

Versatile outdoor multifunctional area at Karlsruhe Trade Fair Center becomes Peter-Gross-Bau areal

Peter Gross Bau, a medium-sized construction company, is becoming a sponsoring partner of the multifunctional area at the Karlsruhe Trade Fair Center, which is still under construction. The area, which will be completed by the end of September, will be marketed by the Karlsruhe Trade Fair Center as the Peter-Gross-Bau area in the future. This means that the area, which will also be usable for event purposes in the future, will be further enhanced by a branding that underlines its uniqueness.

Uwe Götz, managing director of Peter Gross Bau, says: "This is the first time in our 139-year history that we have made a commitment like this. As civil engineering specialists, we were convinced by the thematic fit of our business model with the current upgrade and future use of the area, for example by the demo trade fairs TiefbauLive and RecyclingAktiv."

"We are convinced that Peter Gross Bau is exactly the right name giver for the area. The partnership is a win-win situation, as it perfectly meets the interests of both companies. Peter Gross Bau benefits from the use of the area, which meets every requirement, for example for open-air trade fairs, (cultural) events and possible parking needs, and thus also enables a strategic portfolio expansion for Messe Karlsruhe. This means that in the future, Karlsruhe Trade Fair Center will have Germany's best multifunctional outdoor exhibition space, directly integrated into the exhibition center and with excellent infrastructure connections," says Britta Wirtz, CEO of Karlsruhe Trade Fair Center.

Information about the Peter-Gross-Bau areal

According to current planning, the construction work on the 90,000-square-meter site will be completed by the end of September 2024. After the conversion, a wide range of year-round uses will be possible. For example, the occupancy of trade fairs such as RecyclingAktiv & TiefbauLive or an extended outdoor presentation at NUFAM, whose special feature is the demonstration of machines and vehicles, is planned. The use of the area for (cultural) events is possible in the summer months, apart from the trade fair business. In the fall and winter months, the area is used as a parking area that is not dependent on the weather for events that have a large demand for parking spaces or that use the upgraded East Entrance as an entrance. These include art KARLSRUHE, Einstieg Beruf, offerta and TIERisch gut. The truck parking spaces that are also available will significantly improve the construction and dismantling logistics for all events.

In terms of infrastructure, the area scores points not only for event use with supply connections for electricity, water, lighting and WiFi, but also for devices for numerous electric vehicle charging stations and a basic infrastructure for mobile homes used by exhibitors. In addition, a stop for taxis and buses has been set up, which also enhances the East Entrance.

In order to be able to maintain the area all year round, regardless of the weather, and at the same time to develop it in an ecologically sustainable way, the surface will be able to drain, except for the roads that will be created. As a result, about 70% of the surface will be greened and will look like a gravel

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lawn. In addition, there will be generous planting areas to separate it from the adjacent industrial area. Recycled material is also being used in the construction project.

About Peter Gross Bau

Peter Gross Bau – comprehensive construction expertise, reliability and innovative strength all under one roof. The company has been a major player in the construction industry for over 138 years. The company is a specialist in all areas of structural and civil engineering, as well as in all other areas of the construction world. Peter Gross Bau builds bridges between tradition and modernity – this creates the conditions for being well prepared for all the challenges of the innovative world of construction. With many branches, subsidiaries and associated companies, the family-owned company is firmly rooted in southwest Germany and also active nationwide with construction projects throughout the country. The values “target-oriented - changing - human” determine the thinking and actions of all employees and make the company successful in its daily work. Last year, over 3,000 employees generated a construction output totaling 900 million euros.