



MILANO ARCHITETTURA DESIGN EDILIZIA

A photograph of a large exhibition hall with a white, ribbed, vaulted ceiling. People are walking through the hall, and there are signs for 'RECEPTION 1|3' and 'RECEPTION 2'. The floor is covered with a red carpet that has a white dotted pattern.

POST SHOW REPORT 2021

15 - 18 November 2021
Fiera Milano - Rho (Italy)

madeexpo.it/en

MADE expo 2021's figures



Attendance

22,460 (operators, guests, exhibitors and press)

8% from abroad

80% from Europe

20% from extra EU



Exhibition area

Over 19,000 net sqm.



Exhibitors

355 exhibitors
(more than 12% from abroad)



Media Relations

More than **250** Italian and foreign press reviewers

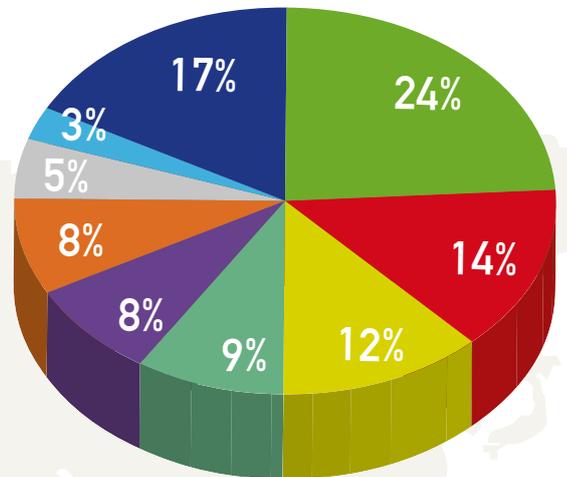


MADE expo's attendance



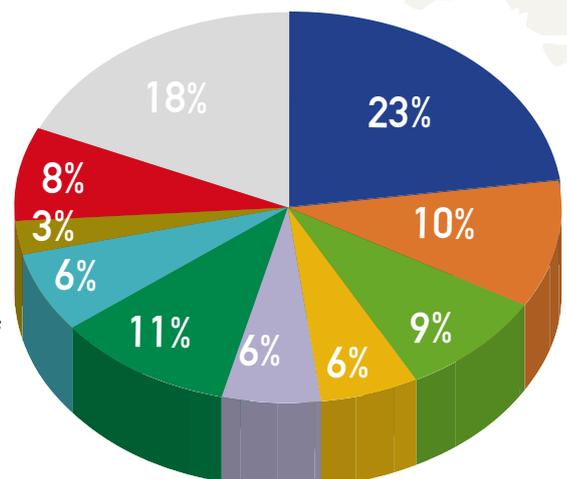
Activities

- 24%** Production companies
- 14%** Building - maintenance companies
- 12%** Professional studios
- 9%** Installation companies
- 8%** Service and consulence companies
- 8%** Showrooms
- 5%** Universities and schools
- 3%** Import export companies
- 17%** Other
(Public admin, Associations, Communication agencies)



Focus on professions*

- 23%** Professional planners
(Architects, Engineers, Surveyors, Experts, Designers)
- 10%** Agents - Representatives
- 9%** Craftsmen - Layers
- 6%** Dealers - Distributors - Wholsalers
- 6%** Window manufacturers - Installers
- 11%** Company owners
- 6%** Company managers
- 3%** Company advisors
- 8%** Students and professors
- 18%** Others

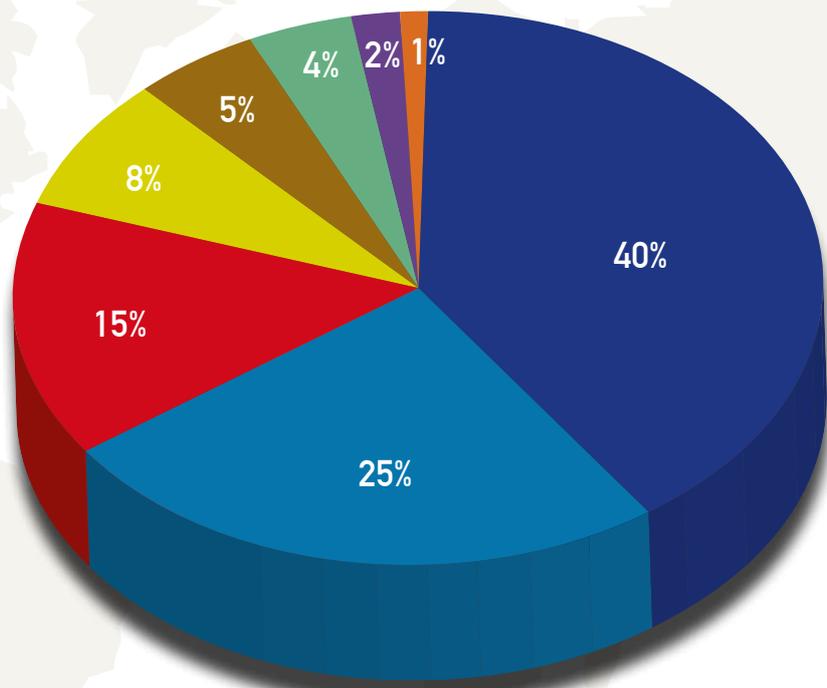


*data from MADE expo's attendance registration forms

Foreign visitors origin

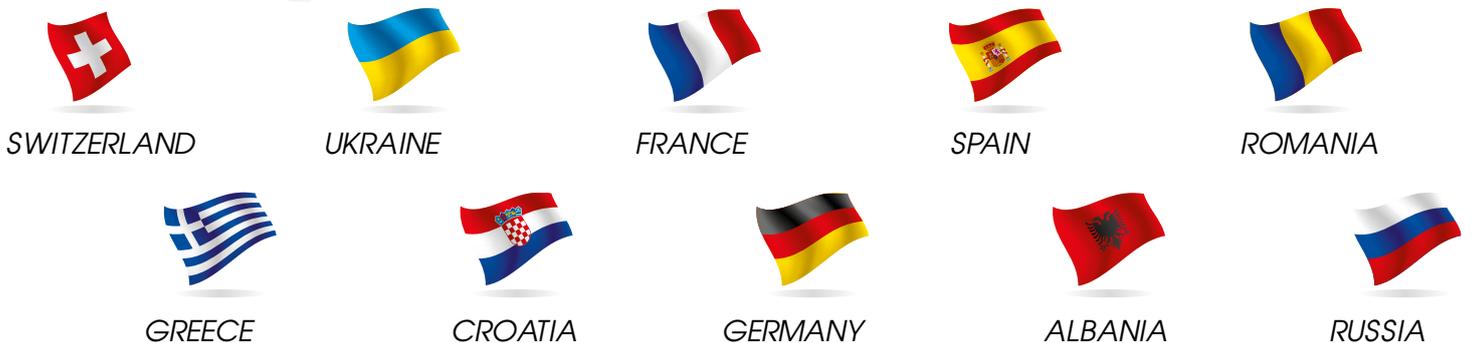


Origin by continents



Attendance from 80 countries

COUNTRY OF ORIGIN TOP TEN LIST

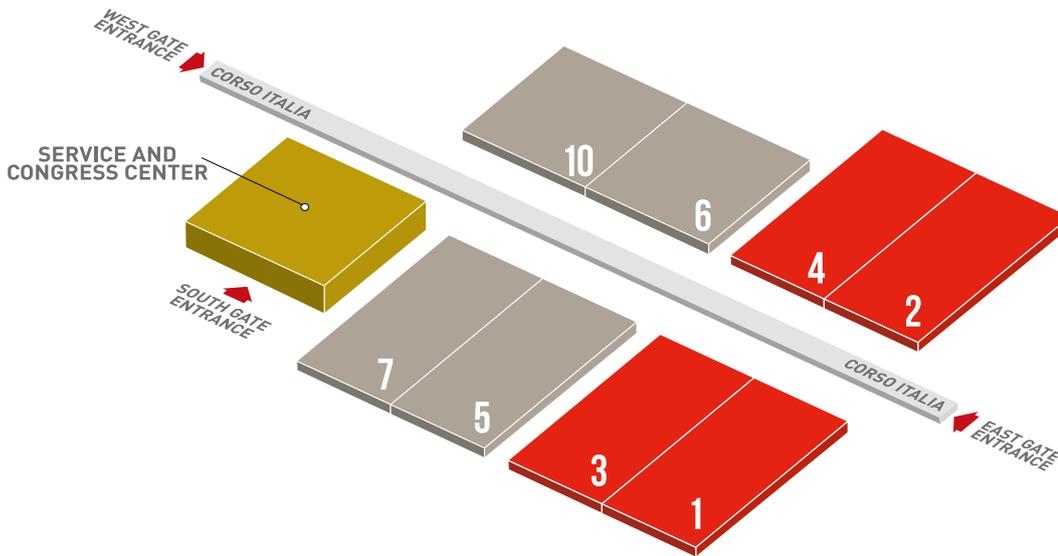


EXHIBITION PLAN

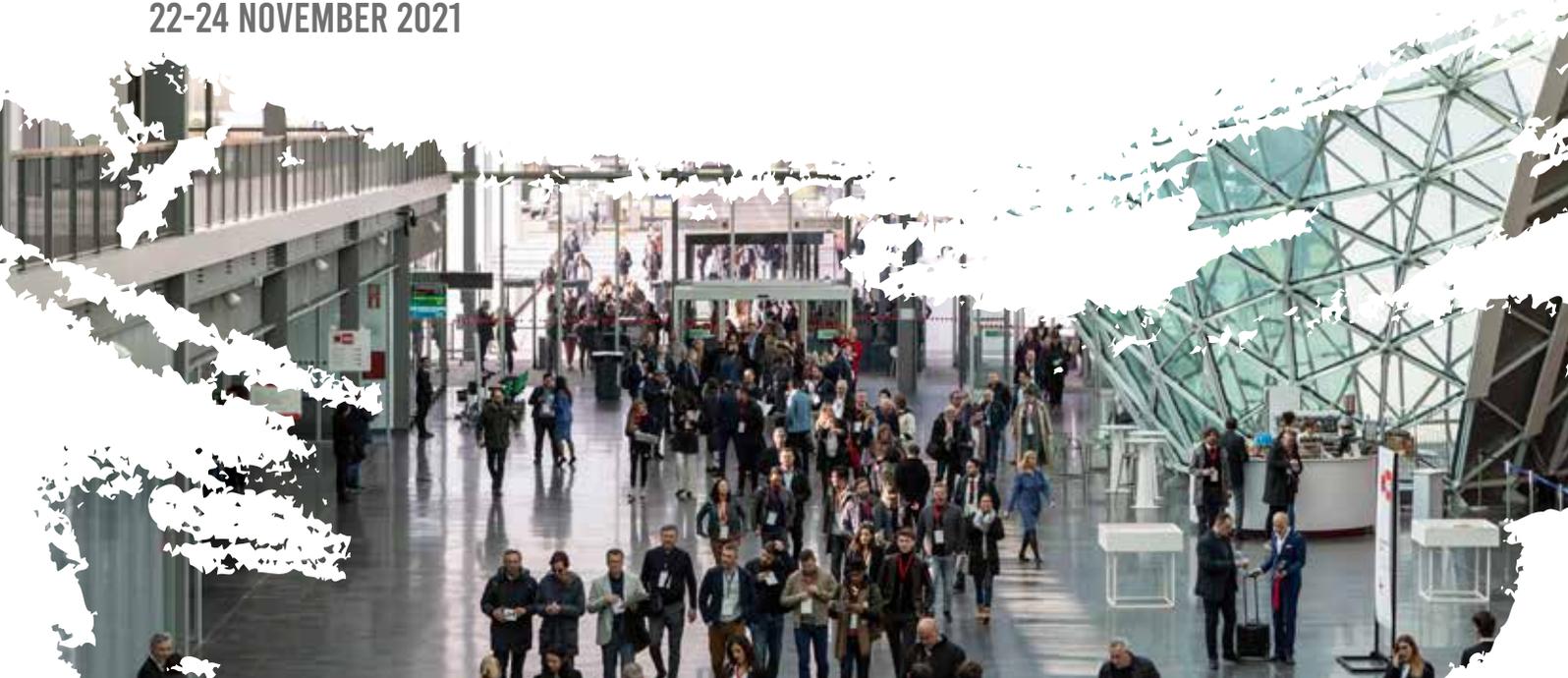


The contemporaneity with **SICUREZZA** and **SMART BUILDING** has given life to a 360-degree vision on materials, technologies, regulations for the building and urban environments.

MADE expo exhibition layout has developed on three halls and has been divided in 4 themed areas: **Bim & Technologies** | **Construction & Materials** | **Doors, Windows & Industrial Closures** | **Building Envelope & Outdoor**



ALONGSIDE WITH:
SICUREZZA | SMART BUILDING EXPO
22-24 NOVEMBER 2021



They talked about us



An intense digital, video, radio press campaign on the main national and international media.

NATIONAL AND LOCAL NEWSPAPERS



ITALIAN AND FOREIGN TECHNICAL PRESS



RADIO



DIGITAL AND VIDEO



PARTNERSHIPS



International media

News about MADE expo were spread over **29 European countries** plus the African continent and part of the Asian one by means of various direct channels and some international magazines.

Eastern Europe

- Prozori & Vrata Serbia, Prozori & Vrata Croazia, Prozori & Vrata Serbia, Prozorivrata.com, Oris (HR, SLO, SE, BIH),
- Project Baltia, Oris (EST, LT, LV, FIN, RUS),
- Project Russia (RUS),
- KTIRIO (GR),
- drewno.pl (PL),
- ASB (SK),
- ASB (CZ),
- Zeppelin (RO),
- XXI (TK),
- Octogon (H),
- Baulemente Bau, MD (BG)

Western Europe

- Windows Active, Building Magazine, Design Curial (GB),
- Arkitektur (S),
- Architectures AVIVRE, Verre & Menuiserie, verre-menuiserie.com, D'Architectures (F),
- Construcao Magazine (P),
- Floor Forum, JDA, Le Journal de l'Architecte, Architektenkrant, Cobouw (BeNeLux),
- Holz-Zentralblatt, HK, GFF Glas Fenster Fassade, BM, Oesterreichische Bauzeitung, Handwerk+Bau, Baulemente Bau, AIT, AIT on-line (D),
- Ventanas Puertas Y Cerramientos, Room (E),

Extra Europe

- Houzz, Architizer.com (USA),
- Jeune Afrique, The Africa Report (AFRICA)



Internationalization



More than **125 profiled delegates** from **35 countries**, welcomed in a Buyers Lounge of **over 800 sqm**.

Meetings between operators favored by the innovative match - making system - **MY MATCHING** - which allowed **Exhibitors** and **Buyers** to search for operators and producers of their own interest and **set B2B appointments** before the start of the event.

A big push with the support of the **Italian Trade Agency** to the internationalization of companies.



MADE expo 2021 events



48 Congresses



135 Speakers



1,160 Attendees



An area dedicated to the **4 main themes of MADE expo 2021** through a cultural path that has involved the academic world, associations, the companies that attracted the attention of participants **on regulations and trends of the future and on hot topics in the construction sector.**

in collaboration with Agorà Activities

12 workshops
80 speakers
650 attendees

Training credits



A totally international event area: **20 European architectural firms** have offered an overview of their innovative projects with focus on enclosure and outdoor.

in collaboration with Platform

20 architectural studio speeches + 2 talks with italian architects
250 attendees

Training credits



An event area dedicated to the **community of doors and windows**: a series of meetings with experts from the sector that dealt with the most current issues in terms of economy, market, legislation and retail.

in collaboration with DBInformation-Guida Finestra

12 workshops
20 speakers
140 attendees



A forum conference on the **engineering of wooden constructions**. It is the Italian transposition of Forum Holzbau, an event recognized at the European level for designers specializing in this type of constructions.

in collaboration with Hugo Karre

2 days
10 speakers
120 attendees

Training credits

MADE expo 2021 special initiatives



MADE Awards is the competition that highlighted the solutions and products presented by the exhibiting companies according to the 4 key themes of MADE expo 2021: Technologies & Digital, Resources & Recycling, Climate Effect, Next Living. The award ceremony, which took place on November 24, decreed the victory of

- **Ideck**
- **Marcegaglia**
- **PFM**
- **Polypiu**

For the best start up: **ISAAC**



An area co-financed by the Italian Trade Agency which hosted a selection of innovative start-ups in the construction sector.

The area, over 160 square meters, has gathered 18 start-ups.



An evening designed to aggregate, in a playful and relaxing moment, exhibitors, foreign guests, event curators and our staff.



SEE YOU AT



MILANO ARCHITETTURA DESIGN EDILIZIA

15 | 18 NOVEMBER 2023 - fieramilano



MADE expo

is an initiative of MADE eventi S.r.l.

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