

## Trends map 2023

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### PERMANENT DIGITAL AND PRINTED CONTENT

- Studies and reports: Figures and behavior of the housing, office, retail, industrial and infrastructure segments.
- Adhesives
- Air-conditioning
- Chemical products for construction
- Concretes, cements and mortars
- Developers
- Equipment
- Facilities
- Finishes
- Floors
- Geotextiles and membranes
- Glass
- Hardware store
- Industrial security
- Kitchens

### PERIOD

- Q1 (Jan-Mar)
- Q2 (Apr-Jun)

### MEGATREND

- Smart cities and better buildings
- Sustainability: present and future commitment

### THEMATIC CONTENT

- Business model
- Markets
- Structuring and development
- Smart infrastructure
- Built environment
- Commitment in the business
- Project Certifications

### APPROACH

- Smart City - Smart Building - Smart Home.
- Urbanism and quality in project planning.
- Degrees of intelligence that your construction project, profitability and investment can achieve.
- Smart Home: Technology as the protagonist of housing.
- Smart Building in specialized segments: Hospital / industrial / offices / residential.
- Development of smart grids and a sustainable energy model.
- Planning and design of a building.
- Construction and development of the work.
- Operation and maintenance.
- Modeling - Support software and technologies.
- Domotics and immotics.
- Energy efficiency.
- Renewable energies integration.
- Internet of things and technology interoperability.
- Global and local commitments to reduce the carbon footprint; Net Zero buildings.
- More profitable and healthier buildings to live and work.
- Biophilic architecture and design in urban or interior spaces.
- Circular economy.
- Energy efficiency.
- Alternatives and solutions to reduce the environmental impact of construction activities.
- Scope, adoption and application of more efficient and environmentally friendly construction processes.
- Selection of materials that comply with sustainability parameters, for the development of a building project and its application to certifications.
- CSustainability certifications in construction projects: LEED, EDGE, CASA COLOMBIA, HQSE, among others.
- Tax incentives for sustainable projects.

### ACTIONS

#### DIGITAL

- 3 Newsletters (1 per month distributed)
- 3 Newsletters (1 per month distributed)

#### EVENTS

- EXPO ELÉCTRICA INTERNACIONAL**, Cancun (Mexico), February 7th to 9th.
- CONEXPO-CON/AGG**, Las Vegas (United States), March 14th to 18th.
- FEICON**, Sao Paulo (Brazil), April 11th to 14th.
- Expoconstrucción 2023**, Guayaquil (Ecuador), May 17th and 18th.
- Expoconstrucción y Expodiseño**, Bogota (Colombia), May 30th to June 4th.



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PERMANENT DIGITAL AND PRINTED CONTENT	PERIOD	MEGATREND	THEMATIC CONTENT	APPROACH	ACTIONS	
					DIGITAL	EVENTS
<ul style="list-style-type: none"> <li>Lightning</li> <li>Machinery</li> <li>Modules and containers</li> <li>Painting and stucco</li> <li>Pipelines</li> <li>Prefabrication</li> <li>Profiles</li> <li>Services</li> <li>Signaling</li> <li>Skies and roofs</li> <li>Software</li> <li>Steels</li> <li>Structures and foundations</li> <li>Urbanism</li> <li>Waterproofing</li> <li>Windows</li> <li>Woods</li> </ul>	<p><b>Q3</b> (Jul-Sep)</p>	<p>New technologies and digitization</p> <p>BIM Building Information Modeling</p>	<p>Construction 4.0</p> <p>Digital technologies implementation</p> <p>Operation</p> <p>Implementation</p> <p>Project cycle</p> <p>Human talent</p>	<p>Transition from traditional construction to the use and operation of new technologies.</p> <p>Integration in digital ecosystems.</p> <p>Development of expert talent in technology and digital engineering.</p> <p>Digital collaboration tools.</p> <p>Quality control systems and management of safety processes.</p> <p>Applications to improve information flows in real time.</p> <p>Interoperability with other systems.</p> <p>Automation; Internet of Things (IoT); Advanced data analytics.</p> <p>Cloud-based solutions.</p> <p>Robotics; RV; AR.</p> <p>Maintenance of buildings and facilities.</p> <p>Digital Twin.</p> <p>PropTech.</p> <p>Software and hardware that allow BIM; complementary services.</p> <p>Design / Construction / Operation.</p> <p>Roles and profiles</p>	<p>3 Newsletters (1 per month distributed)</p>	<p><b>BIMCO,</b> Bogota (Colombia)</p> <p><b>Expo Nacional Ferretera,</b> Guadalajara (Mexico), September 07th to 09th</p> <p><b>AHR EXPO-MÉXICO,</b> CDMX (Mexico), September 19th to 21th</p> <p><b>Expoconstrucción 2023,</b> Quito (Ecuador), September 20th and 21th</p>
	<p><b>Q4</b> (Oct-Dec)</p>	<p>Flexible and adaptable architecture</p> <p>Amenities: key to differential projects</p>	<p>Design and planning</p> <p>Technology and materials</p> <p>Value proposal</p> <p>Spaces adaptation</p> <p>Meta market</p>	<p>Retrofitting of spaces (existing constructions)</p> <p>Rethinking spaces (New constructions)</p> <p>Generation of spaces by segments (housing/Non-residential/Industrial/Infrastructure)</p> <p>Remodeling and Mix of use</p> <p>Added value for the construction project.</p> <p>Knowledge of marketing - potential buyer.</p> <p>Conceptualization and emotional sale.</p> <p>Less housing spaces without losing the attraction of the buyer.</p> <p>Office, retail and industrial spaces, beyond the operation.</p> <p>Post-covid design in common areas</p> <p>Life Stage (Generations/Urban Tribes)</p> <p>Life-style</p>	<p>3 Newsletters (1 per month distributed)</p>	<p><b>Expo Cihac,</b> Mexico City (Mexico), October 11th to 13th.</p>



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