

Ufficio stampa  
Fiera Milano

Rosy Mazzanti  
+39 0249977324  
rosy.mazzanti@fieramilano.it

Elena Brambilla  
+39 0249977939  
elena.brambilla@fieramilano.it

Fiera Milano S.p.A.  
+39 02.4997.7134  
info@fieramilano.it  
fieramilano.it

## THE FUTURE OF VERTICAL AND HORIZONTAL MOBILITY IS DESIGNED AT GEE - GLOBAL ELEVATOR EXHIBITION

*Appointment with GEE - Global Elevator Exhibition from 15 to 17 November 2023 at Fiera Milano (Rho). For the vertical and horizontal mobility market, GEE is an international platform where the sector's most topical issues are discussed, analysed and explored in depth. To amplify the offer, it will be held simultaneously with the related MIBA events.*

*Milan, 26 October 2023 - The first edition of **GEE, Global Elevator Exhibition** - the international trade fair dedicated to vertical and horizontal mobility, scheduled to take place from 15 to 17 November 2023 at Fiera Milano (Rho), is just a few days away.*

### THE NUMBERS OF THE NEW PROJECT

With **119 exhibitors** coming from 13 different countries (25% international countries attending), including **Turkey, China, France** and **Spain**, and a rich programme of conferences, the event is a reference point for the sector, responding to the concrete request of companies to create a space where they can exchange ideas, do business and keep abreast of the main innovations in a constantly developing sector.

The companies that have chosen to participate at GEE will have the opportunity to meet, in addition to thousands of professional operators, **100** highly profiled **hosted buyers**, selected by Fiera Milano and coming from **23 countries from all continents**. Particularly relevant are those from the **USA, Argentina, Egypt, Australia** and the **UAE**.

According to data compiled by ANACAM, the sector generated a **turnover of 3.8 billion euro** in Italy in 2022, directly employing just under **19 thousand workers**, spread over **1,900 companies** characterised by great diversity in size (from small artisans to large multinationals).

In this market setting, GEE is a representative trade fair event for its sector of international calibre in a city like **Milan**, the first Smart City in Italy - and now also the "European capital of 5G", which, with its modern exhibition centre, fully embodies the event's innovative and cosmopolitan spirit.

### THE EVOLUTION OF THE SECTOR: OPPORTUNITIES FOR DISCUSSION

The exhibition will be enriched by the extensive **training programme**, which will involve leading national and international experts, representatives of the main trade associations, certification bodies and university lecturers. Vertical

meetings and round tables will animate the debate on the new challenges and opportunities for the sector, divided into three main areas: **innovation, sustainability and regulations**.

The first day will open with a review of the sector together with the Italian and European trade associations ANACAM, ANIE AssoAscensori, ANICA and EFESME with **Market Trends: The future of vertical mobility 2023-2033: What are the prospects for development?**

This will be followed by the first event on standards with **The impact of the European and Italian regulatory framework on the supply chain, new regulations and quality standards including innovation, safety and sustainability**.

The second day will be dedicated to the topics of innovation and sustainability starting with the meeting organised in collaboration with ANACAM, which will focus on the important and delicate topic of **Accessibility and inclusiveness: reconfiguring places and buildings**. On the other hand, an appointment with ANIE AssoAscensori will be held to discuss **The digitalisation of lifts: an innovative and sustainable approach**.

The morning will end with a look at the world and the main projects on the international scene in terms of state-of-the-art engineering and architecture will be presented in the meeting **The global elevator: a comparison of experiences from around the world**.

In the afternoon there will be space for regeneration and energy efficiency with **What are the opportunities offered by the programmes linked to the National Reform Programme and the new incentives for energy efficiency in buildings and for overcoming architectural barriers: the critical issues and opportunities for growth in the sector**. The day will conclude with a focus on the smarter aspects of the sector with **New technologies for more inclusive, safe, digital and sustainable 4.0 buildings: What are the solutions and future scenarios for evolution in the field of integrated sensor technology and digitisation of systems?**

On the last day, we will take up the topic of regulations for a constantly evolving sector that needs to be constantly updated with the **Certification and new quality standards as a guarantee of safety and efficiency**. **Quality and compliance** meeting.

The journey towards its first edition presents GEE as a unique opportunity for Italian and international companies and operators to compare notes: an important opportunity to explore the best in technologies, materials and solutions for the sector.

*GEE, Global Elevator Exhibition, 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, **ME-MADE expo**, Italy's leading international event for innovative and sustainable building and enclosure solutions, **SMART BUILDING EXPO**, home and building automation and technological integration event and **SICUREZZA**, Italy's leading trade fair event and one of the first in Europe dedicated to security & fire. The common denominator for the global trade show includes solutions, materials and technologies proposed by fundamental sectors for the design, construction and redevelopment of buildings through energy efficiency and sustainability.*