



## MADE EXPO 2021: THE KEY EVENT FOR THE BUILDING COMMUNITY

*Milan, 14 February 2020.* MADE expo, the flagship event for the design, building and construction sector will be held at Rho Fiera Milano from 17<sup>th</sup> to 20<sup>th</sup> March 2021 and will be an opportunity to present all the significant developments in the building and construction world.

The event, now in its tenth edition, will be organized directly by Fiera Milano for the first time through the Made Eventi Srl company, owned by Fiera Milano (60%) and Federlegno Arredo Eventi (40%). Fiera Milano is thus opening a global window on the world of construction and finishes.

Buildings and building work contribute 8% to Italy's GDP (*source ANCE 2020 report*) and by virtue of their complex and extensive supply chain which is connected to almost 90% of all economic sectors, they are able to exert the greatest driving force on the economy from among all other business sectors. Even though the current economic situation is a combination of highs and lows, the National Building Association forecast for 2020 is for an increase in construction investment of 1.7%.

In an Italian context in which the major international real estate developers are looking closely above all at the redevelopment of new urban areas, the current challenges consist in understanding and working with the latest in technological, social, environmental and regulatory trends. By turn, these are driving developments in urban agglomerations and industrial situations in order to adapt to new community needs. Environmental quality, energy, new standards and renewed international competitiveness will be on display at MADE expo through an extremely stimulating context for all those players in the construction community.

Furthermore, the event will host training courses and stimulating dynamic areas alongside product displays, workshops, B2B spaces and laboratories. The new set-up will encourage the exchange of ideas and knowledge between leading market figures while companies and designers will be at the heart of a new format full of opportunities.

MADE expo, which registered 90,000 attendees in 2019 along with 900 exhibitors spread over an exhibition area of 48,000 square metres, will be on display in a completely renewed format. The exhibition will be divided into five sections, including Design, Construction, Renovation, Requalification and Maintenance which will be presented by MADE expo 2021 in a layout that will simplify the experience for visitors, promoting encounters between technical challenges and innovative solutions and between supply and demand. Thanks to these "vertical" and interconnected *salons*, MADE expo will play an increasingly leading role in offering formal solutions and innovative technologies.

The details are as follows. Hardware and software solutions will be presented at MADE BIM & TECH, traditional and innovative construction solutions designed to achieve the best performance in every type of building will be on display at MADE PROJECT & BUILDING where tools for surveying and land management along with infrastructure modification will also be visible.

### MADE eventi Srl

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MADE COMFORT LIVING will instead host high performance materials for building and redeveloping, thereby improving the overall quality of the home alongside new technological and decorative elements. MADE WINDOWS & DOORS will demonstrate how design can interpret the best in technology for comfort and safety and finally MADE BUILDING ENVELOPE & OUTDOOR will offers a 360° view of transparent and opaque facade systems for use with glass, along with elements for use in the world of the outdoors and solar protection screens.