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SMART BUILDING EXPO 2023: EVEN MORE ROOM FOR INNOVATION

At a particularly favourable time for the sector, the event is getting ready for its fourth edition with plenty of special areas and training events

Milan, 19 September 2023. For a supply chain with enormous potential, an exhibition capable of supporting and training professionals in the sector: **SMART BUILDING EXPO**, the home and building automation and technological integration event organised by Fiera Milano and Pentastudio, looks forward with optimism to its fourth edition, scheduled to take place at Fiera Milano (Rho) **from 15 to 17 November 2023**, ready to offer to trade operators not only a rich exhibition programme, but also many valuable opportunities for training and getting up to date on an evolving sector.

The figures speak for themselves: **the Italian Smart Building market is worth 130 billion euros**. Every 100 euros directly invested in the sector a further 187 euros cascade takes place, with an **exponential effect on the economy**. This means that today Smart Building generates **39 billion added value**. In terms of employment, too, the effects are many: for every 100 jobs, the Intelligent Building sector triggers 178 jobs for a total of 278 full-time employees (Source: European House Ambrosetti, 2023).

In this context, professionals cannot lag behind. This is why SMART BUILDING EXPO is preparing for an even more representative edition, given the number of participating brands, with a schedule of events and initiatives designed to provide space for professional training at every level.

THE 2023 EDITION

SBE's proposal can be summarised by two keywords: **innovation** and **integration**. Thanks to a growing offer (**30% more companies compared to the last edition**), the event will showcase products, solutions, and technologies that today **enable buildings and cities to evolve into a smart approach**, transforming themselves from simple spaces into service providers - from health to education, entertainment, and mobility - offering a very important return in terms of energy efficiency, safety, comfort and sustainability.

SMART BUILDING EXPO 2023 will see the debut of four **Innovation Squares** created with the support of associations and publishing companies to provide a vertical insight into markets revolving around the evolution of building and smart cities:

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Renewable Energy Area

Entrusted to the care of the prestigious publication **Rinnovabili.it**, the Renewable Area will address some of the hottest topics of the energy transition, from the role of artificial intelligence to that of Renewable Energy Communities in the national decarbonisation process, and finally to the use of low-enthalpy geothermal energy.

Home and Building Automation Area

Entrusted to the care of the **Smart Buildings Alliance Italia**, the federation that promote the intelligent buildings sector within the Digital City, the Home & Building Automation Area will offer a cross-section of the hottest themes in the sector: from network architecture to digital building infrastructure, with a presentation of the R2S (ready to service) protocol, from edge computing at the service of the building to the concept of digital energy.

System Integration Area

Entrusted to the care of the **AIBACS** (Italian Association of Building Automation and Control Systems), the System Integration Area will focus on the key issues related to the use of BMS and BACS systems for the integration of the main building systems, presenting a cross-section of the main protocols in use and the professional skills that are essential to ensure the optimal operation of a smart building.

AV Playground Area

Managed by the magazine **Conessioni**, the contents of the area dedicated to the world of professional audio-video wants to establish contact between technology and application manufacturers and the so-called end users, meaning the vast range of areas where the use of professional audio-video systems represents an increasingly important resource.

PROFESSIONAL TRAINING: THE ADDED VALUE

SMART BUILDING EXPO 2023, through a programme of training events that will take place over the three days of the exhibition, will provide a comprehensive insight into the complexity of the sector.

Flagship of the programme is the third edition of the **Milano Smart City Conference** that will take stock of the innovation of Italian cities in a smart key and the contribution of technologies in this process. The event doubles this year: a **first technical session** will take place on **14 November** at the Milan headquarters of ASSIMPREDIL-ANCE, while the **second session will be held on 15 November afternoon, the opening day of SBE.**

SBE will also discuss **Energy Communities**, thanks to the collaboration with the **Italian Council of Industrial Engineers**, which will offer a workshop entirely dedicated to a topic that is revolutionising the face of cities.

Unimpresa Impianti, instead, will offer an in-depth look at the **NRRP and subsidised finance measures**, while a reflection on the ongoing **energy revolution** will be carried out by **Rinnovabili.IT and ANIE Rinnovabili**.

Finally, **ALA Assoarchitetti** will discuss the relationship between **new technologies and architecture** with a focus on Building 4.0.

MIBA, A SYNERGY BETWEEN RELATED MARKETS

With the goal of boosting business opportunities for exhibitors and visitors, SBE 2023 will be part of **MIBA - Milan International Building Alliance**, that will bring together four events in a single occasion: **GEE - Global Elevator Exhibition**, the new event dedicated to horizontal and vertical mobility, **SICUREZZA**, the exhibition of reference in Italy and among the first in Europe dedicated to security & fire, **ME-MADE expo**, the leading international event in Italy for innovative and sustainable solutions for the construction industry and, of course, **SMART BUILDING EXPO**.

The synergy between these events, which are the expression of various markets **called to interact and work together for the creation of efficient buildings**, offers the parties operating in this industry the opportunity to discover what the most qualified companies have to offer thanks to an expo that will spread across 8 halls. Visitors to SBE will have the opportunity, with a single ticket, to visit the other 4 events and participate in the various training events of interest at each of the other expos taking place simultaneously.