**MADE EXPO FROM TODAY AT FIERA MILANO: THE FUTURE OF BUILDING STARTS HERE**

*701 companies from 29 countries, valuable partnerships and more than 100 conventions, workshops and keynote addresses to provide the building industry community with tools and ideas to build a system.*

*Building trends, between Innovation and Sustainability, at the centre of the offer, presented in the two Exhibitions entitled Building Envelope and Construction.*

*Carlo Ratti and Winy Maas,* ***international archistars****, official ambassadors of the event.*

*Milan, 15th November 2023*. **Opening today at Fiera Milano (Rho)**, where it will be held **until Saturday 18th November**, **MADE expo**, Italy's leading international building industry exhibition.

**701 companies from 29 countries**, with the largest contingents coming from Germany, China, Poland, Spain and Romania; two halls, Involucro and Costruzioni; **four days, four pavilions**, a single stage from which to turn the spotlight on the topics of the sector and, in particular, **on the design and creation of sustainable, energy efficient, digital and technologically integrated buildings.** New processes, new systems and new materials able to support the world of professionals in the fundamental process of **transforming the built environment**, focusing on the key concepts of **Innovation and Sustainability**.

Organised by **Made Eventi**, a Fiera Milano and Federlegno Arredo Eventi company, MADE expo 2023 can count on the patronage of the **Lombardy Region**, **the Municipality of Milan and the main trade associations including Acmi, Assimpredil Ance, Assobim**, **Assorestauro, Federbeton, Federparquet, Finco, the Fondazione Promozione Acciaio, ISI-Ingegneria Sismica Italiana and Unicmi,** all of which are present at the event with dedicated areas, talks and training sessions.

The increasing international relevance of the event has been confirmed by the renewed cooperation with **ITA-ICE Agency**, which, in addition to the tens of thousands of visiting operators, has brought **200 hosted buyers** to the show, selected for their high profile and spending power from **50 different** **countries**, with the largest contingents coming from the **USA, India, Ethiopia, Georgia and Turkey.**

**THE CONSTRUCTION EXHIBITION**

A comprehensive review of products and solutions for building, modernising and upgrading: software and technologies for design; Building Information Modeling (BIM); chemical products for the building industry; construction systems for structures and infrastructures; anti-seismic solutions; safety and construction site equipment; proposals for improving energy efficiency; thermal insulation and comfort; materials and finishes for interior architecture and finally solutions for integrating buildings and machine installations**. The** **Building Exhibition**, located in **Halls 2 and 4**, presents the excellence of what Italy and international companies have to offer, accompanied by several special areas developed in cooperation with some of the event’s leading partners.

**The Agorà Restauro (Restoration Agora), organised by Assorestauro**, hosts a collective of companies with products and best practices from a sector strongly committed to the redevelopment of buildings of historical and cultural value. This is a group made up of small and large operators that constitute a model of excellence in Italy and worldwide.

**Assobim**, the association representing the "technological" Building Information Modeling (BIM) supply chain, will be present at MADE expo with a dedicated area that brings together different organisation active in the sector, from software houses to companies supplying BIM services and from large contractors to engineering companies, also involving manufacturers of materials and components.

**ISI - Ingegneria Sismica Italiana** will be taking part and presenting Focus Sismica: a strategic presence based on the firm conviction that prevention, safety of the building and infrastructure heritage, design and structural efficiency interventions represent a synergic theme capable of uniting the entire supply chain.

Taking place for the first time at MADE expo, will be the eighth edition of **FEL - Festival edilizia leggera (Light Building Festival**), the exhibition aimed at operators in the paint, colour and light building sectors which, thanks to a dynamic exhibition format made up of experiential areas, training speeches and workshops actively involves professional visitors.

**Federbeton** will testify to the commitment and role of the cement and concrete supply chain for a truly more sustainable future of construction. The themes at the heart of the exhibition include contributions to the de-carbonisation of construction and innovative, reliable, sustainable Made in Italy materials that contribute to creating a circular economy.

**Federparquet,** for the first time at **MADE expo**, is proposing a specialised area looking at parquet and fine wood surfaces: visitors will be able to appreciate the sustainability and reuse potential of the material and the craftsmanship and uniqueness guaranteed by quality laying.

**THE BUILDING ENVELOPE EXHIBITION**

On show at the Building Envelope Exhibition, in **halls 1 and 3** there will be products and solutions capable of synthesising the aesthetic value of architecture with energy efficiency and comfort, responding ever more stringently to climatic challenges and requirements in terms of design and construction. Promotion and enhancement of fixtures and fittings, windows and doors; façades and roofing; components and accessories; machinery for the production of doors and windows; glass; shutters and solutions for shading and automation; outdoor, sun and insect protection.

Cultural events organised by **Fondazione Promozione Acciaio**, including the keynote address by architect Patricia Viel on innovative architectural solutions for steel, are scheduled within the Involucro Exhibition.

**ACMI, Assocostruttori Chiusure & Meccanismi Italia**, the Italian association that brings together manufacturers of industrial and residential technical closures, is also renewing its strategic collaboration with the event and has chosen **MADE expo** as the reference context for proposing conferences and meetings on the hottest topics of the moment.

**CULTURE AND TRAINING AT THE HEART OF MADE EXPO**

With more than **100 appointments** scheduled, **MADE expo 2023** is an essential moment for discussion and in-depth analysis for everyone involved in the supply chain: a unique opportunity for updating and dialogue on the future of the sector, for analysing and proposing solutions on the new paradigms linked to sustainability, quality of living and new European regulations, but also on the ecological transition, recycling of materials, energy efficiency, the de-carbonisation of heating and cooling and proximity solutions to integrate renewables and digital products.

Promoted in collaboration with partner associations, within the **MADE expo** schedule builders and companies, architects and designers, retailers and distributors will find training courses, conferences and installations flanked by workshops, B2B spaces and laboratories, with stimuli and opportunities to broaden perspectives and areas of application for businesses, activate quality relations and keep up-to-date on the most topical issues.

Also on the programme are two keynote addresses by **Carlo Ratti and Winy** **Maas**, official ambassadors for **MADE expo 2023**. Leading figures in the international debate on the influence of new technologies in the urban field, the two archistars will talk about their vision on contemporary architecture in the Archibox spaces.

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*Made expo is part of* ***MIBA,******Milan International Building Alliance****, the event that will bring together four exhibitions:* ***GEE - Global Elevator Exhibition****, entirely dedicated to horizontal and vertical mobility,* ***MADE expo,*** *Italy's leading event for the world of construction,* ***SMART BUILDING EXPO****, an exhibition of home and building automation and technological integration, and* ***SICUREZZA****, Italy's reference exhibition event and one of the first in Europe dedicated to security & fire prevention. The common thread running through the global exhibition is the proposal of solutions, materials and technologies presented by fundamental sectors for the design, construction and redevelopment of buildings between innovation, energy efficiency and sustainability*