

news +++ ISH  
15 to 19 March 2027

# ISH

## Growing complexity in the construction industry: ISH 2027 focuses on integrated solutions

**Frankfurt am Main, 21 April 2026. The complexity of buildings is increasing worldwide. High-density housing in urban areas, along with rising demands in residential construction and in public buildings such as schools, healthcare facilities and office buildings, is driving to higher requirements in terms of energy efficiency, resource conservation and user comfort. What was once planned separately is now increasingly converging into integrated systems. ISH is addressing this development and will bring the industry together in Frankfurt am Main from 15 to 19 March 2027.**

As the world's leading trade fair for HVAC + Water, ISH 2027 will be held under the motto "The Power of Solutions" and will demonstrate how individual technologies can be combined into effective, integrated solutions. Even now, the event is attracting considerable interest in what remains a dynamic market environment. Broad support from across the industry is also reflected in the participation of leading companies. Exhibitors include both established key players and innovative newcomers.

As complexity grows, so do the demands on planning and implementation: systems are becoming interconnected, interfaces become critical, and solutions must work together seamlessly. For trade visitors, this means there is a greater need for guidance. This is exactly where ISH comes in. It showcases technologies in context and organizes the range of products and services into solution fields to facilitate direct application in practice.

The international industry meeting point brings together stakeholders from across the entire value chain relating to buildings and their technical equipment, creating a foundation for exchange and collaboration in project-based business. This includes skilled tradespeople, planners and engineers, architects and designers, as well as representatives from industry, trade and the construction and real estate sectors. Operators and investors from areas such as the housing sector, industry and production, energy supply, municipal institutions and facility management will also find tailored solutions to meet their specific requirements.

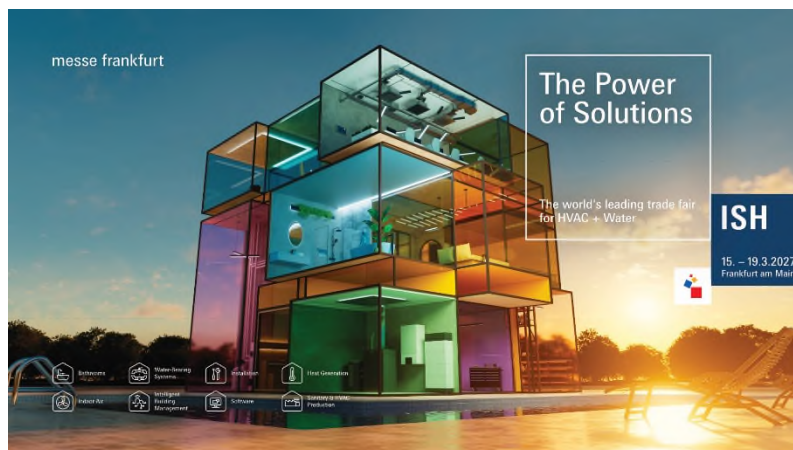
The shift towards application- and project-oriented decision-making is also confirmed by Stefan Seitz, Director ISH Brand Management: "We are seeing a clear shift in market requirements. Decisions are no longer made at product level, but in the context of specific applications and projects. This is exactly what we are responding to with ISH. We are creating a platform that presents solutions in context and thereby significantly facilitates exchange between the stakeholders involved. This creates an environment in which new approaches can be put into practice more quickly."

## Solutions designed as part of the system

ISH 2027 structures its offering along eight solution fields, thus covering the full spectrum of building technology. These are oriented towards specific applications while also making the interconnections between different areas visible. The result is an overall picture that makes complexity understandable and solutions tangible. This approach was first introduced in 2025 and will be further refined in 2027.

The “Bathrooms” solution field includes bathroom solutions for private and public use, ranging from traditional bathrooms to accessible and public facilities, along with applications in pools, spas and care facilities. The focus is on design, hygiene, comfort and sustainable spatial concepts, supported by the necessary sanitary installations. “Water-Bearing Systems” bundles solutions for the supply, use and management of water – from drinking water, heating water and drainage to the use of greywater and rainwater, increasingly complemented by green roofs and façades. The “Installation” area focuses on the efficient implementation of building technology systems, from tools and prefabrication through logistics to installation and operation.

“Heat Generation” brings together technologies for climate-friendly energy supply, including heat pumps, hybrid systems, biomass as well as local and district heating. The “Indoor Air” solution field focuses on air quality, ventilation and air conditioning in different types of buildings, from residential and office buildings to specialised applications such as the growing demand in data centres. “Intelligent Building Management” connects systems and enables specific optimisation of processes and consumption through building automation and energy management. The “Software” area covers the entire building lifecycle, from planning and simulation to operation and facility management. “Sanitary & HVAC Production” represents the industrial backbone of the sector, showcasing value creation from components and materials to production and development services.



Building technology in interaction: connected, integrated, visible. Source: Messe Frankfurt Exhibition GmbH

## New special areas provide thematic impulses

In addition to the solution fields, ISH 2027 will highlight specific themes through new special zones. With “Green Roofs & Facades”, the building envelope will be brought further into focus as an integral part of modern building concepts. The area combines various forward-looking topics – green roofs and façades, innovative roof and façade

systems, and the strategic management of rainwater. This demonstrates how closely interconnected topics such as water management, material use and energy efficiency are. Solutions range from traditional green roof systems and metal-based roof and façade constructions to concepts for the storage, use and drainage of rainwater. This creates an interface between building technology and the building envelope that is becoming increasingly important in planning and implementation.

The “Pools & Spas” special area addresses a growing international market and will be further expanded for ISH 2027. As a dedicated area, it brings together applications and concepts relating to pools, spas and wellness, presenting them in the context of modern building concepts. Applications in this field combine technical requirements with design and functional aspects. Particularly in residential construction, hotels and resorts, as well as public and therapeutic facilities, new requirements are emerging in water technology, hygiene and comfort. The area showcases current developments and illustrates how individual solutions can be integrated into holistic concepts – from water treatment and system safety to integrated spa and wellness offerings. It thus creates a central meeting point for the sector, providing orientation and opening up new perspectives for the planning, implementation and operation of such facilities.

ISH demonstrates how innovation, digitalisation and sustainability can be translated into concrete solutions, creating a platform to contextualise these developments and make them applicable to individual projects.

## **ISH**

The next ISH, the world’s leading trade fair for HVAC and water, will take place from 15 to 19 March 2027 in Frankfurt am Main. [www.ish.messefrankfurt.com](http://www.ish.messefrankfurt.com)

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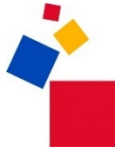
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**Your contact:**

Stefanie Weitz

Phone: +49 69 75 75-5188

stefanie.weitz@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

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