



Milan, 15 January 2021

MADE EXPO CHOOSES NOVEMBER.

The trade show for building & construction industries changes date: it will still be held in 2021, but from 22nd to 25th November.

Italy's leading construction industry trade show, the top event for understanding and interpreting market expectations, **is moving from March to November. It will be held from 22nd to 25th November 2021 at Fiera Milano (Rho)**, just eight months later than its original date, hoping that the shift to November will be enough to overcome the pandemic and truly represent a global restart.

The **construction sector already represents the key to the revival of the economy**, and this period of time will not only allow for the consolidation of the positive growth trend of the sector, but will also be essential for dealing with the health emergency with the necessary instruments and treatment.

MADE expo, which for the first time will be organized directly by Fiera Milano, through the company Made Eventi Srl, owned by Fiera Milano (60%) and Federlegno Arredo Eventi (40%), is focusing on November to express the full potential of building sector well represented by **the leading international trade show, and to give voice to a Building Community represented in Italy by over 700,000 companies and more than 1,000,000 employees.**

In addition the **budget law approved at the end of 2020** will also support the sector and **extend the validity of bonuses and incentives up to the end of 2021**, along with confirmation of the option of applying discounts to invoices and credit transfers, in addition to the important extension to 30 June 2022 of the 110% Superbonus and, for buildings that completed 60% of the works in June of that year, until 31 December 2022. There will be many investments for construction sites and infrastructural renewal included in the latest renovation plan presented by the Government. All facilitations that are stimulating the economy and that in November 2021 will still be in full swing. **MADE expo will be the place where every question on Bonus, SuperBonus 110%, Ecobonus, Bonus Facades, SismaBonus initiatives will be answered.**

MADE expo
è un'iniziativa di
MADE eventi Srl

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www.madeexpo.it





Fieramilano is ready today to welcome our network and offering exhibitors and operators a unique experience capable of amplifying the importance of a professional exhibition. **With the innovative Fiera Milano Platform**, exhibitors, buyers and visitors will be able to enjoy both a physical and digital experience: the multi-channel system available during visits to the event will keep product exhibitors and visitors connected in a realtime community linked by the new event App, My Matching, Webinars & Live Chats and by the Event Blog and Digital Signage.

All the events regarding the topics in November, that MADE expo will continue to develop in its **MADE21 Observatory**, remain confirmed. They will feature even more content and speakers and include **TECHNOLOGY & DIGITAL, CLIMATE EFFECT, RESOURCES & RECYCLING** and in particular **NEXT LIVING** with its focus on what the buildings, houses, offices, hotels and residential constructions will look like in a future that is here today.

Partners, professional organisations and associations all support this choice, together with **ICE (the Agency for the promotion abroad and internationalization of Italian companies)**, which will be assisting MADE21 in promoting the event abroad right up until its new date.

By November 2021 this enthusiasm will be at its height, as evidenced by the decision on the part of the majority of the internationally relevant trade fairs to wait until after the summer before safely going public once more in the midst of an economic recovery and a climate of renewed confidence.

Above all however, **this enthusiasm can be seen from the number of exhibitors who have already chosen MADE expo 2021 as the stage from which they can present themselves.** They will be accompanied by numerous other companies who want to finally take advantage of a physical place where they can demonstrate their product innovations **to a network of professionals that includes designers, construction and production companies, craftsmen, window makers, contractors and buyers.**

MADE expo Press Office

www.madeexpo.it

MADE expo – 22|25 November 2021 – fieramilano

The reference event for the Building Community

#webuildthefuture @MADE21

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