**EFFICIENCY, DIGITALIZATION, ELECTRIFICATION: BUILDINGS AND CITIES FACING THE TWIN TRANSITION AT SMART BUILDING EXPO 2025**

*At Fiera Milano from November 19 to 21, SBE will offer a comprehensive vision of the world of technological integration, with over 140 exhibitors and major professional training and update events.*

*Milan, October 15, 2025*. Just over a month before its opening, **SMART BUILDING EXPO 2025**, the international event organized by Fiera Milano and Pentastudio dedicated to technological integration, scheduled from **November 19 to 21, 2025** at **Fiera Milano**, is ready to offer designers, engineers, and installers a unique opportunity to experience concrete solutions and gain a full understanding of the **twin transition** currently transforming the built environment.

With the participation of numerous international key players, SBE will showcase innovative solutions and provide concrete guidance for navigating the evolution of building automation and the transformation of buildings and cities. The event will focus on both **the energy transition** — through the adoption of renewable sources, energy efficiency systems, and electrification solutions — and **the digital transition**, namely the integration of intelligent systems, sensors, IoT, and software to optimize the management, maintenance, safety, and comfort of buildings and cities, making them smarter, more resilient, and more sustainable.

This edition confirms the event’s growth trend: as of today, **143 exhibitors** have confirmed their participation, **26% of whom are international**, representing **17 countries** — with Germany, France, Turkey, Switzerland, and the USA among the most represented. **The exhibition area has increased by** **20%** compared to the previous edition. Complementing the trade show, a rich program of **workshops, training events, and networking sessions** will enable professionals to explore emerging technologies, European regulations, and the tools available to face this phase of transformation.

**MAJOR THEMES OF CHANGE IN THREE THEMED DAYS**

Once again, SMART BUILDING EXPO will place at its center the many professionals driving the sector forward, dedicating a structured program of themed days to their professional development — designed to provide a clear understanding of every aspect of the ongoing transformation. From the zero-emission future to electrification, and the role of smart cities, here are the main events on the agenda:

November 19: Decarbonization in Focus

The first day of the event will address the complex challenge of achieving zero emissions, with two in-depth sessions.

The first, ***EPBD4 (Energy Performance of Buildings Directive): Towards the Implementing Decrees***, will analyze the impact of the new regulation on national strategies and on investments in building renovation — estimated in Italy at over **€280 billion**. The workshop will feature representatives from MASE, ANCE, ANIE Building, Adiconsum, and other key stakeholders.

The second session, organized in collaboration with DEERNS Italia, will spotlight **data centers** — crucial infrastructures for digitalization but increasingly energy-intensive — offering innovative solutions to reduce their environmental footprint, from renewable energy use to immersion cooling, and the application of artificial intelligence.

November 20: Focus on Electrification

Several sessions throughout the day will explore the potential and risks of **building electrification**, a crucial issue for decarbonizing the building stock. The day will open with a **Real Estate workshop**, examining how the EPBD4 Directive is already redefining property value and investment strategies. With speakers from Generali Real Estate, Teicos Group, Ricci SpA, and E-Valutations, the discussion will highlight the role of real estate in decarbonizing both new developments and existing buildings.

Next, a focus session organized by **Rinnovabili.it** and **Prosiel** will address the challenges and opportunities related to gradually replacing gas systems with heat pumps, photovoltaic systems, and electric technologies. The day will conclude with a vertical session dedicated to the hospitality sector, one of the areas that can benefit most from system renewal. The **Hotellerie 4.0 workshop** will demonstrate how automation, air quality, and immersive solutions can reshape the tourism experience.

November 21: From Smart Buildings to Smart Cities

On November 21, attention will shift from individual buildings to the urban fabric with the workshop ***From Building to City: Buildings and Cities facing the Twin Transition***, featuring experts from the **Smart Buildings Alliance** and leading sector professionals.

At the center of the discussion will be the role of smart buildings as active nodes of smart cities, enabled by technologies such as energy grids, cloud and edge computing, and the implications of the new **UNI 11973-2025 standard**, set to guide the intelligent transformation of Italian cities.

SBE 2025 also reaffirms its commitment to professional training. The event will once again host the **National Smart Installer Meeting**, dedicated to the professionalization of installers. This year’s special guest will be the new **European LIFE-SKEMA project**, led by ENAIP under a European Union initiative aimed at retraining technical personnel to meet the challenges of the twin transition — both digital and energy — in the building sector.

**THE INNOVATION SQUARES**

Returning to SBE are the **“Innovation Squares”**, which will enliven the exhibition area with talks and insights from sector experts, covering topics from building technology architecture to system integration, with special focus on the energy **world**.

There will be four Innovation Squares in 2025: **From Building to City Square**, curated by Smart Buildings Alliance (SBA); **Building Automation Square**, curated by AIBACS Association; **Integration Square**, curated by KNX Italia**;** **Rinnovabili District Square**, curated by Rinnovabili.it

**RINNOVABILI DISTRICT: A HUB FOR DISCUSSION AND INNOVATION**

A major highlight of **Smart Building Expo** will be the **Rinnovabili District**, a dynamic space by the media company **Rinnovabili** that will host debates, meetings, and an immersive exhibition area dedicated to emerging technologies.

Across the three days, this area will feature in-depth sessions on key themes:

* November 19: **Renewable Energies and Emerging Models** – focusing on distributed generation, prosumers, energy efficiency, and data center sustainability.
* November 20: **Renewable Energy Communities and the EPBD Directive** – exploring scalability, self-consumption, and the role of Energy Management Experts (EGE).
* November 21: **Emerging Technologies and Smart Cities** – with reflections on electric mobility, urban hydrogen, and artificial intelligence for consumption optimization.

**FOCUS ON THE ROLE OF LIGHTING TECHNOLOGY**

Thanks to a partnership with ASSIL, the Italian industrial association focused on lighting systems, Smart Building Expo will also feature an area dedicated to lighting technology, emphasizing its strategic role in energy efficiency.

**VALUABLE SYNERGIES: THE MIBA PROPOSITION**

The focus on alternative energies and sustainable cities presented by **Smart Building Expo** fits perfectly within the vision of **MIBA – Milan International Building Alliance**, the Fiera Milano format that places the sustainable, efficient, and safe building at its core. SBE once again takes place concurrently with **MADE Expo**, the leading international event in Italy for the construction industry; **SICUREZZA**, one of Europe’s top events dedicated to security and fire; and **GEE – Global Elevator Exhibition**, focused on vertical and horizontal mobility. A strategic synergy between complementary markets, united in their mission to shape the future of buildings and cities.

The appointment with **SMART BUILDING EXPO** is set for **November 19–21, 2025**, at **Fiera Milano**.

For more details: <https://smartbuildingexpo.it/en/>