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MADE EXPO 2023: AT FIERA MILANO FROM NOVEMBER 15-18 TO DESIGN THE FUTURE OF CONSTRUCTION

The appointment with Italy's leading international trade fair for the construction industry is approaching. MADE expo 2023 will best be characterized by a vertical offer presented in the two Exhibitions, Construction and Building Envelope, and driven by the watchwords Sustainability and Innovation.

643 companies from 28 countries and more than 100 conferences, workshops and initiatives to provide the building community with tools and insights for creating synergies and outlining the future of the industry.

Milan, Oct. 26, 2023. With its **18 million direct jobs generating 9 percent of European GDP**, despite a complex global context the construction business and its supply chain continue to be one of the leading sectors for the country's economy. Today this sector is being asked to make an important effort: revise the concept of construction from the ground up and think and design spaces in a different way, traveling hitherto unexplored paths and promoting practices and systems that reduce the impact on the environment.

It is against this backdrop that **MADE expo** - staged at **Fiera Milano, Rho, from November 15 to 18, 2023** - is preparing to open its doors, with the aim of presenting processes, materials, technologies and solutions for creating sustainable, efficient, digital and technologically integrated buildings.

Organized by **Made Eventi**, a Fiera Milano and Federlegno Arredo Eventi company, MADE expo 2023 has the patronage of the **Lombardy Region**, the **Municipality of Milan** and the leading trade associations such as **Acmi, Assimpredil Ance, Assorestauo, Federbeton, Finco, Fondazione Promozione Acciaio, ISI-Ingegneria Sismica Italiana and Unicmi**, which will be at the fair with dedicated areas and will organize talks and training moments.

MADE EXPO 2023: INCREASINGLY INTERNATIONAL, BETWEEN INNOVATION AND SUSTAINABILITY

Organized into two highly specialized Exhibitions, Construction and Building Envelope, MADE expo will feature proposals from **643 exhibitors** from **28 countries**, with the majority of foreign entries coming from **Germany, China, Poland, Spain and Romania**.

The increasing international importance of the event is also confirmed by the renewed partnership with the ITA-ICE Agency, which will bring **200 hosted buyers to the event**, selected for high profile and spending capacity from **50 countries**, with the **largest numbers coming from the USA, India, Ethiopia, Georgia and Turkey**.

Guided by the twin drivers of **Sustainability** and **Innovation**, the offer will enable the building community to enjoy a complete overview of the latest innovations in creating buildings that meet the highest criteria for **comfort, energy efficiency, digital and technological integration**.

The Construction Exhibition

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Located in **Halls 2 and 4**, the **Construction Show** will offer an all-round view of products and solutions for building and redevelopment: software and technologies for design; Building Information Modeling (BIM); Construction Chemical; construction systems for structures and infrastructure; earthquake-proof solutions; safety and construction site equipment; proposals for energy redevelopment; thermal insulation and comfort; materials and finishes for interior architecture; and solutions for building-plant integration.

The show will also host several special areas, organized in collaboration with leading industry players.

Agorà Restauro, created in partnership with Assorestauero brings together a collective of companies that will bring products and best practices to the event from a sector engaged in the recuperation of buildings of historical and cultural value, made up of small and large operators that constitute a model in Italy and worldwide.

ASSOBIM, the association representing the Building Information Modeling "technological" supply chain (BIM), will be present with an area that will bring together operating companies in the sector, from software houses to companies providing BIM services and from large contractors to engineering companies also involving manufacturers of materials and components.

ISI - Ingegneria Sismica Italiana will present the **Focus Sismica**, a strategic participation emerging from the firm belief that prevention, safety of the building and infrastructure heritage, design and structural

efficiency interventions all represent a theme that can unite every section of the supply chain.

MADE expo will also host, for the first time, the eighth edition of **FEL - Light Building Festival**, the exhibition aimed at operators in the paints, colours and light construction sectors, which, thanks to its usual dynamic exhibition format, will provide visitors with a direct and easy-to-follow experience and will offer areas dedicated to practical demonstrations, training speeches and workshops that will actively involve professional visitors.

Federbeton on the other hand will be present to testify to the commitment and role of the cement and concrete supply chain in an increasingly sustainable future of construction. Among the topics it will bring to the event will be the contribution to the decarbonization of construction and Made in Italy materials that are innovative, reliable, sustainable and which contribute to creating a circular economy.

Finally, for the first time, at MADE expo **Federparquet** will offer a specialized area looking at parquet and fine wood surfaces, where visitors will be able to appreciate the sustainability and reuse potential of the material and its craftsmanship and uniqueness, guaranteed by quality installation.

The Building Envelope Exhibition

In **Halls 1 and 3**, the **Building Envelope Exhibition** will showcase products and solutions that combine the aesthetic value of architecture with energy efficiency and comfort and respond ever more efficiently to the most extreme climatic challenges and the latest requirements on the construction and design level. Space therefore is given to windows, doors and fittings; facades and roofing; components and accessories; machinery for the production of windows and doors; glass; closures and solutions for shading and automation; outdoor, sun and insect protection.

Scheduled within the Involucro Exhibition are cultural events organized by the **Fondazione Promozione Acciaio**, including a keynote speech by architect **Patricia Viel** on innovative architectural solutions for steel.

ACMI, Assocostruttori Chiusure & Meccanismi Italia, the Italian association that brings together manufacturers of industrial and residential technical closures, has also renewed its strategic collaboration with the event and has chosen ME as the reference context for offering conferences and meetings on the hottest topics of the moment.

NOT ONLY EXPO. THE CONFERENCE AND TRAINING OFFER

MADE expo will offer an authoritative and rich calendar of meetings: keynote lectures and panel discussions given by international experts and speakers will alternate with specific events focusing on trends, market prospects, and the advancement of projects related to the PNRR and quality of living.

Keynote lectures and Archibox: MADE expo 2023 ambassadors

Carlo Ratti and **Winy Maas** are two of the absolute leaders in the world of architecture and are official ambassadors for **MADE expo 2023**. Leading lights in the international debate on the influence of new technologies in the urban field, the two archistars will give **two unmissable keynote lectures**, while their vision on contemporary architecture will be available in the **Archibox** spaces.

The Place To Build

Thanks to the ten appointments on the calendar, equally dedicated to the worlds of Construction and Envelope, The Place To Build is intended to be a place for presenting innovation and the relationship between construction and sustainability. Indeed, the theme acting as a common thread throughout this multidisciplinary journey is **"Governing the complexity of the energy transition in construction"**. Experts, researchers and innovators, representatives from the professional, business and university worlds will enter into dialogue with each other, focusing on the new technologies and systems available today to meet the challenges of innovation, sustainability and change.

RE-Regeneration | Real Estate

A series of three meetings that will compare real estate and the manufacturing supply chain. Prime movers of change, representing institutions, the design world, developers, builders, and also new professions will bring value and illustrate new developments in the sector. Starting with a focus on the brick market, both at Italian and international level, they will move on to an in-depth look at the role of hospitality in the transformation of cities, and then to an overview of urban regeneration projects that are preparing to change the face of Milan.

UNBUILT: the initiative dedicated to the "never built"

UNBUILT, Unrealized Projects, an initiative conceived by **Platform** in collaboration with **MADE expo**, through an exhibition dedicated to 20

Italian and 20 foreign projects, will tell the story of the architecture of the unbuilt: missed opportunities, unsuccessful competitions, and never-built projects represent moments of free research and experimentation that have the power to influence the design world. Thanks to the programmed schedule of events, UNBUILT will also be an opportunity for dialogue and meetings with architects about trends in modern architecture design as seen from an international perspective.

Young people and industry face off in the name of sustainability

Design for circularity - Call for challenges, organized by the **Politecnico di Milano, School of Architecture, Urban Planning and Construction Engineering** together with MADE expo, will allow visitors to rediscover the value of the cross-pollination of ideas that arises from exchanges between the world of industry and the professionals of the future.

On November 15 and 16 in the **'Millennial Space'** the results of the collaboration between seven companies in the industry and students from the Faculty of Architecture will be presented. These groups have together developed innovative concepts dedicated to the circularity of processes and naturalness of products.

In the same space on November 17 and 18, **Relive 2023** will be held. **UrbE-Scape** is a workshop curated by SITdA (Italian Society of Architectural Technology) which will see young researchers and lecturers from all over Italy engaged in shared design activities aimed at proposing new approaches and models for the regeneration of public spaces, working on an urban area south of Milan.

Special Areas

The **ME Awards** return to the event, which will award recognitions to the most innovative products within the two Saloni. The award winners, identified by the technical jury chaired by architect **Luca Molinari**, will be presented and exhibited at the show.

On the other hand, the **Start Up Zone**, promoted by the **ITA-ICE Agency**, will be the area dedicated to companies whose core business is the development of original and innovative initiatives or products with high technological value in the architecture and construction sector.

*Made expo is part of MIBA, Milan International Building Alliance, the event that will bring together four events: **GEE - Global Elevator Exhibition**, entirely dedicated to horizontal and vertical mobility; **MADE Expo**, Italy's leading event for the world of construction; **SMART BUILDING EXPO**, an event for home and building automation*

*and technological integration; and **SICUREZZA**, Italy's benchmark exhibition event and among the first in Europe dedicated to security & fire. It represents a common thread running through the global exhibition proposal with solutions, materials and technologies proposed by essential sectors for the design, construction and redevelopment of buildings between innovation, energy efficiency and sustainability.*