



08|11 MARZO 2017
FIERA MILANO RHO

PRESS

MADE EXPO OPENS FOR ITS EIGHTH EDITION

MADE is the acronym for *Milano, Architettura, Design, and Edilizia*, and it's an Expo because it is an exhibition with an international reach; the English word "Made" also suggests the event's pro-active stance for construction, business, innovation and networking. MADE expo, the biennial trade fair conceived and specialized as a wellspring of integrated ideas and business, opens its doors today at Fiera Milano Rho and will remain open until 11 March 2017.

The **quality of Made's exhibitors and offerings** are unarguably the strengths of this eighth edition. Much more than a mere trade fair, it is an enormous and unique "**experiential location**" where people can discover, glimpse, find out about and get their hands on all of the latest research and innovation developments from **over a thousand** exhibitor companies, representing the *crème de la crème* of what the market has to offer. **Eight halls** span a surface area that covers **in excess of 50,000 m²**, with more space than ever occupied by international exhibitors. **Four vertical "Saloni" or show-in-shows** cover homogeneous market sectors corresponding to specific phases in the building design and construction process: MADE Costruzioni Materiali (Constructions and Materials), MADE Involucro Serramenti (Building Envelope and Windows), MADE Interni Finiture (Interiors and Finishes), and MADE Software Tecnologie e Servizi (Software, Technologies and Services). **Eight special events**, featuring more than a **hundred meetings and conferences**, promise to bring visitors every last detail on materials, construction systems, solutions and technologies for the building industry of today and tomorrow. A total of **165** profiled **delegates** are arriving from **38 countries** and will be participating in **1,200 B2B meetings** with exhibitor companies.

This is what MADE expo 2017 brings to the table as a "**hub for business**" and a high potential network for promoting trade, training and continuing education.

The opening of MADE expo today was attended by Italy's Minister for Infrastructure, **Graziano Delrio** and the event is now ready to welcome exhibitors and industry players from the four corners of the world.

"MADE expo is a great opportunity to talk about sustainability and innovation in construction," says Minister Delrio. "We have rolled out a number of tools to ensure that the industry is increasingly focused on high quality, sustainable and smart design at the service of communities. One example is the Public Contract Code, which significantly bolsters design quality by including information modelling. Quality, innovation, safety and sustainability, taking care of people and the environment are principles that apply to every building site.

In its 2017 Stability Law, the Italian government took further action to promote refurbishment. In particular, the 'Earthquake-bonus' offers citizens a chance to invest in leading-edge technologies and materials – which are well represented here at MADE Expo – in order to upgrade their homes, businesses and apartment blocks. The Government's objective is for Italy's cities to become safer and more sustainable. The Italian system is able to deliver the leading-edge building solutions vital to achieving this aim."

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MILANO ARCHITETTURA DESIGN EDILIZIA

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Thanks to its ever-richer and highly diversified programme, MADE expo confirms its status as a top notch international forum for the various players involved in the building and construction supply chain; it is a place to come, meet and do business, and importantly, it is a hub for all of the positive forces that can come together and foster growth in the building sector. The Show's *raison d'être* is to offer an integrated, multi-specialized approach to materials, building construction systems, windows, building envelopes, finishings and surfaces.

The bywords at the 2017 Show are quality, substance, integration and interconnectedness, because as the Chairman of MADE Eventi **Roberto Snaidero** says, *"A trade fair is first and foremost a place where companies come to do business."* He continues: *"The fact that so many exhibitor companies have placed their confidence in MADE expo confirms the key role that the event plays in fostering tangible business opportunities. The market has shown its appreciation for our new format, which features enhanced content for exhibitors and visitors, alongside an increasing focus on internationalization."*

This optimism is evident from an analysis conducted by the **Centro Studi Federlegno Arredo Eventi**. According to the think-tank, **building products** bolstered turnover with export-led growth (1%), while the domestic market remained largely flat. **Building finishes** posted the same growth rate (1%), driven in particular by the Italian domestic market.

This is one of the reasons why, working together with I.C.E., Italy's agency for promoting the internationalisation of Italian enterprises abroad, MADE expo has embarked on a programme of international promotion.

According to **Michele Scannavini**, the President of Italian Trade Agency, *"Our objectives are to enhance customer loyalty and open up new markets. We have worked side by side with MADE expo to select the countries that will be sending over more than 160 interior designers, developers, architects and door and window frame manufacturers, many of whom were recruited through marketing efforts and roadshow presentations. It is very beneficial for the health of the industry to be staging a top-tier event like this in Italy, one that so effectively reflects Italy's leadership in technological content and design trends."*

Milan, 8 March 2017

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