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FIERA MILANO: MORE THAN 45,000 VISITORS AT MADE EXPO, SICUREZZA AND SMART BUILDING EXPO

Successful synergy between the fairs, for the first time at the same time. More than 700 companies took part in this event dedicated to the building industry

Milan, 26 November 2021. Technology, sustainability, innovation in building materials, cyber security, artificial intelligence, digitalisation: these are the drivers of the 2021 edition of MADE expo, SICUREZZA and SMART BUILDING EXPO that attracted 45,516 professional visitors.

The three events, held at the same time for the first time, gave an all-round view of materials, technologies and regulations for the building and urban environment with over 700 companies present.

SICUREZZA and SMART BUILDING EXPO showcased the best in security, fire prevention and systems solutions that make buildings and cities smart. Artificial intelligence, deep learning, integration between technologies that become components of highly advanced platforms for the management of the home and the entire building, benches that are transformed into tools for recharging bicycles and electric scooters, but also in reception and protection areas, where video surveillance and sound systems allow immediate contact with the police in the event of danger: on show were the results of the research and development of a sector that in the last two years has never stopped, but has effectively contributed to the return to the new normality.

On the other hand, MADE expo was the right showcase for presenting highly innovative construction products to the trade. One of the most innovative, and with a strong sustainability component, are bonds capable of trapping pollutants and purifying the air through a photosynthesis process similar to that of plants. In addition, sound-absorbing and soundproofing panels made entirely of 100% recyclable plastic. Then there is also room for technological innovation thanks to structures with anti-seismic properties able to absorb the oscillations of buildings in the event of an earthquake.

*"These simultaneous events all had a common denominator: the positive response from the public and companies" says **Luca Palermo, CEO and General Manager of Fiera Milano.** "Exhibiting companies reported that visitors to the three events were of a high quality. The presence of international visitors was also significant, with 94 countries represented during the course of the exhibition. Lastly, the simultaneous nature of the fairs was also a success. The objective of working as a team, exploiting potential synergies in the supply chain and in content, was largely achieved. We live in an era of increasing*



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interconnection between sectors and trade fairs must increasingly play the role of an accelerator of business opportunities also by fostering these connections”.

Connections that developed mainly through the rich schedule of events. More than 150 training meetings have been held in recent days: from the sustainability of renovation work to cyber security, passing through professional certification, regulations, the evolution of the smart city and topics related to incentives, super bonuses and concessions. All the events were a confirmation of the fair's role as a business opportunity, but also as a training hub capable of interpreting the evolution of the market.

The next events, which will always be held at the same time, will be held at Fiera Milano from 15 to 17 November 2023 for SICUREZZA and SMART BUILDING EXPO and from 15 to 18 November 2023 for MADE expo.