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ME - MADE EXPO 2023: THE CONSTRUCTION COMMUNITY COMES TOGETHER AT FIERA MILANO FROM 15TH -18TH NOVEMBER 2023

The construction sector continues to grow: an increase in investments of over €14bn in residential construction and around €10bn in non-residential construction is expected in the 2023-24 two-year period.

ME-MADE expo 2023: an increasingly vertical offer divided into two halls - Building Envelope and Construction - and which focuses on the two themes of innovation and sustainability for the future of construction.

500 companies, 4 pavilions, 30,000 sqm and more than 250 top foreign buyers selected by Fiera Milano, the Milan exhibition ground, and the ICE Agency for a four-day event full of activities, meetings and conferences aimed at creating a system for dealing with the challenges facing the sector.

Milan, 25th May 2023 – 2022 has been confirmed as a record year for the construction sector with growth of approximately 19% compared with 2021 and clear demand benefits for the entire sector. In addition, positive forecasts for the next two years predict growth of + 9.4% for 2023 and + 7.1% for 2024 (source: Unicmi data).

The construction supply chain is thus clearly confirmed both now and in coming years, as one of the driving forces for the country's economy. This sector will be required to make an important effort in today's complex and challenging scenario: reviewing and revising the concept of construction from the ground up, thinking and designing spaces in a different way, following unexplored paths and solutions and promoting practices and systems that drastically reduce the impact on the environment.

The next edition of **ME - MADE expo**, the sector's reference event, will take place against this backdrop at the **Fiera Milano from 15th to 18th November 2023**, looking at materials, technologies and solutions for creating sustainable, energy efficient, less polluting, digital and technologically integrated buildings able to offer greater levels of comfort and a higher quality of life.

A GROWING MARKET: THE CONSTRUCTION SECTOR, OUTLOOK 2023 - 2024

According to calculations carried out by the Unicmi Study Center on behalf of ME – MADE expo, after a 2022 marked by exceptional results for the construction industry, the two-year period 2023-2024 will see a growth in investments of over **€ 14bn in residential construction and about € 10bn in the non-residential sector**. This growth is significant above all because it is assessed net of potential incentives, although the effects could, unfortunately, be partially affected negatively by the impact of inflation and tax hikes.

For residential restructuring, which recorded a growth of around 20% in 2022, an increase of around 10% is expected in 2023. Investments in infrastructure, which grew by 22% in 2022, are also expected to increase by 12% in 2023 and 14% in 2024, while the net growth of investments in the infrastructure sector will approach € 9bn in the two-year period 2023-2024. These numbers could increase further thanks to the impetus created by the start of works related to the PNRR which foresees € 60bn of investments in infrastructures by 2026.

CONTENT AND SUPPLY CHAIN SYNERGIES: THE VALUE OF ME-MADE EXPO

In terms of construction, infrastructure, the PNRR, new spaces and urban contexts, at an international level the debate is wide-ranging and covers innovation, sustainability, experimentation, regulations and quality of life, all of which should reach a level of conformity within the European legislative agenda over the next few years, notwithstanding a considerable number of difficulties and specific territorial problems. This is the context in which **ME - MADE expo** is moving and developing.

Organized by Made Eventi srl, a Fiera Milano company (60%) together with Federlegno Arredo Eventi (40%), **ME - MADE expo 2023** enjoys the patronage of the City of Milan as well as sector associations such as **Assimpredil Ance, Assorestauro, Federbeton, Finco, Fondazione Promozione Acciaio, Unicmi** and **ISI - Ingegneria Sismica Italiana**. With the aim of encouraging business opportunities for exhibitors and visitors, the event is part of the **MIBA - Milan International Building Alliance** which will bring together four events under a single roof: **GEE - Global Elevator Exhibition, SICUREZZA** and **SMART BUILDING EXPO** as well as **ME**, of course.

*“ME - MADE expo is looking with renewed attention at the role of construction as a driving force behind green and sustainable development. **ME – MADE expo 2023** welcomes the challenges of the market and the responses given by companies with the intention of creating synergies through which to better interpret the present and the future of the sector, presenting a development model that makes the know-how of skills and knowledge a paradigm for genuine sustainable growth” declares Made Eventi CEO **Nicola Bonacchi**. “We are also working hard from an international point of view, and we have a challenging goal, namely that of expanding the number of incoming visitors. Thanks are due to the valuable support of the ICE Agency, which is bringing 250 top hosted buyers, all potentially high-spending visitors from Europe, the Mediterranean area and emerging countries”.*

*“It is within that 'Work for progress' context, selected as the claim for ME – MADE expo 2023 that all the value of a constantly evolving sector can be seen, a sector capable of understanding the present in order to design the future of our lifestyles by having clear sustainability objectives” says **Gianfranco Marinelli**, President of MADE Eventi and President of Federlegno Arredo Eventi. “Our companies, and they have demonstrated it during these complicated recent years, have been able to withstand the impact of the crisis, making sustainability their own competitive strong point. Now, attention from institutions and the sharing of the path to be taken is fundamental and it cannot be separated from long-term planning and economic feasibility. In this sense, ME – MADE expo 2023 is the best opportunity for working together.”*

In significantly exceeding the number of attendances in 2021, **ME - MADE Expo 2023** will see 500 exhibiting companies of which 15% are foreign. This fact confirms the event as a reference point for Italy and abroad and one which allows stakeholders, professionals, associations and institutions to take stock of the sector and face the choices of tomorrow.

With a new concept and a new layout, **ME – MADE expo 2023** will be held over four pavilions and 30,000 sqm of surface area, divided into two vertically focused halls, **Building Envelope** and **Construction**. These have been designed to support the building community in the necessary evolution of the built environment marked by attention dedicated to **Innovation** and **Sustainability**.

In an extremely stimulating context notable for its renewed international competitiveness, **ME – MADE expo 2023** will be a useful opportunity for updating and comparing for the entire sector, with the aim of analysing and proposing solutions and new paradigms related to sustainability, quality of life and new European regulations, but also to the ecological transition, the recycling of materials, energy efficiency, the decarbonisation of heating and cooling systems as well as digital proximity solutions for integrating renewable materials and energy.

VISIONS OF THE FUTURE. THE MANY SIDES OF ME - MADE EXPO

Accompanying **ME – MADE expo** on this journey will be two highly authoritative figures on the global architectural scene, **Carlo Ratti** and **Winy Maas**, who will participate in the event as official ambassadors. Undisputed masters in terms of international debate, the two architects will be present at the event and a virtual space entitled **Archibox** will be dedicated to each of them. In addition to presenting the best of what is on offer for constructing, restructuring, renovating and redeveloping public, residential and commercial buildings, the pavilions at the show will host a varied calendar of events ranging from workshops to theme-based itineraries and from thematic displays to spaces for networking and in-depth analysis.

The many scheduled appointments will include the 8th edition of **FEL**, the trade event for operators in the colour and decor sector; the **Material Next 2023** capsule, an initiative focused on sustainable and high-performance materials; the **Design for Circularity - Call for Challenges** project, carried out in collaboration with the Milan Polytechnic School of Architecture, Urban Planning and Construction Engineering; **UNBUILT - Unrealized Projects**, in collaboration with Platform, intended to give visibility to the architecture of the unbuilt; various cycles of meetings including **RE – Regeneration | Real Estate** and **The Place To Build** without forgetting the **ME AWARD** and the **START UP ZONE**.