



MADE EXPO

MILANO ARCHITETTURA DESIGN EDILIZIA

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FIERA MILANO RHO

PRESS

MADE EXPO, THE SHOWCASE FOR MAKING THE MOST OF THE RECOVERY

With ten months to go until the event opens its doors, 350 exhibitors have already booked up 40% of the display area

Home sales in Italy are recovering strongly (up 20.6% in the first quarter of 2016), boosted by low mortgage rates, increasing use of tax breaks for refurbishment, power-based upgrades and furniture sales, with more than 2.8 million Italians in the market in 2015 generating a total of €20.3 billion. All of these factors demonstrate a clear pick-up in the building and construction market.

This new climate is apparent in the excellent performance **MADE expo** is achieving: with 300 days to go until the event, **350 firms have already booked, filling 40% of the exhibition area.** A host of top companies will be returning, along with major new entries like Marcegaglia Buildtech, Assa Abloy Italia, Gruppo Mauro Saviola, Deceuninck and Alumil. This highly positive result confirms the unique nature of this biennial event as a place for ideas and business, integrated into the international Fairs scene.

*"The direction of the wind has changed at last," says **Roberto Snaidero**, Chairman of MADE Eventi. "The fact that so many companies have put their faith in MADE expo confirms the key role the Fair plays in fostering concrete business opportunities. The market has shown its appreciation for our new strategic programme, renewed image and enhanced content for exhibitors and visitors."*

This renewed confidence runs through to companies' bottom lines. **Pietro Gimelli** Director of Unicmi, explains: *"Companies have started to invest again, and that's great news. Being able to leverage showcase events like MADE expo after the market has finally turned the corner is vital for strengthening and consolidating growth in the sector."*

MADE expo is on at Fiera Milano from **8 to 11 March 2017**. Visitors to MADE Costruzioni Materiali, MADE Involucro Serramenti, MADE Interni Finiture, and MADE Software Tecnologie e Servizi will be leveraging this chance to find out all about the latest new developments in the world of architecture and construction.

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