

**Press Office**  
Fiera Milano

Rosy Mazzanti  
rosy.mazzanti@fieramilano.it

Mariagrazia Scoppio  
+39 024997.6214  
Mariagrazia.scoppio@fieramilano.it

Fiera Milano S.p.A.  
+39 02.4997.7134  
info@fieramilano.it  
fieramilano.it

## Press Office

### SMART BUILDING EXPO 2023 TURNS ON THE SPOTLIGHT ON THE GREEN FUTURE OF SMART BUILDINGS AND CITIES

*Milan, 10 February 2023* - Efficient, green, connected: **smart buildings** - the primary cell of the **smart city** - can today make an important contribution to the **evolution of** our urban areas, but also to the **sustainable approach**, as buildings are now consuming 40% of energy. The years 2030 and 2050 are the milestones set by the European Community to member countries in order to decarbonize the economy: a fundamental paradigm shift that is already affecting the world of construction and that in Italy will focus not only on new buildings, but especially on existing ones, which, once modernized and connected, can become an active part of a regenerative process for cities, as established by the new **Energy Requalification Directive** for the building heritage whose discussion at the European Parliament started on last February 9.

In such a context full of opportunities, **SMART BUILDING EXPO**, the exhibition dedicated to home and building automation and technology integration organized by Fiera Milano and Pentastudio, returns to **Fiera Milano from 15 to 17 November 2023**.

SBE will provide a unique opportunity to understand how the **digital and energy** worlds are powerfully integrating, developing ever more refined solutions and fuelling a steadily growing market that in 2021, with **EUR 6.5 billion, grew by 44%** (source: Smart Building Report 2022 by Politecnico di Milano).

The aim of the event is to represent the changing city through the changes in its buildings, with a focus on **energy efficiency and smart mobility technologies, renewable energy, control and management platforms, network and connectivity infrastructures, home and building automation and new digital services** for citizens.

Three special areas of focus will be added to this broad product range for the 2023 edition:

- **Renewable Area**, meaning technologies and solutions to make a building energy self-sufficient in cities populated by energy communities and zero-emission vehicles.
- **AV playground**, the Italian 'plaza' dedicated to the world of **professional audio video and integration**. with a special focus on LED technology.
- **Startup Area**: dedicated to the world of start-ups and innovative SMEs, the real beating heart of a sector in rapid technological evolution.

**Press Office**  
**Fiera Milano**

Rosy Mazzanti  
rosy.mazzanti@fieramilano.it

Mariagrazia Scoppio  
+39 024997.6214  
Mariagrazia.scoppio@fieramilano.it

**Fiera Milano S.p.A.**  
+39 02.4997.7134  
info@fieramilano.it  
fieramilano.it

## **FROM THE BUILDING TO THE CITY: MILANO SMART CITY CONFERENCE IS BACK**

A chance for updating and training, but also a business opportunity, SBE is getting ready to offer an important schedule of events that will enrich the three days of the exhibition.

In particular, the third edition of the **Milano Smart City Conference** is already confirmed. Milan, the smartest city in Italy, is considered a benchmark at European level. Once again, it will be the setting of an event aimed at discussing and examining the crucial issues related to the innovation of Italian cities from a smart perspective, with the participation of high-profile speakers and representatives of institutions. The event will be held at Fiera Milano on 15 November 2023 and will formally inaugurate the event

**SMART BUILDING EXPO** is part of **MIBA, Milan International Building Alliance**, the format that joins four events representing a synergistic exhibition between key sectors in the design, construction and redevelopment of buildings. In addition to SBE, MIBA will also feature **SICUREZZA**, the reference event for the security and fire-fighting sector, and with **ME-MADE expo**, Italy's leading event for the world of architecture and construction (which will last one more day until November 18) and **GEE, Global Elevator Exhibition**, the new event fully dedicated to horizontal and vertical mobility.

To learn more: <https://smartbuildingexpo.it/>