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# 50 years of Industrializing Construction

Maximilian Schuetz



# Agenda

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**01 Why** do we believe in IC?

**02 How** have we been applying IC?

**03 What** have we learned along the way?





# Why do we believe in IC?

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It's the best way to reliably deliver  
a High-Performing Building to our customer.



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## Who we are

**GOLDBECK is an end-to-end provider for commercial facilities in Europe.**

**We regard buildings as products, which we deliver efficiently for our clients by serving as a one-stop shop: From design and construction to services during operation.**



**74**  
locations across  
Europe

**64** ■ branches  
and offices

**10** ▲ plants

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## Why IC?

**We believe Industrialized Construction is the best way, to reliably  
deliver a High-Performing Building  
fast,  
efficient,  
on budget,  
of high quality,  
safely, and  
sustainably  
to our customer.**

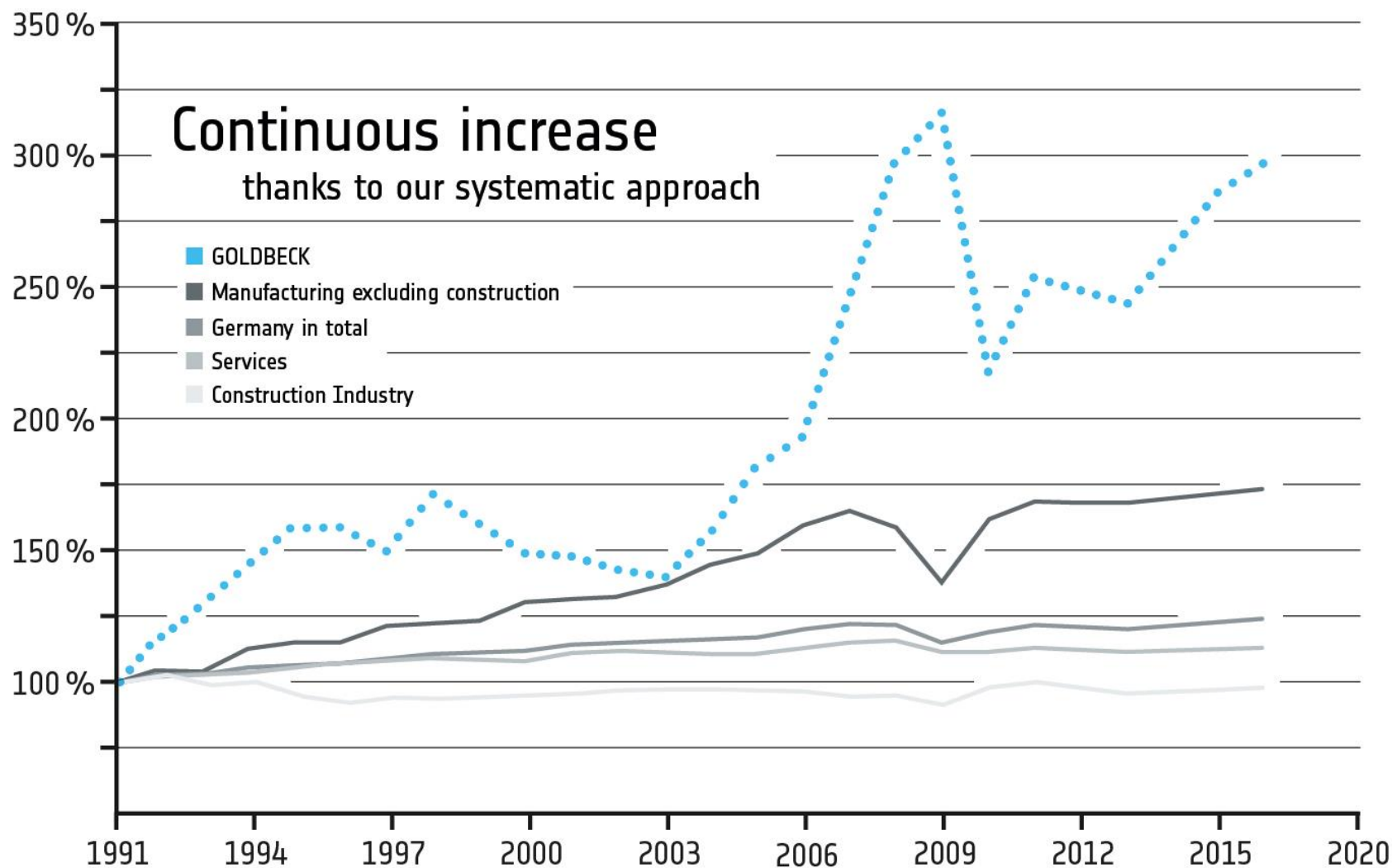
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## Reliability through Industrialization

**If you have built 5 buildings, you've built 100.**



# Efficiency



German Federal Statistical Office, subject-matters series 18, Series 1.5, 2017



# Speed



Elon Musk   
@elonmusk

Antwort an @cleantechnica

Giga Berlin will come together at an impossible-seeming speed. The prefabricated construction method in Germany is extremely **impressive**.

## Gigafactory

Berlin-Brandenburg

[https://www.tesla.com/de\\_de/gigafactory-berlin](https://www.tesla.com/de_de/gigafactory-berlin)

<https://twitter.com/elonmusk/status/1287598172508958721>

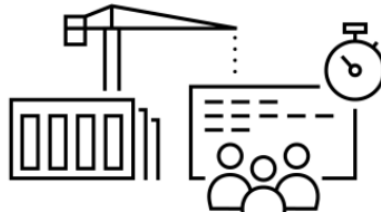


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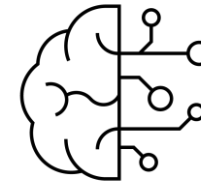
## Every innovation and every improvement scales



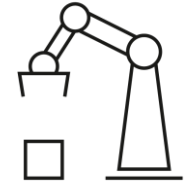
**BIM**



**PPM**



**AI**



**Robotics**

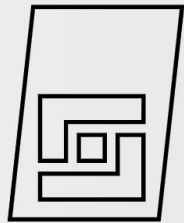


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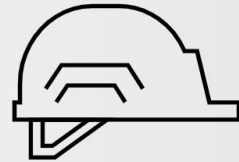
## How have we been applying IC?

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By standardizing the invisible and  
customizing the visible.



The Company



Your Project



Office Buildings



Halls



Multi-storey Car Parks

**Live Demo of GOLDBECK  
Customer App**





# 03

## **What have we learned along the way?**

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You have to stand by your system.  
And we mean a really firm rock-solid stand.

## Steel suppliers, inspired by automotive industry



**April, 1969**  
**some garage**  
**in Bielefeld**  
**Germany**





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**One can still  
design and build  
highly customized  
and aesthetically  
pleasing buildings  
with IC.**

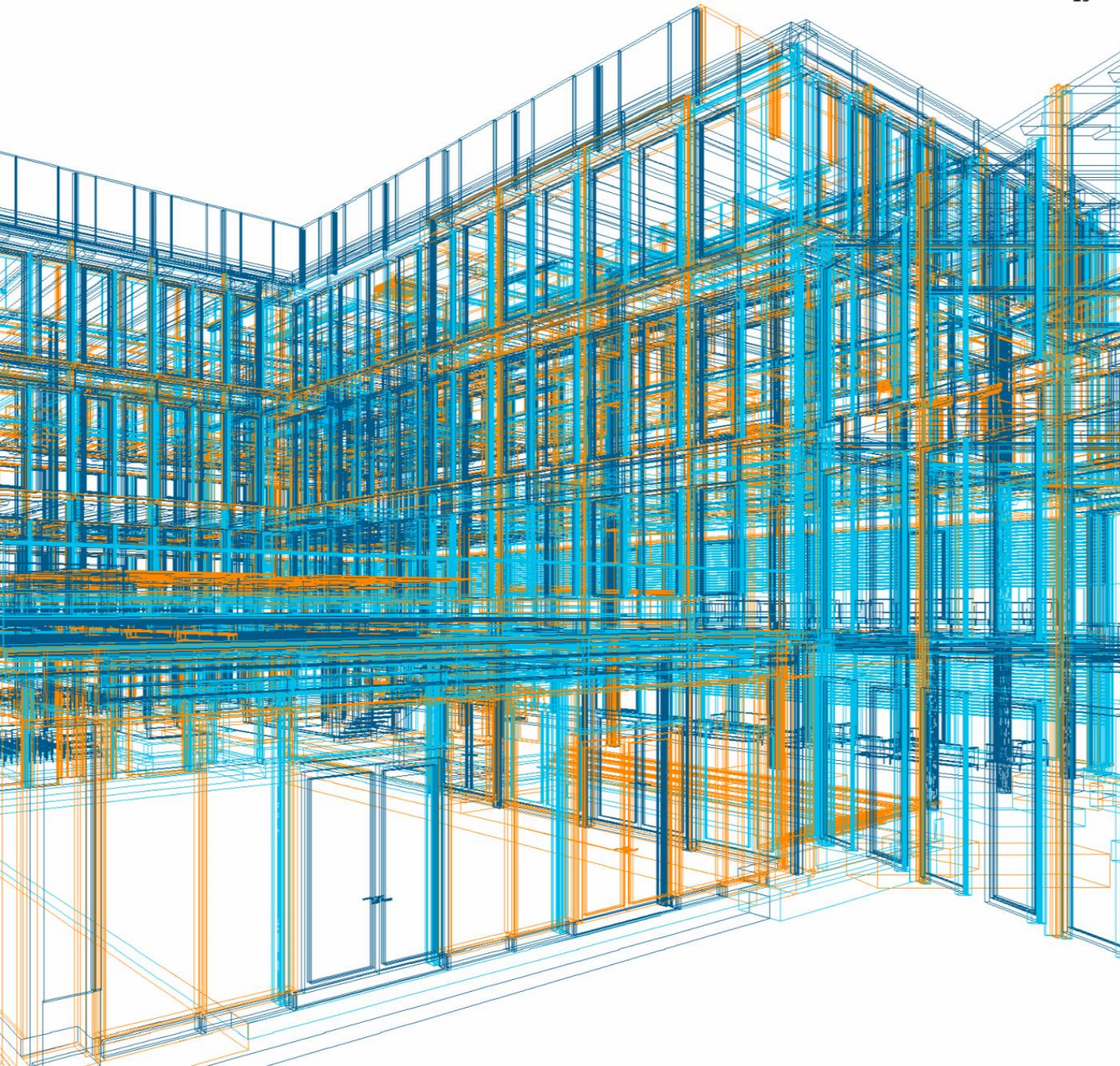




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**But you must stay  
within your  
system.  
Always.**





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**Your system must  
be flexible enough  
to serve all needs  
of the customer.**





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**You must be  
involved in a  
project as early as  
possible.**







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# Thank You

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December 9, 2020

