

## MADE EXPO OPENS TODAY IN MILAN

**The debate on the urgent need to unblock building sites in order to relaunch construction and the entire national economy is at the top of the agenda at the Rho Fiera. Putting a planned €25 billion into the economy would generate 1% GDP growth.**

Milan, March 13<sup>th</sup> 2019. MADE expo, the **most important event in Italy** for the world of construction and architecture opened today at 10 a.m. at the Milano-Rho Fiera and will continue until **Saturday March 16<sup>th</sup>** (open to the general public).

Over the next few days MADE expo will be **the nerve centre for the sector** in which **all the leading industry players meet**, from designers to clients and from producers to construction companies.

This is why the event is a particularly positive opportunity in **contributing to the recovery** of a sector that represents **9% of GDP** in terms of investments and which contributes to the **growth of Italian wealth by half a percentage point of GDP per year (Ance data)**. At the centre of the debate is the urgent need to unblock the resources for relaunching construction sites that could boost not only the sector but the entire national economy. Putting a planned **€25 billion into circulation would generate a growth of 1% of GDP**, according to MADE expo estimates.

Aware of the fact that demand in recent years has undergone a remarkable evolution, for its ninth edition MADE expo is putting the theme of **"Quality of living"** under the spotlight, focussing on aspects concerning **urban and infrastructural regeneration** and the fundamental ingredients of contemporary living such as **comfort, safety, sustainability, innovation**.

The event is divided into four specialized Halls (**MADE Construction and Materials, MADE Cladding, Fixtures and Fittings, MADE Interiors and Finishes and MADE Software, Technologies and Services**) spread over eight pavilions and offering a highly concentrated **technical and cultural training programme** with more of **100 events**.

The themes selected demonstrate the sector's willingness to undertake **a process of change** in order to give a boost to the economic system.

The event's inaugural conference is dedicated to a highly topical subject with the potential to be extremely effective, namely "the **Infrastructure and culture of regeneration**", with the presence of important representatives from the **Ministry of Infrastructure and Transport, Federbeton, ANAS, ANCE** and **FS** together with the heads of the **National Councils of Architects and Engineers**.

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At the opening ceremony leading institutional figures such as **Michele Geraci, Undersecretary of the Ministry of Economic Development, Lombardy Region President Attilio Fontana and Mayor of Milan Giuseppe Sala** expressed their support and interest in MADE expo as a potential driving force for boosting both the Lombard economy and that of the country as a whole.

*"MADE expo is a further demonstration of how Made in Italy excellence is at the forefront" stated **Undersecretary Geraci**. "The construction sector is highly strategic and represents 9% of our economy's GDP. The arrival of foreign buyers is important and we are increasing the ICE promotional budget funds dedicated to them with the aim of boosting exports. In all four MADE expo sectors (construction and materials, interior design and finishes, claddings, fixtures and fittings and software-technologies-services) we are key global players. Platforms offered by the Milan Fiera to present our flagship products to industry experts from around the world must be supported and encouraged in order to improve our exports and create interest".*

*" Through a bill that we will present to the Regional Council, one of the top priority objectives of the XI legislature aimed at limiting the reduction of land consumption is the facilitation of urban regeneration and building renovation interventions, through the reduction of costs and implementation times, the use of incentives and the simplification of procedures. Something similar had already been done in the past but it is now necessary to be even more incisive, above all in terms of bureaucratic simplification which will allow a more streamlined and faster procedure for those who intend to carry out works in abandoned areas. These areas represent scars within our cities which give a sense of desolation and abandonment " **underlined Attilio Fontana**.*

*"The theme of the 2019 edition of MADE expo demonstrates how this event has grown over the years" said **Giuseppe Sala**, Mayor of Milan. "Emphasizing the 'Quality of living' means that the construction and architecture sectors know how to grasp the needs of the present and they want to deal with the challenges that the contemporary world offers. Today cities and citizens are demanding innovation and efficiency: it is necessary to build and when necessary, to rebuild better. Urban development must be sustainable at an environmental and social level, in other words it must be carried out with respect for the area and enhancing and enriching the communities that live in the neighbourhoods of our cities. This year MADE expo also serves to underline these facts through what the exhibitors have on display in what is one of the most important international events for the entire construction sector ".*

*"In an economic scenario that in recent months has seen construction undergo a new and worrying slowdown, a decisive intervention by the institutions is increasingly urgent in order to reactivate a strategic sector whose recovery would lead to immediate growth in GDP and which would give a fundamental boost to the country's development. This edition of MADE expo, which opens today represents a first encouraging sign of confidence, thanks to the participation of almost a thousand exhibitors who by believing in an innovative exhibition design and project have invested important resources in demonstrating the awareness of playing a key role in the relaunch of innovative and sustainable construction that is attentive to the socio-economic changes underway in society"* commented the **President of FederlegnoArredo Emanuele Orsini**, event promoter.

*"The ninth edition of MADE expo opens during a moment in time that is complex for our sector and delicate for the national economy. We think we have fully played our role as a facilitator in the bringing together of representatives from the whole construction industry and as a developer of virtuous connections. We are pleased to have been able to put together a vast number of quality companies representing materials, professionals and the academic world. MADE 2019 promises to be full of initiatives with the presence of numerous industry players who will be able to spread innovative practices with a view to exchange, enrichment and mutual growth"* added **Massimo Buccilli**, **President of MADE expo**.

**MADE expo 2019. The real sin is not being there!**