

## THE DISTRIBUTION CHANNEL TAKES A BOW AT MADE EXPO 2015

### MADE4Retail in the spotlight at the Interiors and Finishings Exhibition.

Ever since the show made its debut, MADE expo has been an unrivalled training ground for businesses and trade operators keen to stay ahead of the dramatic changes that have revolutionised the building and construction industry.

MADE4Retail is an exciting new educational tool tailored to meet the needs of the distribution channel. It consists of a programme of workshops and meetings with experts, focussing on distributors and store/showroom managers from the world of interiors and finishings...and much, much more!

The event is staged by **Innova.com**, in conjunction with MADE expo, and the free 90-minute workshops (carrying continuing education credits) will be structured as follows:

- a 60-minute presentation by the main speaker;
- a 30-minute presentation and discussion of case histories on and by leading companies in the business.

*"MADE4Retail offers operators an opportunity to preview some of the changes that are sweeping across the distribution sector," explains Giovanni De Ponti, CEO of MADE expo. "The event will explore how the industry is managing relations with the distributors of building materials and products, who are a key factor for its success. As the sector's leading trade show, MADE expo will provide valuable insights into what lies in store".*

On Saturday, 21 March, MADE4Retail is staging an event open to the public concerning renovations, entitled **"Would you like to renovate your home and furnishings and recover up to 65% of what you spend? Come along and discover the opportunities that are available up till 31 December"**.

Milan, 18 March 2015

#### PRESS OFFICE and COMMUNICATION

Foro Buonaparte 65  
20121 Milan \_ Italy  
T\_+39 0272594 267  
F\_+39 0286996 211  
press@madeexpo.it

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

