

MADE BUILDING ENVELOPE
WINDOWS

**BUILDING ENVELOPE
AND WINDOWS HAVE
THEIR COMMON HOME.
LET'S GET INSIDE
TOGETHER.**

M.A.D.E. IN ITALY. MADE FOR YOU
13 | 16 MARCH 2019
FIERA MILANO RHO, ITALY



MADE EXPO

MILANO ARCHITETTURA DESIGN EDILIZIA

**INTERNATIONAL TRADE SHOW FOR ARCHITECTURE
AND THE CONSTRUCTION INDUSTRY**

4 specialized exhibitions **105,000** visitors in 2017

2017 edition
figures



MADE EXPO IN FIGURES

53,700

sqm of net exhibition area

1,031

total exhibitors (22% from abroad)

4

specialized exhibitions in 8 halls

105,000

total visitors (professionals, guests, exhibitors, press)

35% Designers | Architects | Interior designers

15% Retailers | Distributors | Buyers

15% Window makers

13% Construction companies | Contractors

6% Manufacturing companies

5% Agents

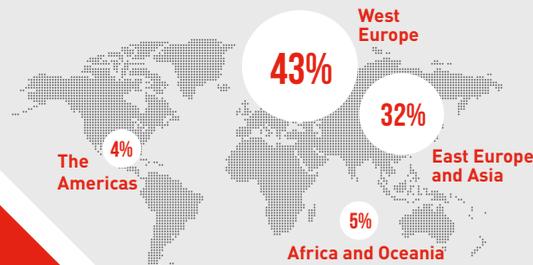
11% Others*

9%

professionals from
overseas countries

121

countries of origin
of foreign visitors



Top Ten Foreign Countries

1. Switzerland
2. Russian Federation
3. France
4. Spain
5. Romania
6. Germany
7. Poland
8. Ukraine
9. Croatia
10. Turkey

*Building managers, Managers of public utilities, Installers of heating systems, Local governments, Facility managers, Associations, Service companies, Universities and training centers, Private individuals.

80%

of the visitors interviewed at MADE expo declare visiting MADE Building Envelope and Windows

88%

of the visitors to MADE Building Envelope and Windows declare finding more than what they had expected

Press and media

650

foreign and Italian journalists

1,000

media releases that did produce

100 MILLION

impressions

madeexpo.it

500,000

access sessions

3 MILLION

page views

75,000

registered users**

** January-March 2017

+90%

of professional visitors is mainly looking for new products, new trends and for a direct contact with high level companies for doing business

Visitor
survey 2017

95%

Source
KANTAR TNS

of professional visitors were satisfied by MADE expo

Foreign visitors

83%

are very or completely satisfied of their visit

93%

will strongly recommend the visit

96%

are willing to visit again the next edition

NEW SOLUTIONS, STRONGER RELATIONS

THE 4 EXHIBITIONS, A UNIQUE SYSTEM

The MADE Building Envelope and Windows exhibition is a part of the MADE expo system, the only event that brings together the entire building and construction industry in one location. Offering the opportunity to access specialised sectors and watch them interacting.

An interactive experience

The **Live Demo Areas** provide a showcase for all the latest developments in an interactive and immersive setting, offering visitors hands-on access to products and solutions.

And dynamic experiences in **Installation Spaces** where know-how meets technical innovation.

An integrated visibility system

Participating in MADE expo delivers the benefits of a modular and comprehensive visibility system based on a wide range of resources including a website, newsletters with original content, real-time social media posts and a product catalogue produced in partnership with Edilportale - Archiportale.

New Products Catalogue: a new instrument to highlight new products and new solutions on display that can be searched by specific themes. The event is backed by investments in radio advertising, digital media, newspapers, periodicals and the trade press, and by long-standing relationships with the leading Italian and global media, making MADE expo a truly unmissable opportunity.

RATES

Participation fees per sqm	up to 31.1.2018	up to 31.5.2018	up to 31.7.2018	up to 30.11.2018	from 1.12.2018
Exhibit space with one open side	€ 146	€ 150	€ 159	€ 166	€ 169
Exhibit space with two or more open sides	€ 165	€ 169	€ 179	€ 189	€ 192
Registration Fee	€ 600				

All amounts are before tax



Il Corriere della Sera

There's all this and more to see, touch and imagine at MADE expo... when visitors meet with over a thousand exhibitors and their brilliant creatures... it's a multisensory experience that's both appealing and educational.

ANSA

... a great event capable of driving exports to international markets and relaunching domestic sales.

Nuova Finestra

MADE expo provides an overview of what Italian manufacturers have to offer in terms of innovation, products and design... At MADE expo, environmentally sustainable product research and innovation take centre stage.

Alessandro Parise, Head of Solar Protection Division - F.lli Giovanardi

We had a very positive experience at MADE expo 2017 in both our Hall 1 stand (which we shared with the company Serge Ferrari showcasing sun shading systems) and in our Hall 7 stand where we showcased architectural textiles & sound absorption solutions; we met with buyers from the solar protection chain as well as from the door & window sector and it's good to see that they are more and more integrating their activities into our market; we also met with manufacturers, installers, retailers, architects and specifiers.

(the above testimonial was released to the Tenda In&Out magazine)

Daniele La Sala, CEO - Internorm

MADE expo 2017? A good edition! We got a favorable feedback, I think the exhibition as a whole was well-organized and also very lively. People move around easily and stands are of good quality.

(the above testimonial was released to the Nuova Finestra magazine)

Stefano Montolli, Corporate Marketing Director - Marcegaglia

We are fully satisfied with our participation in this edition of MADE expo; we got a very good feedback from Architects, Designers and Engineers. We are fully committed to developing steel as a fundamental element to the building process which is our main reason for taking part in MADE expo and this was further confirmed by our presence as Gold Partners of Archmarathon as well as taking part in the B-SMART! activities



ONE EXHIBITION, MANY CONNECTIONS

THE WHOLE CHAIN INTERACTS

Meetings, conferences, talk shows, workshops and live demos are an integral part of the Building Envelope and Windows exhibition; tailored initiatives to foster a dialogue among the protagonists of the whole chain comprising window manufacturers, developers and designers.

The most exciting events scheduled for 2019 include the **Forum** focussing on the **building envelope** and **windows, B-Smart! Sustainability and Innovation**, featuring a packed programme of conferences, workshops and labs and **Archmarathon Selections**, a competition with an international jury with entries by designers from all over the world.

Over half of the demand is concentrated in the North of the Country which is MADE expo's main catchment area; the Lombardy Region which hosts the Event, has a per-capita GDP equal to that of the most highly developed German Regions. (Eurostat data)

MARKET OUTLOOK

MADE expo, your unique opportunity to seize the economic recovery!

The Country's economic upturn coupled with the Government's further extended stimulus package are strongly contributing to the economic recovery of the building sector with a 1.5% growth rate expected in 2018 (ANCE data). The main drivers for the new upward trend are the growth of the real estate sector in the metropolitan areas of the North, the incentives for energy efficiency and urban regeneration programmes as well as for new earthquake-proof residential and commercial construction systems and the start of new businesses.

Discover
the Architecture
and Design practices
that had a major role
at MADE 2017
on madeexpo.it

**MADE expo is situated
in the very heart
of Milan's urban
regeneration programme**

The radical transformation of Milan and its services has turned the city into an unsurpassed example of concreteness, where fresh new ideas are not simply dreamed up but actually executed.

The Milan Rho exhibition centre can be easily reached by subway and train from downtown Milan, by high-speed train from Italy's major cities, and by air via the nearby Malpensa, Linate and Orio al Serio airports from Europe and the world.

2019

MADE BUILDING ENVELOPE AND WINDOWS

THE LEADING EVENT FOR SOUTHERN EUROPE AND THE MEDITERRANEAN REGION

The Exhibition Building Envelope and Windows - within MADE expo - is Italy's only event featuring the whole fenestration chain: windows, building envelope, roofing, sun shading, anti-insect systems, accessories and components, glass, technical closures, automation and domotics and window frame processing machines.

In 2017 the Exhibition Building Envelope and Windows took up **4 Halls** with over **350 Exhibitors** occupying **24,000 sqm** of net exhibit space.

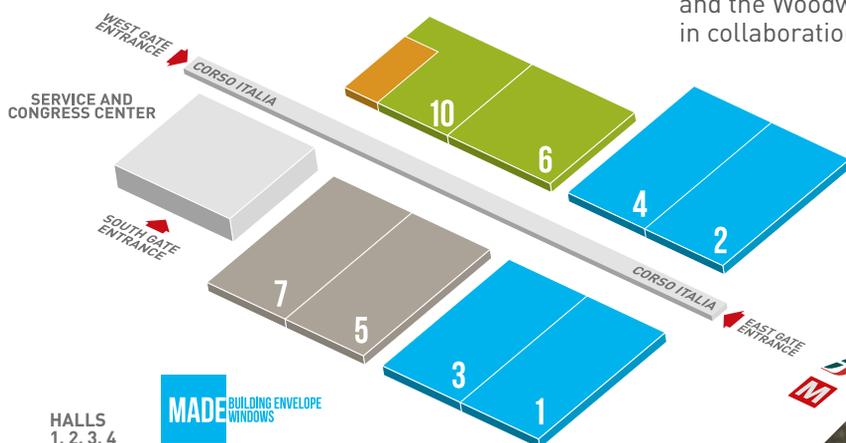
The meeting place where Exhibitors can establish relations with **window manufacturers, installers, distributors, designers** and **builders** from the domestic market as well as from the most sector-related international markets.

The platform where **innovation shows its best: technology combines with design** to meet the need for sustainability, energy efficiency and dwelling comfort.

The place where the "**building skin**" gives its best performance as to functionality and aesthetics with different solutions from opaque & glass cladding, innovative architectural textiles, tensile structures and marquees.

The only showcase for the **Outdoor** sector featuring bow-windows, winter gardens and bioclimatic pergolas.

The world's leading manufacturers of **frame processing machines** are among the protagonists of the Show thanks to an agreement with the Industry Association (Gruppo Produttori Macchine) and the Woodworking Area organized in collaboration with Xylexpo.



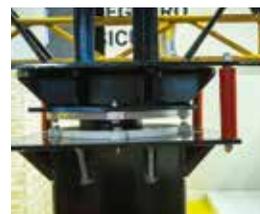
MADE EXPO EXHIBITIONS



Windows | façade systems | external cladding | roofing | technical and industrial doors | home automation | sun protection systems | technical blinds and textiles | pergolas | gazebos | outdoor and leisure | glass systems and glazing accessories | windows profiles, hardware and components | semi-finished products, accessories, and technologies for windows and façades | insulation glass-block systems | roller blinds and shutters | security and safety systems for windows | production machinery and equipment for windows



Materials | construction systems | paints | comfort | insulation | safety and security | renewables | measurement and control



Interior partitions | doors, front and apartment doors | floorings | finishes | bathroom furnishing | surfaces, materials and finishing products for interior design | design components | handles | stairs



Innovations | software and hardware for design | drones | 3d printers



MADE expo is an initiative of
MADE eventi Srl and Federlegno Arredo Eventi SpA

Organized by
MADE eventi Srl

Promoted by



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