, energy efficiency, innovative products and technologies are just some of the current trends in the construction industry that will be shown through exhibitor presentations and professional seminars.

The interaction of the current topics aims to foster synergy in the new era of construction: the era of (re)animation!

