



Milan, 7<sup>th</sup> September 2020

## MADE EXPO: THE MOST WIDE RANGING BIENNIAL EVENT FOR THE BUILDING AND CONSTRUCTION SECTOR RETURNS TO MILAN FROM 17<sup>th</sup> TO 20<sup>th</sup> MARCH 2021.

### Architecture and construction answer the need for starting again

The world of the building community is impatient to restart and despite the unstoppable acceleration of the digital transformation in recent months, the actual physical event is still considered central, irreplaceable and the primary asset with which to build Italy's recovery.

From September onwards, the trade fair/congress sector will once more be the commercial tool that allows businesses and professionals to best respond to the months of working, productive and social lock-down.

In terms of businesses, Istat has highlighted an increase in the confidence index in every sector. Clearly it still remains far below levels prior to the COVID 19 emergency, except for the macro construction sector where the indications have returned to historically high levels, (previously only seen at the beginning of 2018) with an increase in the confidence index which in the three months of May-July alone grew by 21 points (a quarter in which it went from 108.4 to 129.7)

MADE expo  
è un'iniziativa di  
MADE eventi Srl

Promossa da  
Fiera Milano  
FederlegnoArredo  
UNICMI

On a national level, in Italy **these trends** present a scenario of investments in construction that could result in -10% in 2020 but + 2.7% in 2021.

**Bologna**  
Via di Corticella, 89  
40128 Bologna  
Tel. +39 051 09594.1  
Fax +39 051 8659399

The Relaunch decree with its Superbonus has aroused considerable interest along with the possibility of choosing an advance contribution in the form of a discount from suppliers or, alternatively, a credit transfer corresponding to the deduction due. These new measures, which are added to the deductions provided for by the Sismabonus and Ecobonus represent a fundamental strategic measure for the building and construction sector.

**Milano**  
S. S. del Sempione, 28  
20017 Rho (Milano)  
Tel. +39 02 4997.1  
Fax +39 02 4997.7379

[www.madeexpo.it](http://www.madeexpo.it)

### The security of meeting and doing business in complete freedom

In the meantime, sanitation measures have been put in place within the **Fiera Milano** exhibition centre which in the 4 months from September to December 2020 will host over 17 events. These measures represent an example of excellence for the exhibition sector and provide both exhibitors and visitors with a situation in which they can interact and move around inside the pavilions and between the stands in total **safety** while enjoying complete freedom of movement.



MADE eventi Srl | soggetta ad attività di direzione e coordinamento da parte di Fiera Milano S.p.A.  
Sede legale: Strada Statale del Sempione n. 28, 20017 Rho (Milano)  
Reg. Impr/C.F. e P.IVA 05656450961 | Capitale Sociale € 1.100.000 i.v. | REA CCIAA Milano 1837832



Another example of support for the events sector is a brand new and highly significant venture in the form of **non-repayable grants and financing** from Sace-Simest up to a maximum of €150,000. These are available directly online from Italian companies participating in international events, and expenditure items such as those incurred as a result of displays and exhibitions, logistics, promotional and consultancy activities are included among the eligible items.

The international significance of MADE expo has also been highlighted by the renewed partnership with **ICE - Agency for the promotion abroad and international marketing of Italian companies** which will provide support for the exhibition in the next 2021 edition.

### **Building the future at MADE expo**

**The key themes** of the next edition of MADE expo all look to the future, with contents and offers that interpret the evolution of the construction world and accompany businesses through the new scenarios.

**TECHNOLOGY & DIGITAL - How can we calmly look to the future and innovate so as not to be left behind?** We will overcome the health problem, but we cannot go back in time and the best and most successful choice will be that of investing in technology and digital transformation in order to make machinery, processes and services more efficient.

**CLIMATE CHANGE EFFECT - What solid positive actions can we take and how can sustainability relaunch the entire construction industry?** Inefficient buildings are among the major causes of pollution and wasted resources: this is why the buildings of the future must address the theme of sustainability both in terms of materials and processes.

**RESOURCES & RECYCLING - If the climate is the thermometer for measuring the well-being of the Earth, is recycling the method to save it?** New working methods, procedures and obligations for professionals, businesses and materials will make it possible to achieve a positive sense of circularity in numerous building processes, thereby automatically making the construction industry a virtuous player.

**NEXT LIVING - What will tomorrow's homes be like?** Awareness of the influence exerted on comfort and individual well-being by the quality of living spaces has undergone a powerful acceleration in recent months, leading to an improvement in the liveability of living spaces, whether in terms of residential properties, workplaces and offices, commercial, catering or hospitality spaces.

### **MADE 2021 presents four new areas:**

**MADE BIM & TECHNOLOGIES** presents hardware and software solutions for construction and architecture as well as tools for design and surveying.

Performance, comfort and sustainability along with infrastructure solutions, innovative building systems, high-performance materials for building and redevelopment, finishing and colours, and construction site equipment and systems all come together at **MADE CONSTRUCTION & MATERIALS**.



At **MADE DOORS, WINDOWS & INDUSTRIAL CLOSURES**, design interprets the best technology for comfort and safety.

**MADE BUILDING ENVELOPE & OUTDOOR** offers an overall view of transparent and opaque facade systems, the worlds of glass, the outdoors, sun screens and windows, and finally doors, fixtures and fittings.

**MADE expo thus represents the focal point and physical hub where you can discover, talk, experience and share the recovery and relaunching of the sector.**

To date, more than 10,000 square metres of space have been sold to over 100 exhibitors who have already chosen MADE expo 2021 as the launch pad for recovery.

**The tenth edition of MADE expo offers a number of brand new features:**

- **The new 2021 Awards** is a competition aimed at rewarding those exhibiting companies taking part in the 4 categories in the competition and which are able to best interpret the 4 key themes of the next event through their products, services, manufacturing processes or special projects. During MADE expo the winners will be announced at a special awards ceremony.
- **A completely digital and online ticket office** designed to make entering the event easier and guarantee safe access in compliance with health regulations.
- **A state-of-the-art Matching system** set up between exhibitors and buyers which will combine physical and virtual encounters thereby facilitating the networking of the building community before, during and after the event.
- The cutting edge technological solutions of the **Fiera Milano Platform** designed for visitors to enjoy a physical and digital exhibition experience with a vast number of new Phygital services planned. Through an advanced wayfinding system the **new App event** will allow you to find your way around the pavilions while **Digital Signage** will allow you to orient yourself and discover products and news of the event. Last there is the **Smart Lunch** which you can book at the nearest active restaurants.

In conjunction with MADE expo, two other events will take place at the Fiera Milano exhibition centre. These are **Made in Steel from 17<sup>th</sup> to 19<sup>th</sup> March 2021**, and **Transpotec from 18<sup>th</sup> to 21<sup>st</sup> March 2021**, both of which are proof of the trust that the whole sector places in the event system and its ability to generate business and networking.

**MADE expo – 17<sup>th</sup> - 20<sup>th</sup> March 2021 - fieramilano**  
**The reference event for the Building Community**  
**#let'sbuildthefuture @ MADE21**