

# **SMARTBUILD to Present at CONEXPO-CON/AGG 2026 as CEO Zulq Malik Delivers Featured Session**

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SMARTBUILD, a construction technology company, announced its participation in CONEXPO-CON/AGG 2026, North America's largest construction trade show, taking place in Las Vegas this March. As part of the event, SMARTBUILD Chief Executive Officer Zulqernain Malik will deliver a featured session titled "The Global Technology Trends Forming the Construction Industry" on March 5 from 2:00 to 4:00 p.m. local time.

SMARTBUILD's participation comes at a time when construction firms across Canada and the United States face mounting operational pressure. Engaging with leaders at CONEXPO-CON/AGG, SMARTBUILD aims to share practical strategies that help address tighter schedules, increased record-keeping requirements, labor shortages, and rising expectations from owners and partners. Its technology is designed to improve how work is planned, communicated, and tracked on active jobsites, helping organizations achieve greater execution, visibility, and accountability as projects move faster with fewer buffers.

Malik's session will focus on how operational pressures influence day-to-day work on construction projects. Drawing from his experience, he will address how leadership decisions translate into field outcomes, where communication gaps most often occur, and how organizations can maintain clarity as teams operate under changing site conditions.

SMARTBUILD was founded to support small- and mid-sized contractors who are often required to meet the same documentation, coordination, and reporting standards as larger firms, despite operating without extensive back-office resources. By enabling easier information management throughout the workday, SMARTBUILD helps crews, foremen, and project teams streamline their processes, reduce administrative burden, and maintain compliance with industry requirements.

According to SMARTBUILD, gaps between field activity and office visibility remain one of the most lasting challenges in construction. By providing solutions that minimize information delays, reduce inconsistencies, and centralize records, SMARTBUILD helps teams avoid schedule delays, rework, or disputes—improving project outcomes across all markets and sizes.

CONEXPO-CON/AGG brings together construction leaders to exchange ideas and review best practices for improving operations.

SMARTBUILD stated that its attendance demonstrates ongoing industry conversations around technology adoption and alignment on construction sites. The company's technology is designed to bridge the gap between digital tools and jobsite realities, helping organizations ensure their systems support actual project needs rather than forcing teams to use inefficient workarounds.

Malik's session will focus on how industry trends and leadership decisions influence jobsite behavior, highlighting global construction patterns and their impact. The discussion is intended for company leaders guiding operational change.

In addition to the speaking engagement, SMARTBUILD representatives will be available throughout the event to meet with contractors, partners, and industry peers. The company noted that these conversations are an important part of how it stays connected to developing industry needs and informs its ongoing development efforts.

"Events like CONEXPO create space for meaningful conversations," Malik said. "Listening to how contractors are adapting on their projects helps clarify where expectations are shifting and where teams need stronger support."

SMARTBUILD said its presence at CONEXPO-CON/AGG highlights its commitment to staying connected to industry needs as construction adapts to new pressures. The company emphasized that today's systems influence long-term workflows and accountability.

SMARTBUILD develops construction technology to support coordination, communication, and documentation between the field and office, focusing on practical adoption and clarity across projects.

Founded by industry professionals, SMARTBUILD designs tools that integrate with existing workflows to support clear information flow throughout all construction stages.

CONEXPO-CON/AGG 2026 will take place in Las Vegas, Nevada, in March. Zulqernain Malik, Chief Executive Officer of SMARTBUILD, is scheduled to speak on March 5 between 2:00 and 4:00 p.m. local time.

About SMARTBUILD Construction Solutions

SMARTBUILD is a Canadian construction technology company that develops software and tools for

construction teams. Built by construction professionals, SMARTBUILD focuses on improving communication, documentation, and coordination between the field and the office. The company's products are designed to support real jobsite workflows and reduce administrative friction across construction projects.

email: [media@smrtbld.com](mailto:media@smrtbld.com)

SMARTBUILD: [smrtbld.com](http://smrtbld.com)

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For more information about SMARTBUILD, contact the company here: [SMARTBUILDRowanSteel-Hall1-888-403-0421](http://SMARTBUILDRowanSteel-Hall1-888-403-0421)  
[media@smrtbld.com](mailto:media@smrtbld.com)

## **SMARTBUILD**

*SMARTBUILD recognizes the unique needs of construction projects and stakeholders. Backed by over 50 years of combined field experience, they've developed purpose-built construction tech tools to support teams from concept to closeout.*

Website: <http://smrtbld.com>

Email: [media@smrtbld.com](mailto:media@smrtbld.com)

Phone: 1-888-403-0421