



Italy24 News English > Business

MADE expo stages the construction of the future

BUSINESS Mary News a day ago REPORT



“As always, in addition to the product sectors, Made expo will offer moments of confrontation **business to business** with the themes of the **energy sustainability**, dell’**innovation** in the building and construction sector – underlines Franci -. We will also talk about **new business models** from the point of view of design and plant engineering. Also, thanks to the **innovative digital services**, exhibitors, buyers and visitors will be able to experience the trade fair both in a physical and digital format “.

The multi-channel approach during the visit will keep all the fair players connected through one *community* aware that he will have access to the new one **App of the event**, My Matching, Webinar & Live Chat, the dedicated Blog and Digital Signage present in the fair district. Many of the events and conferences will also be streamed on digital channels.

The schedule includes more than **100 events** (with the provision of training credits) divided into four major events: **ArchInTrend, Forum Wood Construction, The place to build e SerramenTalk**. Among the paths also the theme of **quality of living** because in the period of health emergency homes and living comfort have taken on a new value and state bonuses have made large works of **redevelopment and renovation**, for this there will be in-depth studies dedicated to **Superbonus 110%**. In Italy, there were over 46,000 building interventions linked to the Superbonus for a value of 7.5 billion euros. In September alone, there was an increase of 24.4% in the number of interventions and 31.8% in the amount, or about 9 thousand more interventions for 1.8 billion euros (Ance data). At the regional distribution level, Lombardy is in first place with more than 6,000 interventions for an amount of 1.12 billion euros.

“This year’s edition takes on an even more important value, testifying the willingness of organizers and exhibitors to return to having direct contact with all the protagonists of a sector that defining transversal is probably an understatement – he explains **Gianfranco Marinelli**, president of Made Eventi Srl and president of Federlegno Arredo Eventi Spa -. Construction, we certainly do not discover this today, represents a **an extremely important economic driver**: when the brick is set in motion, industry and the economy are set in motion in Italy as in other countries. And it is precisely in this perspective that I believe it is necessary to act as involved supply chains for them to come **tax incentives renewed in the next budget law**, starting with the façade bonus, earthquake bonus, eco-bonus, renovations and furniture so that the driving force that construction can give to the country’s economy is not interrupted. Just think of the wood, design and furnishing sectors that have received new impetus from new buildings and renovations “.

Per **Marco Recalcati**, head of Real Estate Italy “the government measures relating to Pnrr and Superbonus 110%, represent important levers from both an economic and social point of view to support a strategic sector for the Italian country such as construction and how **UniCredit** we fielded one **task force** dedicated and structured to support the six missions of the PNRR and one **iinnovative range of financing for businesses** who are committed to improving their named sustainability profile *sustainable future* as well as important collaborations with important partners to fully digitize all the practices relating to the transfer of credit deriving from the Superbonus 110% “.

MADE expo still looks to the future, to the **Sustainable Development**, all’**circular economy** at the **ecological transition** in which institutions also play an important role. “In Lombardy we have long since embarked on the path of sustainable development and we are at the forefront of the circular economy. The Lombard production of **special waste**, according to 2018 data, it stands at 32 million tons, of which 13 are inert resulting from demolition and construction – remember **Raffaele Cattaneo**, Councilor for the Environment and Climate of the Lombardy Region -. It is a growing trend (+ 35% compared to 2010) in which inert construction and demolition waste account for approximately 40%, with an increase of approximately 3.9 million tons compared to 2010. However, Lombardy has seen an increase of **waste recovery as a new material**, which went from 63% in 2002 to 83% in 2018. And to build policies that take this evolution into account, we have set up the Observatory for the circular economy and energy transition and in collaboration with operators, through the study of the creation of an industrial supply chain that has placed us at the forefront of the path towards the circular economy. This has already produced concrete results, such as the aggregate market and the recovery of steel mill slag “.

Globally, sustainable construction expects to reach the value of 187.4 billion dollars by 2027, a trend also confirmed by the World Green Building Council, according to which infrastructures and buildings will aim to reduce carbon emissions by 40% by 2030, and 100% by 2050.

“The future of construction has a red thread that runs through different sectors in all dimensions and specificities – he says **Regina De Albertis**, president of Assimpredil Ance -. For us **looking at sustainability is equivalent to giving the right value to doing business**. This means keeping in mind at the same time **three pillars** fundamentals: that **social**, because the building is the protagonist of the creation of truly human communities; that **ecological**, because the ecosystem in which we operate must be protected and respected; finally, the appearance **economic**, because the wave of regeneration, in addition to countering the climate emergency, will bring benefits in terms of business development and combating energy poverty. Then there is the **cooperation**: we look at the entire sustainable supply chain, because if these values are embraced by all stakeholders, suppliers included, a virtuous drive will be triggered that will lead to the creation of a more circular and responsible society “.

It should be emphasized that **Made expo** will be held on the same dates as two other events in the sector, **Safety e Smart Building Expo**: a single ticket that will allow you to optimize investments, visit times and resources, maximize opportunities for discussion and updating, but above all offer the world of designers and installers a complete proposal. L’**appointment** it is therefore at Fiera Milano **from 22 to 24 November** for Security and Smart Building Expo and **from November 22 to 25** per Made expo.

PROMOTED CONTENT



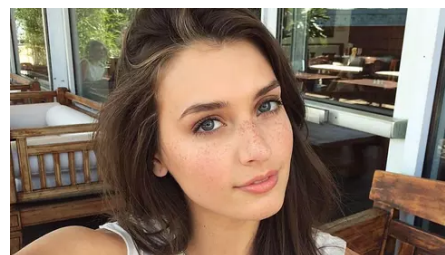
Come risparmiare sulla bolletta elettrica fino al 90%

Power Saver



Il rimedio numero 1 che distrugge la psoriasi cronica

Keraderm



Sexy Ukrainian Babes Looking For Milan Men Older Than 30

Sofia Date



MADE expo stages the construction of the future

L'hashtag **Building the future** is the most accomplished expression to define the vision and objectives of **MADE expo, the show** reference for the sector of **design, dell'building** and of **buildings** that comes back in **fieramilano in Rho, from 22nd to 25th November next** and it will be an opportunity to tell the moment of important evolution in the world of construction and its imposing supply chain, the real engine of the Italian economy. In fact, Italy is aiming for a 6% growth in GDP in 2021 compared to 2020 and this result is made possible thanks to the growth of the construction sector and at a European level in the first months of 2021 the production of the supply chain has in fact increased by 3.3. % in the euro area and 3.8% in the European Union, compared to last year (Eurostat estimates).

MADE expo, for the first time organized directly by Fiera Milano, through the company **Made Eventi Srl**, owned by **Milan fair** (60%) and of **Federlegno Arredo Eventi** (40%), is the exhibition hub capable of expressing the full potential of the construction sector and the leading supply chain in Italy and one of the main in Europe with a **Building Community** represented by over **700,000 businesses** and more than **one million employees**. A network of professionals, designers, construction and production companies, artisans, window makers, contractors and buyers who will have the opportunity to visit products, projects, innovations of over **300 exhibiting companies**.

There are four major thematic areas. **MADE doors, windows and closures** for window makers, designers, retailers and construction companies; **MADE involucro e outdoor**, dedicated to opaque and transparent roofing and facade systems, to the glass and solar shading sector; **MADE BIM & tecnologie** which introduces hardware and software solutions to explore new opportunities related to the use of *Building information modeling* in the processes of design, construction and maintenance of the works; **MADE constructions and materials** dedicated to the innovation of materials, their efficiency, sustainability and safety.

“Fiera Milano is ready to welcome the entire network of the event, offering exhibitors and operators a unique experience of this important professional exhibition – he explains. **Mario Franci**, CEO of Made Eventi Srl and chief revenue officer of Fiera Milano Spa who adds: “There is a widespread desire to meet again live, to see products and systems and to show live in the pavilions the innovation that in the last year and a half failed to show the market. It is truly the **re-edition of the restart** which also demonstrates the role of Fiera Milano in supporting companies and the Italian economy if we consider that it will be the 22nd event that opens its doors from the beginning of September ”.