



MADE
EXPO
2023

15_18 Nov 2023
fieramilano Rho

PRESS

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MADE Expo renews itself: ME is born. Work for progress.

A new brand for a substantial change: the leading event in Italy for the world of architecture and construction evolves assigning the role of change even to its naming and image. Waiting for the Italian and international building community are two new highly specialized exhibitions - Construction and Building Envelope - both declined in the themes of Innovation and Sustainability. Scheduled in Milan from 15 to 18 November 2023.

Milan, June 23rd - **MADE expo evolves and gives rise to ME**, to be scheduled from **15 to 18 November 2023** in the East Gate halls of **Fiera Milano, Rho**. Organized by Made Eventi srl, a company of Fiera Milano (60%) and Federlegno Arredo Eventi (40%) **ME** will lead **professionals through** the unavoidable evolution of the built environment towards sustainability, involving them effectively in **a completely transformed event**, in terms of concept and layout.

"Work for progress" is the claim chosen by the event to represent the vision of the future of the sector, with the choice of **colors and visuals** that immediately refer to the theme of **sustainability**, along a path that - originating from ME - will lead to the only form of progress for the individual and the community.

A highly specialized and integrated platform, **ME** will be structured into two new exhibitions. The **Construction exhibition** will bring software and technologies for design and Building Information Modeling (BIM) to the fair, as well as construction systems and solutions for structures and infrastructures; safety and construction site equipment; proposals for energy requalification, thermal insulation, and comfort; materials and finishes for interiors; solutions for the building plant integration. The **Building Envelope exhibition** will focus on the display of windows and doors; façade systems and roofing; components and accessories; production machinery for doors and windows; glass; industrial closures and solutions for shading and automation; outdoor, solar and insect protection. Both exhibitions will develop the topics of **Innovation** and **Sustainability**, offering companies, buyers, professionals, technicians, and operators the most advanced solutions to lead the world of construction into the future.

«In the construction sector, a step change is needed. We must rethink the concept of construction from the ground up: it is not sufficient to make buildings more efficient and less polluting; it is necessary that they become increasingly autonomous from an energy point of view» declares the new managing director of MADE Eventi, **Nicola Bonacchi** «This is another reason the event is evolving. We are building the future, and we are doing it now. The city of tomorrow also passes through ME 2023».

«The articulation in the two new exhibitions is the concrete demonstration of how the sector is evolving, with the ambition of representing the progress of the companies, also under the boost of the energy efficiency policy of which both the European Commission and the Italian government have become spokespersons. » - adds **Gianfranco Marinelli**, President of MADE expo and Federlegno Arredo Eventi - «Sustainability and innovation represent the link between the two exhibitions, and it is the most appropriate choice to make **ME** the interpreter of the present and the future of the sector».



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The institutions themselves are moving in this direction. The European Commission recently launched the REPowerEU plan for energy independence, including a series of strategic measures for the sustainability of buildings, such as the mandatory installation of solar panels on the roofs of new buildings or the doubling of the diffusion rate of heat pumps.

This and much more will be discussed at **ME 2023** where the exhibition area and conference program will show how, thanks to **innovation, sustainability** can become extremely concrete: materials and construction techniques can in fact guarantee, both in new buildings and in renovation, the improvement of energy efficiency and a new quality of living. The event itself will be set up in a sustainable way through the adoption of virtuous measures and behaviors.

THE APPOINTMENTS OF ME 2023

ME addresses to an Italian and international audience, made up of designers, technicians, construction and maintenance companies, window makers, craftsmen, retailers and distributors, wholesalers, professional studios and showrooms, representatives of the public administration and trade associations, schools, and universities. The entire ME community will find the answers to its needs thanks to the two new Exhibitions which, through a vertical development with strong interconnections and continuous dialogue, will allow operators to organize their presence at the fair focusing on the sectors of greatest interest for their respective business areas.

The training program will also deepen the main themes of each exhibition, to offer each target, the best updating proposal. The scheduled conferences, held by international consultants and speakers, will be developed into specific paths with a focus on market trends and prospects, as well as on the progress of projects related to the PNRR (National Recovery and Resilience Plan). Participation in the **ME** conferences will also give access to training credits for architects, surveyors, and engineers.

New life also for the **ME Awards** which, in a dedicated area, will award the most innovative companies within the Construction and Building Envelope exhibitions, with special attention on sustainable innovations. The prizes, including a special recognition for startups, will be awarded by a technical jury and by the thousands of followers who follow the event on social channels.

IN MILAN: FOUR EVENTS FOR CONSTRUCTION PROFESSIONALS

A worldwide reference hub for architecture and innovation trends, as well as for consolidated international attractiveness and accessibility, **Milan** with **Fiera Milano** is the best location to host events dedicated to the world of construction. For a week, in November 2023, Fiera Milano will become a pole of attraction for building operators, connecting them with the most innovative solutions in every application area. From 15 to 17 November 2023, in an almost perfect overlap with ME (which also continues on the 18), three other trade fairs are scheduled: **SICUREZZA**, the professional event for technologies, security and fire prevention; **SMART BUILDING EXPO**, the Italian fair for



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home and building automation and system integration; and **GLOBAL ELEVATOR EXHIBITION**, the new event dedicated to vertical and horizontal mobility, thus offering buyers, companies and professionals who gravitate to their respective sectors a unique opportunity for business and networking.

WAITING FOR ME 2023: THE MEETINGS OF MADE EXTRA

A series of road shows on the Italian territory, scheduled for the next autumn, will provide operators and professionals with ideas and contents on the news of the sector, with particular reference to the projects activated thanks to the PNRR and the National Program for the quality of living (PINQUA). The themes discussed at MADE Extra will be subject to further study at ME 2023.

ME, acronym for MADE expo is the main trade fair for the design, building and construction sector in Italy. Organized by Made Eventi srl, a company of Fiera Milano (60%) and Federlegno Arredo Eventi (40%), ME can count on the patronage of FEDERBETON, FINCO and UNICMI.

MADE expo in the last pre-pandemic edition recorded 900 exhibitors and 100,000 professional visitors; in 2023 ME will be divided into two new specialized exhibitions: **Construction** and **Building Envelope**, united by focuses on **Innovation** and **Sustainability**.

The event, held every two years, will take place from **15 to 18 November 2023** together with SICUREZZA, SMART BUILDING EXPO and GLOBAL ELEVATOR EXHIBITION at **Fiera Milano Rho**.

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