



08|11 MARZO 2017  
FIERA MILANO RHO

## PRESS

### THE WHOLE WORLD IN THE SPOTLIGHT AT MADE EXPO 2017

**The IBL-International Business Lounge (reception, Hall 5/7) is hosting B2B meetings between exhibitors and delegates from 38 countries from around the world**

The latest data from the Centro Studi FederlegnoArredo on the **building and furnishings system** reveals that the country from which Italy imports most is Austria (more than 30% of the total), followed at some distance by China and Germany. **Roofing for buildings** is the most popular product supplied from Austria and Germany (both on the rise); the number one supplier for finishings is China (down compared with 2016). Despite a slowdown in the trend over the last quarter, after registering a peak of 10% growth in 2015, overall system exports continued to put in a sound performance, posting additional growth of 1% in 2016.

Overall roofing exports performed well (up 7%). This was most marked in Germany, the number one market (up 23%), and in number two market the USA (up 10%); conversely, Switzerland and France posted a slowdown. Exports of finishings (doors, windows and floors) were down somewhat, despite the domestic market delivering a slight increase, driven partly by tax deductions for refurbishments and energy savings. France registered the biggest fall (down 11%) after growing in 2015, whereas the USA continued to grow (up 31%). Despite slumping 23%, Russia remained the second-largest market for finishing-related products outside the EU.

Aware of the potential of international markets, MADE expo is resolutely continuing to pursue its far-reaching project based on international relations and meetings to foster exports and penetrate new markets. It is carrying this out in part through a partnership with **Italian Trade Agency**, Italy's agency for promoting the internationalization of Italian enterprises abroad. The 2017 international plan not only boosts promotional events outside Italy through missions to four continents, it also leverages greater investments oriented towards increasing the number of high-profile foreign visitors and landing the finest possible contacts for B2B meetings.

**MADE expo 2017** is proposing an innovative format conceived to accompany enterprises into emerging nations and onto the most promising foreign markets, helping them expand their business and confirming the Fair's role as a trailblazing event in an evolving construction industry. The result of these efforts is evident in a series of free B2B meetings between **165 delegates** from **38 Countries** – with the support of 9 industry trade analysts – and exhibitors during Show days.

UFFICIO STAMPA e  
COMUNICAZIONE

Milano  
Foro Buonaparte 65  
20121 Milano  
tel. +39 02 80 60 41  
fax +39 02 80 60 43 95  
press@madeexpo.it

www.madeexpo.it





Official international delegations from the following nations will be at the show: Argentina, Azerbaijan, Brazil, China (including Hong Kong), Cuba, Iran, Israel, Kazakhstan, Peru, Qatar, Singapore, South Africa, Thailand, UAE, Ukraine, Uruguay, USA, Vietnam, Algeria, Angola, Congo, Austria, Egypt, Ethiopia, Kenya, Ghana, Nigeria, Lebanon, Morocco, Romania, Russia, Saudi Arabia, Serbia, Switzerland, Tunisia, UK, Hungary and Turkey.

## PRESS

*"MADE Expo's growing success is in part a result of its targeted planning and the synergies it has deployed to strengthen system internationalization. I.C.E. has lent its support to the extraordinary businesses at MADE expo by inviting delegates from all over the world and running a marketing campaign in more than seventy leading international publications. In addition to this, a MADE expo presentation roadshow toured the cities of Dubai, Algiers, Casablanca, Moscow, Zürich and London,"* says **Michele Scannavini**, President of Italian Trade Agency.

UFFICIO STAMPA e  
COMUNICAZIONE

Milano  
Foro Buonaparte 65  
20121 Milano  
tel. +39 02 80 60 41  
fax +39 02 80 60 43 95  
press@madeexpo.it

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

