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**MADE EXPO 2023:
SYSTEM SYNERGIES, CONNECTIONS AND VISIONS OF THE FUTURE.**

For the first time ever the event took place under the aegis of the MIBA-Milan International Building Alliance and registered the presence of more than 80,000 operators from 111 countries. In doing so it gave great satisfaction to MADE expo, which has now established itself as the sector's leading trade fair.

Significant partnerships and more than 100 conferences, workshops and keynote speeches provided the building community with tools and ideas for developing synergies and creating systems.

International appreciation is increasing: professional operators from 111 countries were present as well as more than 400 top level hosted buyers, selected in collaboration with the ITA-ICE Agency for the four MIBA shows.

Urban suggestions: international archistars Carlo Ratti, Winy Maas and Patricia Viel all presented keynote speeches and enlivened MADE Expo with their sustainable visions of the future.

Milan, 28th November 2023. A synergy between similar and complementary sectors has proved to be both strategic and successful, as can be seen from the **more than 80,000** professional operators present at the Fiera Milano. This is the outcome of the first edition of the **MIBA-Milan International Building Alliance**, a format resulting from the synergistic union of GEE-Global Elevator Exhibition, MADE expo, SBE-SMART BUILDING EXPO and SICUREZZA. These four trade fairs all focused on the sustainable and smart evolution of buildings and cities and have proven to be capable of offering an integrated and innovative vision of solutions with which to address the energy transition. The alliance has also emerged as a new international point of reference for all the sectors represented.

The 2023 edition of **MADE expo** was held against this backdrop, taking place at Rho's Fiera Milano from 15th to 18th November, with a range of offers focusing on innovation, sustainability, technology, design and living comfort.

Four days and four halls all combined to create a single stage entirely dedicated to **topics closely related to the sector** and in particular, to the design and construction of **sustainable, energy efficient, digital and technologically integrated buildings**.

With **701 companies from 29** countries distributed through the **two Construction and Building Envelope Halls, MADE expo** confirmed itself as the ideal showcase for presenting new processes, systems and materials capable of supporting the world of professionals in the fundamental process of **transforming the built environment**.

The **Construction Hall** highlighted numerous examples of excellence from both the Italian and the international scenes, accompanied by a number of special areas developed in collaboration with some of the event's leading partners. There was an exhaustive and wide-ranging collection of products and solutions for building, modernizing and redeveloping, design software and technologies, Building Information Modeling (BIM), chemical products, construction systems, anti-seismic solutions and safety and construction site equipment along with new options for improving energy efficiency, thermal insulation and comfort, materials and finishes for interior architecture and finally solutions for integration between buildings and systems.

The stands of the **Building Envelope Hall** featured displays of products and solutions capable of synthesizing design, energy efficiency, safety and comfort as well as swiftly and accurately responding to climate challenges and design and construction needs. In addition, doors, windows, facades and roofs, components and accessories were on display, along with machines for the production of doors and windows, glass, closures and solutions for screening, shading and automation, as well as outdoor, sun protection and anti-insect products and devices.

The future was on display in both halls, thanks to the vast range of proposals aimed at contributing to modern and innovative reviews of each phase of the building process. These started with cutting-edge materials and new low-carbon production processes in which everything focused not only on sustainability, but also on visual impact. This could be seen in **hemp-based plasters** intended to revolutionize finishes by combining environmental protection and performance, **recycled wood cladding and floors** which

demonstrated a commitment to the circular economy, and finally **glass in both curved and heat-conducting versions** for windows and heated glazing, aimed at redefining the perspective of surface areas by offering enhanced aesthetics and advanced performance.

In addition, the **cladding and envelopes sector demonstrated new elements and integrated functions: illuminated windows and doors** are now a security solution for the home, transforming windows into a source of night-time lighting. **Magnetic levitation doors** defy gravity giving the possibility of movement with a simple touch of the finger while **steel and transparent glass doors** equipped with unique and innovative systems guarantee excellent thermal insulation, anti-burglary, anti-bullet and anti-explosion performance. **Automated mosquito nets with facial recognition mechanisms** represent a high-tech solution for uncompromising comfort, combining safety and practicality.

As such, **MADE expo's** objective of teaming up to create a system and enhancing synergies between supply chain and content has thus been achieved. In addition, strategic connections were also established thanks to the extensive calendar of more than **100 scheduled, participatory and dynamic events**, which proved to be a unique opportunity for updating and discussing the future of the sector.

There was tremendous interest in the **"The Place to Build"** series of conferences, a journey through the energy transition in the construction sector which addressed the issues of the circular economy and sustainability as applied to the management of cities and surrounding areas, as well as introducing observers to the changes underway, ranging from the real estate sector to the necessary evolution of professions when dealing with the transformation scenarios that will appear in the near future. The various events in the cycle included the **9th National Passivhaus Conference**, which confirmed the centrality of the theme of energy requalification and reflections on ways to govern this important moment of transition. Among others, the addresses by MIMS representative Pietro Baratono on the opportunities related to the PNRR were highly significant.

With three meetings looking at the transformation of cities, **Regeneration Real Estate** gave rise to a reflection on the theme of social inclusion while the **UNBUILT** cycle was dedicated to the world of international architecture and thrilled the public with a presentation of works of architecture that were

not actually selected to be built, but which have influenced the imagination of future projects.

Hundreds of young people gathered in the Millennials Area to discuss the results of the collaboration with seven exhibiting companies at MADE expo and receive the award for the best **Design for Circularity** project, organized in collaboration with the Milan Polytechnic School of Architecture, Urban Planning and Construction Engineering.

The same space also hosted **Relive 2023. UrbE-Scape**, a workshop curated by SITdA (Italian Society of Architectural Technology), which saw Architecture Doctorate students talking with institution representatives about the proposal for the regeneration of a public space in the Municipality of Corsico (MI).

Builders and businesses, architects, designers, retailers and distributors were all highly appreciative of the offer, which was promoted in collaboration with partner associations and comprised training courses, conferences and installations, workshops, B2B spaces and laboratories. All those attending eagerly took advantage of the various stimuli and opportunities to broaden perspectives and areas in which to apply their businesses, activate high quality relationships and keep up to date on the most current issues.

During **FEL - the Light Construction Festival** which was held in the Construction Hall inside Made expo for the first time, there was no shortage of entertainment, music, colour and demonstration areas: a winning format that combined presentations of products by many of the exhibitors present together with installation techniques and the use of materials.

The presence of authoritative figures such as **Patricia Viel** and the two MADE expo ambassadors **Carlo Ratti and Winy Maas** also gave the event considerable prestige and perspective, providing insights into emerging trends, the transformative role of digital technologies in the cities of tomorrow, and enlivening the dialogue which focused on the construction of increasingly modern and sustainable urban communities.

The feedback received from **foreign buyers** was also positive and confirmed the event's growing international importance. Its success is the result of the renewed collaboration with the **ITA-ICE Agenzia**, which in addition to the foreign operators arriving from 111 countries, directly led to the presence of

more than **400 hosted buyers** at the event, selected for their high profile and spending potential within the four separate MIBA exhibitions.

MADE expo was also the occasion for the presentation of the **construction awards**. This second edition saw the presence of the 9 winners of an award promoted and intended to enhance awareness and the excellence of products, processes and services presented by exhibitors. The awards were assigned by a technical jury and followers who voted during the event on social media channels.

The winners in the Construction Hall section were:

[Digi Corp](#) (Pordenone) in the design, BIM, software and services category.

[Ecosism](#) (Battaglia Terme - PD) in the structures and construction systems category.

[Coprimuro](#) (Coriano - RN) in the energy requalification, insulation, comfort and building system integration category.

[Cover App](#) (Verona) in the coverings and finishes for interiors and exteriors category.

The winners in the Building Envelope Hall section were:

[Pilkington](#) (Venice) in the envelope, glass, facades and roofs category.

[Giovanardi](#) (Villimpenta - Mn) in the outdoor, solar and anti-insect screening category.

[Eku Sistemi](#) (Segrate -MI) in the windows, door frames, closures, screening and automation category.

[Cipierre](#) (Tivoli Terme - RM) in the components, accessories and hardware category.

The startup prize was awarded to [Snaptech](#) (L'Aquila).

MADE expo will be at the **Fiera Milano in 2025 from 19th to 22nd November**, again **as part of the MIBA-Milan International Building Alliance** and following the same format.

Organized by **MADE Eventi**, a Fiera Milano and Federlegno Arredo Eventi company, **MADE expo 2023** enjoys the support of the ITA-ICE Agency and the patronage of the **Lombardy Region**, the **Municipality of Milan** and leading trade associations including **Acmi**, **Assimpredil Ance**, **Assobim**, **Assorestauro**, **Federbeton**, **Federparquet**, **Finco**, the **Fondazione Promozione Acciaio**, **ISI-Ingegneria Sismica Italiana** and **Unicmi**, all of whom were present at the event with dedicated areas, talks and training sessions.