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## AT MADE EXPO THE FUTURE LOOKS BRIGHT

**The ninth edition of the most important construction and architecture event in Italy ended with encouraging signs. The debates which centred on the need to unblock building sites and relaunch the construction sector in order to boost the economy helped put these issues at the top of government policy agendas.**

Milan, March 18<sup>th</sup> 2019. The construction world is keen to re-launch the sector by showing itself ready for change marked by innovation and driven by **comfort, safety, sustainability and technology** and thus contributing to boosting the national economy.

These are the **signs of confidence and willingness to look to the future with optimism** that emerged from the ninth edition of MADE expo, also confirmed by the data released by the ANCE Observatory relating to the 2018 construction market which recorded a **positive increase of 1.5% in turnover** (€128 billion) compared to the previous year.

Italy's most important building and architecture event ended in Milan on Saturday 16<sup>th</sup> March with the presence of around **900 exhibitors** to 47,500 square metres of exhibition space and more than **90,000 visitors** of which about **10% were from abroad**. The event is currently undergoing ISFCERT certification.

The intense debates that took place during the event on the need to unblock building sites in order to boost the economy and GDP helped put the topic at the **top of the political agenda**.

The event was notable for **substance and quality**, from the principal theme of "Quality of living" to the high level of products and solutions in **construction, interiors and finishes** and in **claddings, doors and windows** that were brought to the attention of **designers, companies, contractors, distributors** and specialized operators such as **window and door manufacturers**.

A meeting place for all **those involved in the sector** where materials and solutions have been truly "experienced hands-on", both seen and touched and a **driving force for relationships** to be consolidated in both the short and long term.

The same also applies to the 180 designers, contractors and buyers from more than 20 countries who, thanks to ICE's strategic support, were able to have more than **1,000 B2B meetings** with Italian exhibiting companies during MADE expo.

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As is normal with MADE expo's distinctive format, the event was integrated with an intense **technical and cultural training programme** with **over 250** events and conferences featuring the participation of experts from different disciplines and big names in architecture such as **Mario Cucinella, Renzo Piano BW, Andreas Kipar, One Works** and **Snøhetta** involving **more than 14,000 people**, **6,000** of whom in the **BuildSMART conference programme alone!**

A number of institutional figures were keen to show their support for the companies present at MADE, including **Giancarlo Giorgetti, Undersecretary to the Cabinet President, Barbara Lezzi the Minister for the South, Dario Galli the Deputy Minister for Economic Development, Davide Crippa and Michele Geraci Undersecretaries at the Ministry for Economic Development, Attilio Fontana the President of the Lombardy Region, the Mayor of Milan Giuseppe Sala** and a large representation of parliamentarians and MEPs.

"The 2019 edition of MADE expo demonstrated the **value of a key supply chain for national development** thanks to increasing attention to environmental sustainability and green construction. In recent years there has been a significant movement in the sector towards **redevelopment**: eco-bonuses, earthquake bonuses and green bonuses have encouraged investments by ordinary people. These measures can continue to play a fundamental role if they are **established and extended to urban redevelopment**. For this reason it is essential that our institutions provide **political support and development for private building** that in addition to supporting SMEs will guarantee new jobs for the country and a leading role in the fight against climate change with **increasingly green and sustainable cities**" explained Emanuele Orsini, President of FederlegnoArredo.

"MADE expo has been confirmed as the **focus for connections** for the world of construction and functional design and a venue in which to **build and consolidate relationships with the market** and strengthen dialogues with **institutions**. Each sector has made its contribution from a **collaborative point of view** with others demonstrating that construction can be a **propulsive and dynamic element** for the Italian economy", declared MADE expo President **Massimo Buccilli**.

"Those businesses that were at MADE expo have appeared in the best possible light by believing in our project as well as bringing solutions that are the result of **creativity, seriousness** and a **vast amount of research and development**. Having noticed the high level of interaction that developed during the event, we are sure that the **numerous highly qualified national and international players** who took part appreciated the **quality of what was on offer** and the professionalism of **the exhibitors**" concludes **Giovanni Grassi**, MADE expo General Manager.

Everything now points towards the **next edition of MADE expo**, eagerly anticipated as it **represents the event's 10<sup>th</sup> anniversary**.