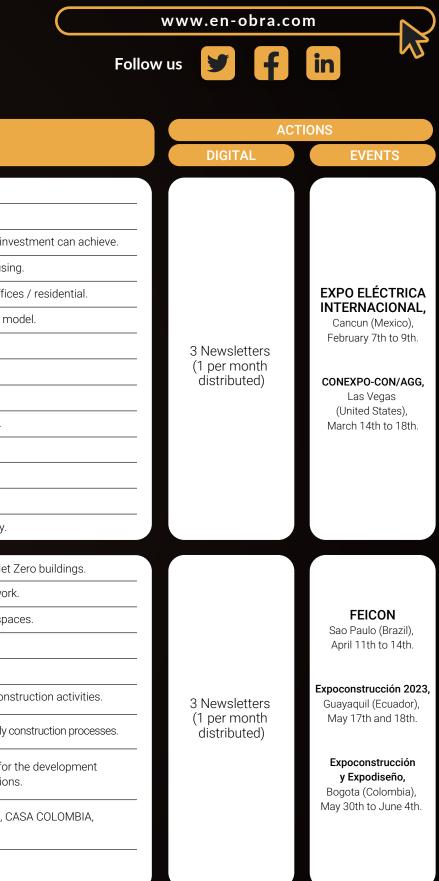


Trends map 2023

PERMANENT DIGITAL AND PRINTED CONTENT	PERIOD	MEGATREND	THEMATIC CONTENT	APPROACH
Studies and reports: Figures and behavior of		Smart cities and better buildings	Business model	Smart City - Smart Building - Smart Home.
				Urbanism and quality in project planning.
the housing, office, retail, industrial and				Degrees of intelligence that your construction project, profitability and inv
infrastructure segments.			Markets	Smart Home: Technology as the protagonist of housin
				Smart Building in specialized segments: Hospital / industrial / office
Adhesives			Structuring and development	Development of smart grids and a sustainable energy me
Air-conditioning	Q1			Planning and design of a building.
	(Jan-Mar)			Construction and development of the work.
Chemical products for construction				Operation and maintenance.
			Smart infrastructure	Modeling - Support software and technologies.
Concretes, cements and mortars				Domotics and immotics.
Developers				Energy efficiency.
				Renewable energies integration.
Equipment				Internet of things and technology interoperability.
Facilities		Sustainability: present and future commitment	Built environment	Global and local commitments to reduce the carbon footprint; Net
				More profitable and healthier buildings to live and work
Finishes				Biophilic architecture and design in urban or interior spa
Floors				Circular economy.
	Q2 (Apr-Jun)			Energy efficiency.
Geotextiles and membranes			Commitment in the business	Alternatives and solutions to reduce the environmental impact of cons
Glass				Scope, adoption and application of more efficient and environmentally friendly c
				Selection of materials that comply with sustainability parameters, for
Hardware store				of a building project and its application to certification
Industrial security			Project Certifications	CSustainability certifications in construction projects: LEED, EDGE, C/ HQSE, among others.
Kitchens				Tax incentives for sustainable projects.









EN OBRA.COM

Trends map 2023

PERMANENT DIGITAL AND PRINTED CONTENT	PERIOD	MEGATREND	THEMATIC CONTENT	APPROACH
		New technologies and digitization	Construction 4.0	Transition from traditional construction to the use and operation of ne
Lightning				Integration in digital ecosystems.
Machinery				Development of expert talent in technology and digital engine
			Digital technologies implementation	Digital collaboration tools.
Modules and containers				Quality control systems and management of safety process
				Applications to improve information flows in real time.
Painting and stucco				Interoperability with other systems.
Pipelines	Q3 (Jul-Sep)			Automation; Internet of Things (IoT); Advanced data analyt
·				Cloud-based solutions.
Prefabrication				Robotics; RV; AR.
			Operation	Maintenance of buildings and facilities.
Profiles				Digital Twin.
Services				PropTech.
		BIM Building Information Modeling	Implementation	Software and hardware that allow BIM; complementary serv
Signaling			Project cycle	Design / Construction / Operation.
Skies and roofs			Human talent	Roles and profiles
	Q4 (Oct-Dec)	Flexible and adaptable architecture	Design and planning	Retrofitting of spaces (existing constructions)
Software				Rethinking spaces (New constructions)
Steels			Technology and materials	Generation of spaces by segments (housing/Non-residential/Industrial
				Remodeling and Mix of use
Structures and foundations		Amenities: key to differential projects	Value proposal	Added value for the construction project.
Urbanism				Knowledge of marketing - potential buyer.
				Conceptualization and emotional sale.
Waterproofing			Spaces adaptation	Less housing spaces without losing the attraction of the bu
Windows				Office, retail and industrial spaces, beyond the operation
				Post-covid design in common areas
Woods			Meta market	Life Stage (Generations/Urban Tribes)
				Life-style





	AC	TIONS
	DIGITAL	EVENTS
r new technologies.	3 Newsletters (1 per month distributed)	BIMCO, Bogota (Colombia) Expo Nacional Ferretera, Guadalajara (Mexico), September 07th to 09th AHR EXPO-MÉXICO, CDMX (Mexico), September 19th to 21th Expoconstrucción 2023, Quito (Ecuador), September 20th and 21th
trial/Infrastructure)	3 Newsletters (1 per month distributed)	Expo Cihac, Mexico City (Mexico), October 11th to 13th.

