
MADE EXPO SUPPORTS BUSINESSES ON THE INTERNATIONAL MARKETS

Attracting international professional visitors is a high priority for the 2019 edition of Italy's biggest event in the world of construction and architecture

In synergy with the ICE Agency, the focus will be on qualified buyers and legislators from the main areas of global interest and a promotional campaign that will cover Western, Eastern and Middle Eastern Europe.

Milan, November 22nd, 2018. Being able to have access to internationally qualified potential clients is one of the main objectives of Italian companies and even businesses that are traditionally concentrated on the domestic market are today decisively aiming to develop foreign and overseas markets.

This is why **MADE expo, Italy's largest event in the world of construction and architecture**, has been working for three editions together with the ICE Agency to increase these potential contacts.

For the next edition of the event that will be held in Milan from 13th to 16th March 2019 the combination of initiatives and activities put in place will be particularly well structured and comprehensive.

The communication activities will be focused above all on related domestic markets which are extremely important for the architecture / construction sector. At the same time a programme of targeted visits by prescribers/legislators and buyers from leading global markets where MADE in Italy is well positioned will also be activated, above all in terms of the contract channel.

In order to successfully develop this internationalization process, **the strategic partnership with ICE Agency** is particularly important and has supported the event organizers in their foreign promotion activities during the last two editions. The synergy with ICE Agency is intended in particular to promote the involvement of about **170 professional prescribers/legislators and buyers** from the main areas of interest such as Europe (UK and Eastern Europe), Russia, North Africa, the Middle and Far East and the Americas. A further moment of direct contact with the world of architects, designers and institutions from the countries of reference will be the **international roadshow meetings which between the end of November 2018 and January 2019 will bring MADE expo to France, Switzerland, Russia and North Africa.**

In **Casablanca** the opportunity will coincide with the holding of SIB, an important Construction Trade Show. In **Paris**, the main sponsor will be the design magazine **D'Architecture** and the prestigious architect **Alfonso Femia** will be the guest of honour

PRESS OFFICE

Serafino Ruperto
Tel. +39.347.2605137
serafino@ruperto.it

Luca Ricci Maccarini
Tel. +39.349.7668028
luca.maccarini@lifonti.it

Foro Buonaparte 65
20121 - Milano - Italia

Tel. +39.02.806041
Fax. +39.02.80604395
press@madeexpo.it
www.madeexpo.it



while in the Russian capital it will be the turn of the **Project Russia** magazine to make presence of MADE expo something special.

By 2018 a promotional campaign will also kick off in the **main traditional and digital media focusing on the world of architecture and construction in Western Europe, Eastern Europe and the Arab countries**. The campaign will also include outdoor advertising during major international trade fairs and will be supported by a social media component that will involve the **Facebook** fanbase and also include the use of the **Instagram** channel.

A group of **foreign journalists**, coming from key market areas will then be hosted in Milan during the days of the event to see the various new proposals at first hand.

A further element of unique added value for foreign operators will be the partnership with the **Triennale di Milano**, which will include the **Night of Architecture** event among the various initiatives, dedicated to buyers invited by ICE and a selected group of operators on the occasion of the **XXII International Exhibition**, to be held from 1st March to 1st September 2019.

The participation of foreign operators in MADE expo will be facilitated by agreements with hotels and special tools designed to provide a preview of the new products and plan visits to suit visitors' different specific interests.

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

MADE expo, whose ninth edition will be held in March 2019 at Milano Rho Fiera, is the leading trade show in the Italian architecture and construction sector with more than 1,000 exhibitors and 100,000 professional visitors. The event is organized by MADE eventi s.r.l., and is promoted by FederlegnoArredo and Unicmi.

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