



**MADE** EXPO

MILANO ARCHITETTURA DESIGN EDILIZIA

08/11 MARCH 2017  
FIERA MILANO RHO

PRESS

## RETURN VISITORS AND NEW ARRIVALS FOR MADE EXPO 2017

Seventy-one percent of foreign visitors consider **MADE expo** to be the benchmark fair in Italy and one of the most important in Europe for business growth in building and construction.

Between 8 and 11 March 2017, Fiera Milano Rho Will be hosting the eighth **MADE expo**, the biennial fair that is the benchmark for the world of architecture, construction and building. Following on from its successful 2015 edition (1,450 enterprises, of which 279 international firms and over 208,000 attendees, of whom 36,000 from outside Italy), the event is poised to **strengthen its role as the key event for building industry recovery**, which in Italy is underway at last. Figures from Centro Studi FederlegnoArredo confirm that 2016 will see **increased investment in residential construction totalling 132.5 billion euros**.

### An event with an increasingly international reach

Data from a survey commissioned from TNS on foreign visitors to the most recent Fair revealed highly positive opinions: **71% stated that they were satisfied with their visit**, and that they come to **MADE expo** because in their opinion it is the industry's benchmark event. **Seventy-six percent said they would come back and visit again**.

### An ever richer and more varied events programme

Once again in 2017, four halls combine to create a single overarching specialist system for design, building and regeneration: **MADE Costruzioni Materiali**, **MADE Involucro Serramenti**, **MADE Interni Finiture**, and **MADE Software Tecnologie e Servizi**.

**A number of interesting international developments** are in the pipeline for the 2017 event, starting with the "**Forum Holzbau**", which joins **MADE expo** for the first time - at this event, Italian and international speakers will be analysing a market that is displaying attractive margins for growth.

**MADE expo** has struck a significant partnership with the prestigious **Archmarathon** international competition: around thirty pre-selected design practices will be coming to the Fair from all over the world to foster an exchange of ideas, know-how and international relations, with the shared objective of encouraging effective new business opportunities for enterprises operating on the architecture and construction markets. An international panel will announce the winning projects on Saturday 11 March 2017 at the end of the lectures. All winning projects are entitled to go into the **Archmarathon Awards** scheduled for Milan in 2018.

The Fair programme is more appealing than ever, with the return of events that have attracted thousands of industry professionals to the Fair - the **BuildSmart**

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arena, the Forum Serramenti, and **MADE4Contract** for contract business with a focus on **finishings and surfaces** - along with brand new innovation-led opportunities such as **MADE for StartUP**, a project that pursues the ambition of uniting creators while fostering innovation in architecture and the construction industry.

### **Xylexpo at MADE: Wood closes the circle**

Another exciting new development is the partnership with the Associazione Costruttori Italiani Macchine Lavorazione Legno (Acimall) at the “**spazio Xylexpo**”, a space dedicated exclusively to the working of solid wood and windows/doors, confirming **MADE expo as the major one-stop point of reference for the building envelope**. From this June to February 2017, the event is being presented in China, USA, Indonesia, Russia, Cuba, France, Iran and India at major international wood technology fairs.

### **A focus on foreign markets and scenarios, targeted visits and high-profile dialogue partners**

MADE expo’s hallmark characteristics make it a must-attend experience for industry professionals who come to find building and refurbishment products and solutions. Exhibitors come to leverage a worldwide showcase. A busy calendar of incoming events is planned, including a welcome programme for pre-selected delegations invited for B2B meetings exclusively with exhibitors, hosted at the **International Business Lounge**. To ensure that the event achieves the highest possible profile and attracts an increasing number of foreign players, over the next few months MADE expo will be working directly to promote the event in nations with the highest-growth potential, and will be working alongside exhibitors to offer their foreign clients hotel accommodation.

### **A new image**

The claim “**MADE in Italy, MADE for you**” chosen to accompany the new image designed for the Fair by the international Lorenzo Marini Group agency sums up how concrete the event is: a high-impact, iconic, polyhedral-shaped graphic symbol conceived to **confirm MADE expo’s role as the “doers’ fair”** thanks to its ability to conduct a dialogue with the construction industry and the business that revolves around it.

### **Visiting MADE expo made easier through special deals**

Special deals have been arranged with train companies and airlines to help visitors organize their visit to MADE expo. In addition, the **HelmsBriscoe** dedicated portal lets visitors book select hotels with immediate confirmation of availability and organize their stay by accessing other services including flights, car hire, chauffeurs and events in town.

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