



EVENT

Building Intelligent Buildings

Smart Building Expo 2019:
Convergence in the Digital Era

A few months before it starts, expectations are on the rise for the second edition of **Smart Building Expo**, the technological convergence exhibition to be held at **Fiera Milano** on 13–15 November 2019. Organized by **Fiera Milano** and Pentastudio, and sponsored by the main industrial and professional associations, **Smart Building Expo** will be an opportunity to review the development of the networked building market, which is currently undergoing a profound transformation.

Integration is nowadays not just a technological requirement, but an essential need: we are witnessing a fully fledged smart revolution which is profoundly transforming buildings and cities. Born out of home and building automation and system integration – already at the heart of the first exhibition – **Smart Building Expo 2019** is expanding its coverage to include the Smart City, with the strategic issue of 5G connectivity as well as systems for the production of renewable power and energy efficiency upgrading.

The exhibition will present the market of digital infrastructure together with its applications for buildings and cities. Strategic sectors such as security are already represented by **Sicurezza**, one of the main European exhibitions for the security industry, which will be held at the same time. The synergies between the two exhibitions – their technologies and markets – consolidate their potential while professional users will be able to visit both and review their complementary and ever growing offerings. Both will be showcasing the latest technologies, thanks to the already confirmed participation of leading brands, as well as offering professional training and refresher courses for all technicians involved in the design and installation of building equipment.

Listen and Learn

Professional training is one of the priority attractions of **Smart Building Expo**, with a high-level scientific program arranged by the Steering Committee that counts representatives from leading professional and academic bodies in building automation and telecommunications among its members. In this fast changing market scenario, the Committee is already engaged in identifying the issues of greatest interest to the many professional categories and players in the networked building market. The training program, with a rich program of seminars and workshops, will cover every technological area of the exhibition and different offerings for professionals: from new domotics to active energy efficiency systems, along with smart applications for the office, retail and the startup ecosystem, which has become fertile ground for large companies looking for innovative solutions.

A highlight of the event will be the Milano Smart City Conference, sponsored by the Ministry for Economic Development and supported by the Ugo Bordon Foundation. This conference will consist of three intense working days, each including an institutional morning session with international

keynote speakers of high scientific profile, and a more technical afternoon session with illustrations of best practice. Each day will feature a different vertical stream: the digital infrastructure, smart city-enabling technology, with a particular emphasis on 5G; smart mobility and logistics, fusion between the virtuality of networks and the physicality of urban transport in the era of self-driving cars and e-mobility; urban security and monitoring, a predictive response to the problems of urban areas in terms of security and territorial control.

Considerable attention will be paid to the impact of technological innovation on the housing market and the digital revolution in infrastructure design, where BIM, BMS and BEMS will increasingly form the terrain for the emergence of new professional synergies.

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