



MADE EXPO

MILANO ARCHITETTURA DESIGN EDILIZIA

08|11 MARZO 2017
FIERA MILANO RHO

PRESS

MADE EXPO 2017: EXHIBITORS MAKE A GREAT SHOW

The draw card for architecture and the building industry detected optimism and satisfaction among the thousands of trade visitors and operators attending the eighth edition of the event.

1,060 exhibitors, 52,000 square metres of net exhibition space, **123 conferences** (105 offering continuing education credits), **11, 000 participants** attending meetings including **over 6,000 attending BuildSmart meetings**, more than **620 internationally acclaimed speakers, 165 live demos, 165 delegates** from **38 countries** at **over a thousand B2B meetings** with exhibitors, in excess of **650** journalists from all over the world, and a total of **106,000 visitors, 12%** of whom **from overseas** (pending ISFCERT certification).

These are the figures confirming that MADE expo 2017 is unarguably the leading trade event for architecture and the building industry, primarily thanks to the decision to focus on the “global quality” of exhibitors and products and on a format universally hailed as one of the most exciting and forward-looking on the international trade fair scene.

This edition brought with it clear signs that the Italian market is picking up, with an impressive influx of highly qualified visitors, a top notch product offering and countless opportunities to explore hot topics including post-earthquake reconstruction, urban regeneration and the digital evolution of the building construction industry, as pointed out by **Roberto Snaidero**, Chairman of MADE Eventi: *“This year’s success confirms the sterling efforts of the MADE expo organising team: despite a still challenging economic scenario, the event nonetheless came up with cutting edge solutions and ideas for the benefit of all the exhibitors who placed their confidence in the show. The support of the Italian trade agency I.C.E. and its Chairman Michele Scannavini has been invaluable in broadening the international reach of a trade fair that in just eight editions has become a landmark event for overseas buyers and operators interested in the Italian market as well as for Italian companies keen to venture into new markets.”*

The event’s success should not be taken for granted. The best evidence of MADE expo’s triumph comes from the exhibitors themselves, the drivers of the show since its inception, as **the General Manager of BIM specialists Harpaceas, Luca Ferrari**, explains: *“We have a tradition of participating in MADE expo, but this year I can safely state that our decision to come was definitely a winning one in light of the outstanding quality of the product offerings and visitor profiles. There was a massive focus on Building Information Modelling and emerging technologies across the construction industry, making MADE expo an unmissable appointment for our company.”*

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Davide Desiderio, Communications Manager at San Marco-Terreal Italia, was equally enthusiastic: *"We are thrilled with the outcome of the show. We missed several editions of MADE expo and came back with very high expectations, all of which were fully met. We came to the show with a new product because the way we see it, trade fairs make sense only when they showcase something new."*

MADE expo did a great job of shining the spotlight on our new product; the services were great and the organisers managed to attract the right people from the world of architecture, design, the construction industry and the retail sector."
Sergio Ponzio, the owner of Ponzio Aluminium, was equally impressed: *"Right from the very start, MADE expo has attracted record numbers of top quality attendees. We are very pleased that we participated in the event."*

"First and foremost, the event provided a great backdrop for creating customer contacts. However, it also enabled us to meet with Italian and foreign architects. It is undoubtedly a superb showcase for rolling out the rebranded FerreroLegno and announcing our decision to expand into new frontiers, make the changes that the market is demanding, take on new challenges and achieve our objectives. MADE expo will also be tackling these challenges as we go forward," stated **Ilaria Ferrero, Managing Director of Ferrerolegno**.

Stefano Montolli, Corporate Marketing Director of Marcegaglia, had this to say: *"We couldn't be more satisfied with our participation in this edition of MADE expo: The feedback from architects, designers and engineers has been glowing and we are going all out to ensure that steel stays in the limelight of the construction industry. This is what our participation in MADE expo is all about, and it also explains why we were Gold Partners in the Archmarathon competition and the BSmart activities."*

Milan, 11 March 2017

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