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ME - MADE EXPO 2023: TWO VERTICAL HALLS, CONSTRUCTION AND BUILDING ENVELOPE, MAKE UP A SINGLE OUTSTANDING EXHIBITION

The event will be held from 15th to 18th November at the Fiera Milano, in Pavilions 1, 2, 3 and 4

Milan, 25th May 2023. The primary focus of the 2023 edition of **ME - MADE expo** will be specialization. The driving force behind the integration of the two new halls entitled **Construction** and **Building Envelope** respectively will be **Innovation** and **Sustainability**

THE CONSTRUCTION HALL

The **Construction Hall** will consist of four macro-areas which will present the building community with a series of high-performance elements for building and redevelopment, bearing in mind that the quality of the built environment today responds to a range of interconnected demands. The macro-sectors of the Construction Hall will focus on:

- **Design, services, BIM and software;**
- **Structures and construction systems, civil engineering and infrastructure, machinery and safety for the construction site;**
- **Energy requalification, insulation and comfort, building/system integration;**
- **Coatings and finishes for interiors and exteriors.**

The Construction Hall will also host **FEL - Festival Edilizia Leggera**, the event dedicated to operators in the paint, colour and lightweight construction sectors. In addition to highlighting the central nature of this area in terms of the construction sector, the decision to host FEL was an integral part of the **ME - MADE expo** renewal process and aimed at creating synergies between the leading partners in the building sector and a clear specialization of what is on offer.

The four days of **ME - MADE expo** will see the **Material Next 2023** capsule take place. This event is dedicated to companies which produce innovative and sustainable materials via a careful and informed approach to the environment and energy saving.

It will be an information and business platform in which the exhibitors' stands will be set around an open meeting place for workshops and discussions, aimed at promoting the sharing of ideas and the development of new projects centred on the circular economy, environmental sustainability and process innovation. New features at ME – MADE expo 2023 will include the **Area Restauro (Restoration Area)** organized in partnership with **Assorestauro**. This will host member companies and a calendar of cultural and training events created by Assorestauro together with institutions and major clients. ME - MADE Expo will make it possible to share the know-how and technologies used in the restoration sector with design and construction professionals, a sector which in Italy has 3,500 companies and firms whose high levels of specialization are recognized worldwide.

Federbeton will be present as part of Sustainability and Innovation, the main themes of this edition of ME - MADE expo, in order to demonstrate the commitment and role of the cement and concrete supply chain to an increasingly sustainable future for the world of construction.

The contribution of innovative, reliable and sustainable Made in Italy materials to the decarbonisation of buildings are just some of the themes that Federbeton will bring to ME - MADE Expo.

ISI - Ingegneria Sismica Italiana (Italian Seismic Engineering) will be present at ME -MADE Expo with an area dedicated to the safety of Italy's building and infrastructural heritage and with a program of technical interventions and institutional meetings which will focus on the issues of the safety of buildings, their structures and infrastructures, new technologies, regulations and prospects for the future. This participation is based on the firm conviction that prevention, planning and structural efficiency interventions represent a theme capable of uniting every sector within the construction chain.

THE BUILDING ENVELOPE HALL

The **BUILDING ENVELOPE HALL**, itself also divided into four macro-areas, is preparing to demonstrate the best solutions for the world of envelope, doors and windows, the outdoor and technical components, capable of combining energy redevelopment and comfort, and to adequately respond to climatic challenges and the latest construction and design requirements. The macro-sectors of the BUILDING ENVELOPES Hall are:

- Envelopes, facades and roofs, glass;
- Fixtures and fittings, windows and doors, closures, darkening and automatic systems;
- Outdoor, sun and insect screens;
- Components, accessories and ironmongery/hardware, machines for the production of doors and windows.

The cultural events organized by the **Fondazione Promozione Acciaio** will be dedicated to sustainable and responsible investments, where design and material choices must of necessity promote circular materials. They will feature top-level guests from the worlds of construction and Italian real estate assets. The sustainability and beauty of steel architectural projects will be the subject of two extremely interesting conferences to be held during ME - MADE expo 2023.

VISITING PROFESSIONALS

ME - MADE expo is aimed at an Italian and international audience comprising designers, technicians, construction and maintenance companies, window and door manufacturers, craftsmen, retailers and distributors, wholesalers, professional studios and showrooms, as well as representatives from public administrations and trade associations, schools and universities. The entire ME – MADE expo community will be able to find answers to their needs through vertical development together with solid interconnections and continuous and integrated dialogue.

The scheduled conferences to be held by international experts and speakers will also be divided into specific areas with a focus on market trends and prospects, as well as on the progress of projects related to the PNRR. Participation at ME – MADE expo conferences will also earn **training credits for architects, surveyors and engineers.**