

MASSIMO BUCCILLI HAS BEEN NAMED MADE EXPO'S NEW PRESIDENT

Made Eventi srl has a new Board of Directors, with Massimo Buccilli as its new President.

Plans are already afoot to relaunch the industry and further boost the international appeal of the trade fair.

Massimo Buccilli is the new President of MADE eventi, the organisers of the international trade fair for architecture and the construction industry. The Chief Executive Officer of Velux Italia, and with a solid industry background, he is a former member of the MADE Eventi Board of Directors and has held various offices in the FederlegnoArredo trade association. With these credentials, Massimo Buccilli will take the event – already one of the leading European shows for architecture and the building industry – to a whole new level. MADE Eventi has also elected a new Board of Directors: Claudio Balestri (Oikos), Paolo Fantoni (Gruppo Fantoni), Roberto Galli (Italserramenti), and Emanuele Orsini (Sistem Costruzioni).

The company's General Manager, Giovanni Grassi, has been confirmed.

"Despite the prolonged slump in the Italian construction industry, relaunching MADE expo is going to be a major professional challenge," states Massimo Buccilli, the new President of MADE expo. "Our focus as of right now will be to support the interests of our exhibitors and enhance the event's appeal both in Italy and abroad. By taking its cue from Italian excellence, MADE expo has plenty of potential for becoming one of Europe's, if not the world's, most important events over the coming years,

Visitor surveys conducted by TNS during the last MADE expo in March 2017 confirmed these outstanding prospects: **95% of responders stated that they were satisfied with the show.** Just as importantly, 85% of trade visitors – more than in 2015 – said that the event exceeded their expectations. This year's event scored a greater success than ever thanks to its **increasingly specialised** approach and relevance.

The new President and Board of Directors are already hard at work planning the next edition of the show.

Milan, 8 May 2017