

**Press Office
Fiera Milano**

Rosy Mazzanti
rosy.mazzanti@fieramilano.it

Mariagrazia Scoppio
+39 024997.6214
Mariagrazia.scoppio@fieramilano.it

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

Press Office

SMART BUILDING EXPO 2023: TECHNOLOGY INTEGRATION THAT CHANGES BUILDINGS AND CITIES

With numbers definitely up on last year's edition, the event continues to be a reference point for professionals involved in the smart transformation of buildings

Milan, 26 October 2023. Everything is ready for **SMART BUILDING EXPO**, the home and building automation and technology innovation event organised by Fiera Milano and Pentastudio, scheduled to take place at Fiera Milano (Rho) **from 15 to 17 November 2023.**

SBE is gearing up to showcase the opportunities and advantages of the smart evolution of buildings and cities with an important offer: there are **137 exhibitors from 15 countries**, with the largest representation from Germany, France, China and the Netherlands.

Central to the proposal are **technologies, systems, management and control platforms, and integrated solutions enabling buildings to transform from energy consumers into energy prosumers and from a simple "shelter" into a powerful provider of high added-value services** - embracing health, education, entertainment and mobility - and offering a very important return in terms of **energy efficiency, safety, comfort and sustainability.**

Technological integration of new systems is a fundamental tool to make the building **smart and green**, characteristics that express both sides of the same coin and make it possible to engage in the "green new deal" that has become the strategic objective of all of Europe and a fundamental piece of the economy of the future.

Characterising the layout of SMART BUILDING EXPO 2023, will be the four **Innovation Squares**, created thanks to the support of partners from the world of associations and publishing, created with the aim of providing a vertical insight into certain markets that revolve around the evolution of buildings and smart cities:

Renewable Energy Arena

Entrusted to the care of the prestigious publication **Rinnovabili.it**, the Renewable Energy Arena will address some of the hottest topics of the energy transition, from the role of artificial intelligence to that of Renewable Energy Communities in the national decarbonisation process, and finally to the use of low-enthalpy geothermal energy.

Home and Building Automation Arena

Entrusted to the curatorship of **Smart Buildings Alliance Italia**, the association that promotes the intelligent buildings sector within the Digital City, the Home & Building

Press Office
Fiera Milano

Rosy Mazzanti
rosy.mazzanti@fieramilano.it

Mariagrazia Scoppio
+39 024997.6214
Mariagrazia.scoppio@fieramilano.it

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

Automation Arena will offer a glimpse of the hottest issues in the sector: from network architecture to digital building infrastructure, with a presentation of the R2S (ready to service) protocol, from edge computing at the service of the building to the concept of digital energy.

System Integration Arena

Entrusted to the care of the **AIBACS** (Italian Association of Building Automation and Control Systems), the System Integration Arena will focus on the key issues related to the use of BMS and BACS systems for the integration of the main building systems, presenting a cross-section of the main protocols in use and the professional skills that are essential to ensure the optimal operation of a smart building.

AV Playground Arena

Managed by the magazine **Connessioni**, the contents of the arena dedicated to the world of professional audio-video systems are intended to connect technology and application manufacturers with the so-called "end users", the vast range of areas in which the use of professional audio-video systems is an increasingly important resource.

TRAINING AND DISCUSSION: THE ADDED VALUE OF COMMUNITY BUILDING

With a schedule of appointments and initiatives designed to provide opportunities for discussion and professional development at all levels, SMART BUILDING EXPO 2023 will provide a complete insight into the sector's innovation over the three days of the exhibition, while also focusing on trends and development opportunities.

The main event in the schedule of meetings, the third edition of the **Milano Smart City Conference** will take stock of the smart innovation of Italian cities and the contribution of technologies in this process. The event doubles this year: a first technical session organised by Pentastudio will take place on **14 November** at the Milan site of Assimpredil Ance, while **the second session will be held in the afternoon of 15 November, the opening day of SBE.**

The first day of SBE will also talk about **Energy Communities**, thanks to the collaboration with the **National Council of Industrial Engineers**, which will propose a workshop entirely dedicated to a topic that is revolutionising the concept of energy production and consumption.

On Thursday 16, the **Smart Installer Workshop** returns; this event is organised in collaboration with **Unimpresa**, and will focus on enhancing professional installation skills, with a focus on photovoltaic systems, a rapidly expanding field of technology; then in the afternoon, thanks to an appointment organised by Rinnovabili.it and with the contribution of **ANIE Rinnovabili**, attention will shift to the **energy revolution** underway and how **technological innovation, decarbonisation and quality of living** are the new drivers of **real estate** development.

In the morning of Friday 17, **KNK Italia** will present a workshop presenting a complete overview of the applications of KNX components in the most diverse fields of use: everything from offices to hotels, and schools to hospitals.

The programme will conclude in the afternoon with an evocative workshop organised by **ALA Assoarchitetti** on the theme of the relationship between form

SMART BUILDING EXPO

Press Office
Fiera Milano

Rosy Mazzanti
rosy.mazzanti@fieramilano.it

Mariagrazia Scoppio
+39 024997.6214
Mariagrazia.scoppio@fieramilano.it

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

and function in contemporary architecture, where the quest for efficiency influences and modifies what we are all used to with the risk of standardisation.

Smart Building Expo will provide a unique opportunity to meet the leading players in the change and to become part of the professional community entrusted with the task of transforming the concept of living, making it sustainable, and who will have the challenging task of transforming more than **10 million obsolete housing units** in Italy into green buildings in the coming years.

*SICUREZZA BUILDING 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, **ME-MADE Expo**, Italy's leading event for the world of construction, **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 innovation, energy efficiency and sustainability.*



FIERA MILANO

Pentastudio
marketing & comunicazione