



Press release - 3 February 2021

CONSTRUCTION DAYS: a new event in Lyon, dedicated to construction, in September 2021

COMEXPOSIUM and SEIMAT announce the launch of CONSTRUCTION DAYS, a new event dedicated to the construction sector which will be held from 14 to 16 September 2021. Over the space of three days in Lyon, at the heart of a key region and an unavoidable market for building and public works contractors, this new trade event will offer an unprecedented and spectacular platform for the construction sector.

An event giving centre stage to innovation

CONSTRUCTION DAYS will allow the sector's leading players to showcase their innovative solutions through **5 key sectors**:

- Earthmoving, Demolition & Transportation
- Roads, Minerals & Foundations
- Buildings & Concrete sector
- Lifting & Handling
- New technologies

100% live demonstrations, 100% targeted contacts, 100% prospective content

Exhibitors will have an opportunity to present, in real-life use conditions, all the functions, performances and innovation of their equipment and solutions. They will thus be able to share the latest trends from their market and hold business appointments through the organisation of business meetings with finely targeted and qualified visitors.

Visitors will enjoy a memorable live experience in a convivial atmosphere, discover a product and solution range targeted around five sectors and gain better insight into the challenges and issues of the construction world of tomorrow through a series of talks and workshops.



“Creating this new event with SEIMAT offers the exciting prospect of being able to meet up again with our market in 2021 in an atmosphere which will once again be conducive to dialogue and business. We strongly believe that this gathering will epitomise the resurgence of major construction projects and fresh impetus among all the organisations who work on them and have remained active and innovative throughout the crisis. The display format that we have selected will offer centre stage to demonstrations so that visitors can discover, in real-life conditions, the new solutions and innovative machinery that will help them further increase their efficiency on their construction sites tomorrow. We therefore look forward to meeting up in September for this unprecedented experience at the heart of a life-sized showcase for the future of construction.” - Isabelle Alfano, Director of the exhibition CONSTRUCTION DAYS



“We are delighted and proud to be working alongside Comexposium for the launch of this new trade event in our construction equipment sector. There is a clear appetite for a physical gathering, as expressed by SEIMAT’s member companies, and therefore we quickly identified the necessity of an event in 2021 to support the recovery and dynamism of our market. We want Construction Days to fulfil the expectations of all the stakeholders in our sector; indeed, we co-created this event on the basis of an initial dialogue with manufacturers. We want this event to be a convivial and innovative occasion, focussed on the French market, and a place where exhibitors will be able to promote their service and equipment ranges and demonstrate their know-how.” - Pascal GUILLEMAIN, Chairman of SEIMAT

10,000 equipment specifiers, buyers and users expected

Construction equipment specifiers, purchasers and users will have access to equipment demonstration pens, an extensive outdoor exhibition area and an indoor exhibition space.

Key figures

300 exhibitors / 10 ha exhibition space / 10,000 visitors, mainly from France

5 key sectors / A 100 % live experience

About Comexposium

Comexposium is one of the world’s leading event organizers. Globally, it hosts 135 B2B and B2B2C events across many sectors of activity such as agriculture, construction, fashion, food, health, leisure, real estate, retail, security, education, tourism, and works councils. At events, in over 30 countries, Comexposium welcomes more than 3,5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium’s employees and sales network operate in 22 countries. Comexposium aims to be seen as the place to be, building bridges between people and business.

About SEIMAT

Association of International Civil Engineering, Mining, Construction and Hoisting Equipment Industries.

SEIMAT federates and represents the world's leading construction machinery and equipment players operating in France. Affiliated to the Federation of International Mechanical and Electronic Companies (Ficime), SEIMAT provides its members with expertise in the legal, technical (standards and regulations), social, environmental, customs, and health and safety fields. It also provides them with constantly updated information on economic and industrial activity and produces statistics on equipment sales in France. Through its association Club SEIMAT, it actively contributes to promoting and improving the brand image of the construction and handling equipment maintenance professions.

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