

SMART[®] BUILDING EXPO

17 | 18 | 19 November 2027
Fiera Milano, Italy

EUROPE'S TWIN TRANSITION
MEETS IN MILAN

MIBA

MILAN INTERNATIONAL BUILDING ALLIANCE



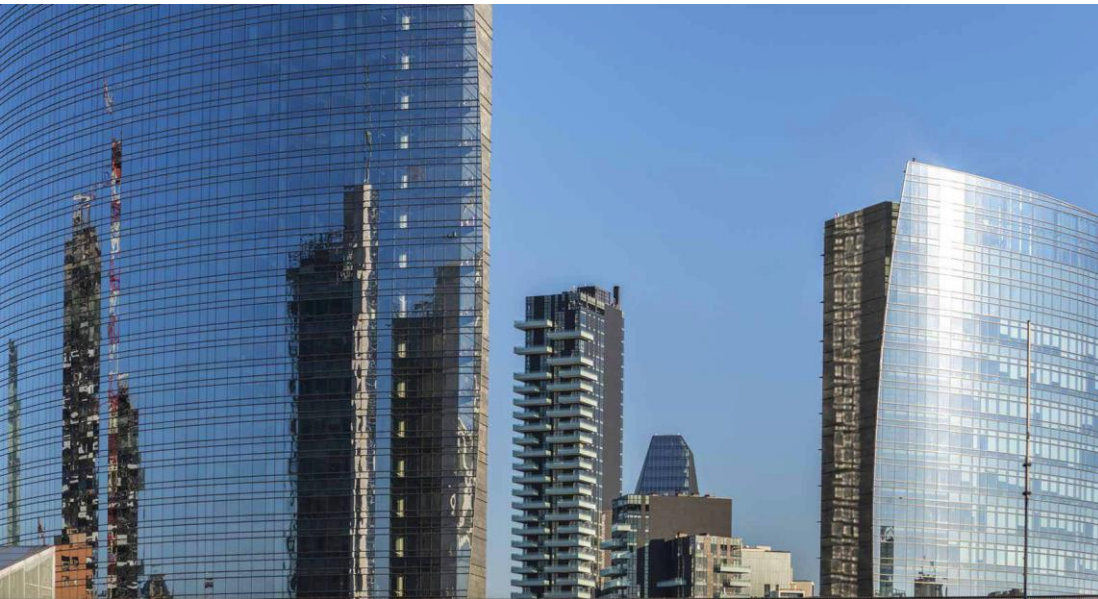
FIERA MILANO



Pentastudio
marketing & comunicazione

WHY MILAN AND WHY MIBA

MIBA stands for “**MILAN INTERNATIONAL BUILDING ALLIANCE**,” the new initiative from Fiera Milano that, starting in 2023, bringing together four specialized events **SMART BUILDING EXPO, SICUREZZA, MADE EXPO, and GEE**, has created the largest and most comprehensive event in Italy and one of the largest in Europe dedicated to the energy transition in the construction and urban sectors



MIBA is the event designed to represent the entire industry chain that will have achieve the targets of EPBD4 (the Energy Performance of Buildings Directive), one of Europe's greatest challenges in the coming decades.

MIBA takes place in Milan, one of Europe's innovation hubs, and is organized by Fiera Milano, Italy's leading trade fair organizer.

THE NUMBERS THAT MATTER

VISITORS

85,000 trade visitors

from **112 countries**

with a 5% increase compared to 2023



TOP COUNTRIES

Switzerland, Spain, Romania, Germany, Greece,
France, Poland, China, United Kingdom, Croatia



THE NUMBERS THAT MATTER

EXHIBITORS

1.369 exhibitors from
43 countries
(25% internationality)

TOP COUNTRIES

Spain, Poland, Belgium, China, UK, France,
Germany, Austria, Turkey, United States



KEY WORD: INTERNATIONALIZATION



- The trade shows with the most positive impact on the market are those that successfully engage international participants



- **Milan is the Italian city with the highest level of international participation**



- In 2023, SBE received the coveted designation of “event of international significance” from the Lombardy Region



- **In 2023, MIBA-SBE has already hosted 427 buyers from 72 countries, who have generated 6,189 business meetings**



- **MIBA-SBE** offers a matchmaking system that allows exhibitors and buyers to search for operators and manufacturers of interest and schedule appointments before the event begins, thereby offering concrete business opportunities



SBE AND THE EPBD4

- The **European Performance of Buildings Directive**, now in its fourth version, requires European Union member states to achieve the gradual and complete decarbonization of their building stock—which accounts for 40% of energy consumption—by 2050
- Estimates of the investments needed in Italy alone, to achieve this goal, exceed 300 billion euros
- **SBE and MIBA** aim to provide the market, which will have to navigate this historic transition, with an appropriate platform of European caliber - **a place to meet, understand, and share strategies**



SBE: THE SMART HEART OF MIBA

- **SMART BUILDING EXPO is the technological heart of MIBA**, the place where building systems integration becomes a reality and brings truly smart buildings and cities to life
- **Digitalization, energy efficiency, electrification, and building automation are the event's main focuses**
- **SMART BUILDING EXPO is a** window into the future that awaits us and that is already here

FOCUS

Digitalization

is the foundation of everything: every solution today relies on the generation and transmission of data

Energy Efficiency

is already, and will increasingly become, the mantra of the coming years: the energy transition is based first and foremost on the prudent use of energy and on self-generation from renewable sources

Electrification

the abandonment of fossil fuels has only one possible alternative: the massive electrification of systems and facilities

Building automation

BACS systems represent the brain of new buildings, their intelligence, without which every other goal is impossible to achieve

THE AREAS OF INNOVATION

SBE is much more than just a trade show; it's the place where you can figure out how to shape your professional and business decisions, and it's the moment when a professional community comes together to shape the future

Home and Building Automation Area

From digital building infrastructure to edge computing

System Integration Area

System integration and solutions for building automation

Smart Lighting Area

Technologies for the integrated management of urban areas

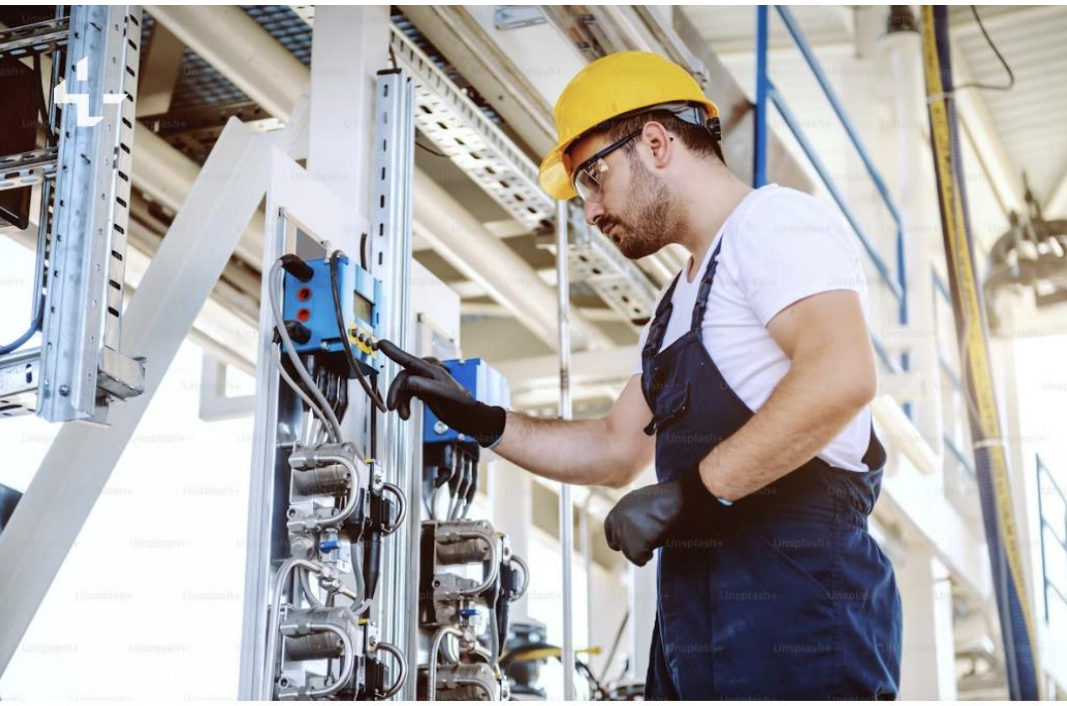
Electrification Area

Technologies for the energy transition



THE EVENTS

SMART BUILDING EXPO is an opportunity to explore and discuss the key issues of the ongoing transition through a series of major events



EPBD4: Let's take stock

Italy vs. Europe: A Comparison of Models on the Implementation of the EU Directive

Electrification and Electrical Safety

The Challenge of infrastructure and safety adaptation

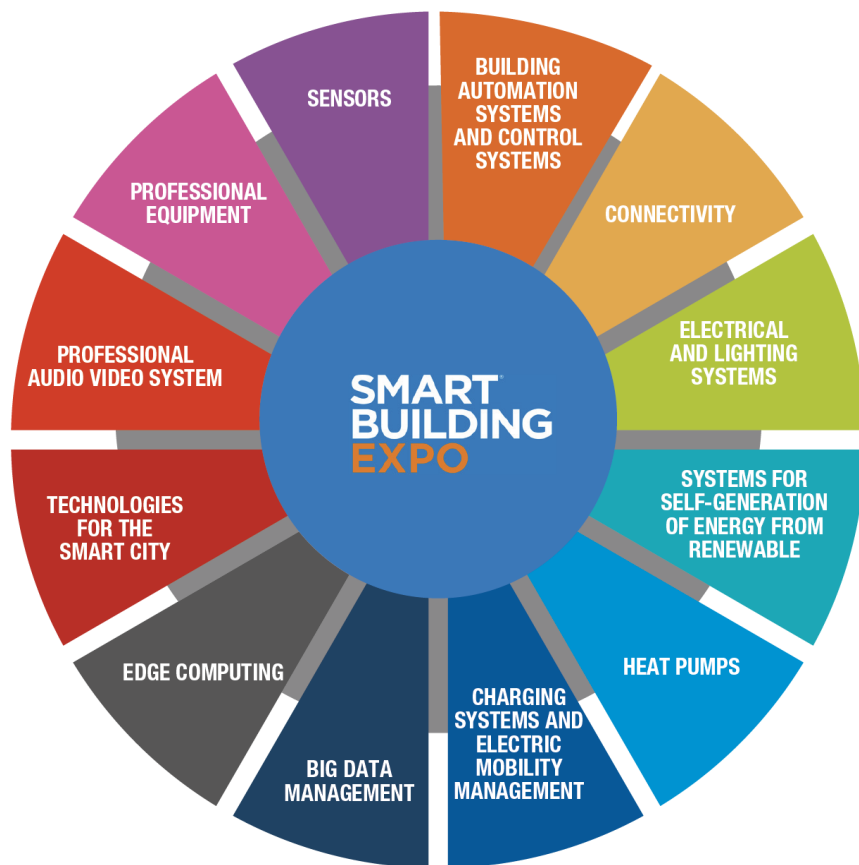
SRI and R2S

Sustainability tools put to the test

Installation at the Crossroads

Training, new skills and business models to ground innovation

SBE'S AREAS OF INTEREST



TARGETS

SMART BUILDING EXPO is the ideal place for high-level networking

The audience includes:

- designers
- system integrators
- ICT, energy, and facility managers
- installation engineers
- distributors and retailers
- construction professionals
- real estate and property managers
- public administration
- researchers



A GLIMPSE INTO THE FUTURE

At SMART BUILDING EXPO
you will be able to:

Conduct recruitment and career guidance through a dedicated series of meetings

with new graduates from technical schools

Foster dialogue with the research community in an area dedicated to Italian universities

Explore new business ideas through an area dedicated to innovative startups and venture capital





COMMUNICATION AND PROMOTION

To promote the event, a comprehensive online and offline media and promotion plan has been developed to ensure a constant market presence and facilitate interaction with companies, visitors, the press, and national and international stakeholders:

- **Advertising** plan, media partnerships, and press office activities in leading national and European publications covering Smart Building Automation and System integration
- **International digital coverage**
- **Dedicated newsletter** featuring market updates and exhibitor case studies
- **A dedicated bilingual event website**, constantly updated and packed with content of interest to the entire business community
- **A dedicated press office** featuring market trends and insights
- **Launch press conference** in Milan in October at a prestigious venue

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Pentastudio

Tel. +39 0444 543133

info@smartbuildingexpo.it

www.smartbuildingexpo.it/en



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