

**WITH MADE EXPO 2015 ARCHITECTURE AND THE BUILDING INDUSTRY ARE  
BACK TO GROWTH**

**PRESS**

**Expectations are running high for the trade show centred on architecture,  
building construction and sustainability**

The seventh MADE expo show is about to open in Milan. This unique, highly respected and ultra-modern event is proud of the credibility its trade fair offering has garnered thanks to the adoption of straightforward communications, streamlined procedures, on-line promotions, on-line ticketing, DEM and digital promotions in Italy and abroad, a Social Media strategy that has increased the number of Facebook fans from 3,000 to 12,000, special visitor and exhibitor Apps...and much, much more.

The figures couldn't put the show's success more clearly: four theme-specific exhibitions (MADE Construction and Materials, MADE Building Envelope and Windows, MADE Interiors and Finishes, MADE Software, Technologies and Services), eight halls and six major events (Building the Expo, BuildSmart!, the Building Envelope and Windows Forum, MADE4Contract Hotel, MADE4Retail, MADE in Concrete), all confirming the success of an event that made the winning decision to specialise, stage a biennial vertical show, and invest heavily in international advertising and marketing. A show that has gained prominence throughout the world as a landmark event for design professionals, who at the 2013 edition, accounted for almost 40% of 211 thousand visitors (36 thousand from countries other than Italy).

*"Businesses will have an unmissable opportunity to leverage profitable trading opportunities, as well as to raise the awareness of the government and the institutions and encourage them to strenuously support the construction industry, which has traditionally driven Italy's growth," explains Giovanni De Ponti, the CEO of MADE Eventi.*

*"I am positive that MADE expo will mark a watershed for Italy's economy: we are starting to see the glimmer of an upturn also based on the rise in the number of home loans".*

The show is entirely business-oriented, which explains why it has been chosen by over 1,400 Italian and international exhibitors – including all the leading names in the sector – to announce and showcase their best and latest developments. The event is a vital tool for trade visitors who look to MADE expo for the products, services and technologies they need to build, refurbish and renovate.

Another important change at the 2015 MADE expo is that the show will be open to the public on Saturday, 21 March. Exhibitors were keen to welcome non-trade visitors and meet homeowners who might be interested in renovating their properties. According to the Cresme Research Centre, 28% of unscheduled maintenance jobs are residential, whilst the CNAPPC-Cresme Architects Observatory reports that the two thirds of the demand comes from households.

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