**THE BUILDING SUPPLY CHAIN ENTERS A NEW PHASE.**

**WITH MIBA, FIERA MILANO RELAUNCHES THE SECTOR’S DEVELOPMENT STRATEGIES**

* *The built environment is changing. Although the growth drivers present until last year have run out, new opportunities for market expansion in Italy are emerging: public works will grow by 11% in 2025.*
* *250,000 new residential units are missing. Demand is rising for technological innovation and sustainability to transform the sector towards more efficient and eco-friendly models.*
* *MIBA, representing a market worth 288 billion euros in 2024, opens today at Fiera Milano with 1,369 exhibiting companies, offering a unique opportunity to capture this ongoing evolution.*

*Milan, 19 November 2025* – The Italian construction market is entering a new season. According to the preview of the 2025 Economic Report prepared by Cresme for Fiera Milano, after the strong boost driven by incentives such as the Superbonus**, this year investments in construction are set to contract by 2.5% at current values**, following last year's -3.3%. This performance is the result of a decline in renovation works of around 15% in 2024 and 16% in 2025, compared with **growth in public works of 15.6% in 2024 and 11% in 2025**.

However, **the outlook changes radically** when comparing 2024— the last year for which consolidated data is available— with the value of the construction market in 2019, before the pandemic. **The turnover of companies operating in the market has risen significantly, from 180 billion in 2019 to 288 billion in 2024, an increase of 60.6%.** When this growth is adjusted for rising construction prices, **the real increase stands at +26.8%.**

Within this evolving context, the need emerges for new strategies capable of responding to **growing housing demand** - with **more than 250,000 new residential units still missing** - and to **the technological and sustainable innovation** that is leading the sector towards **more efficient and eco-sustainable models**.

It is precisely in this scenario that Fiera Milano presents the 2025 edition of **MIBA – Milan International Building Alliance**, the event that from today brings together four exhibitions that collectively cover the entire building supply chain: **MADE expo** (construction and architecture), **SMART BUILDING EXPO** (technology and systems integration), **SICUREZZA** (solutions to protect places, people and data), and **GEE – Global Elevator Exhibition** (internal mobility). MADE expo will close on 22 November, while the other events will close on the 21st.

*“In a market that requires an increasingly synergistic approach, with MIBA we offer a unique opportunity where materials, technologies, networks and systems interact, supporting the ongoing energy and digital transition. -* Notes **Paola Sarco**, CEO of Made Eventi and Head of Building & Industrial Exhibitions at Fiera Milano *- “It is a strategic choice that positions Italy as a reference hub for innovation in building and urban environments and places it at the center of the international landscape: in fact, 28% of the 1,369 MIBA companies come from abroad, representing 44 countries.”*

Enhancing the offer of MIBA 2025 - which occupies **a total of 8 halls** - is **a program of over 100 training events and conferences** addressing essential topics such as **environmental sustainability**, **energy efficiency, service digitalization, safety,** and **artificial intelligence**, all key elements for the future competitiveness of the construction sector and for improved residential comfort.

Meanwhile, **the Italian residential real estate market is showing signs of vitality**. Recent data from the **Italian** **Revenue Agency - OMI** highlight an **acceleration in home sales**, with **+11.2%** in the first quarter of 2025 and **+8.1%** in the second. This surge has been supported by falling mortgage rates. The situation is now stabilizing, so much so that Cresme estimates the year could close with **overall growth of 6.4%**.

In this context, MIBA positions itself as a strategic platform to showcase solutions and technologies capable of addressing current and future challenges, bringing supply and demand together and fostering the debate on ongoing transformations.

**THE FOUR SOULS OF MIBA**

**GEE – Global Elevator Exhibition (19–21 November 2025, Fiera Milano)**

GEE, an international hub for vertical and horizontal mobility, hosts 112 companies from 13 countries, 22% of which are international. It offers a showcase of technological innovation, safety, sustainability and predictive maintenance, with a special focus on professional training through certified sector talks and B2B meetings.

**MADE expo (19–22 November 2025, Fiera Milano)**

Italy’s main event for construction and architecture, MADE expo features the offerings of 625 companies, 23% of which are international, from 29 countries. Key themes of this edition include building safety, sustainability and innovation, with a focus on high-performance materials, artificial intelligence and new design technologies. The program includes the MADE Sustainability Prize, the return of FEL – Festival dell’Edilizia Leggera – and the Inspirational Talk “AI Architectural Intelligence,” dedicated to the role of AI in reshaping future spaces.

**SBE – SMART BUILDING EXPO (19–21 November 2025, Fiera Milano)**

SBE confirms its role as an international platform for technological integration in buildings and cities. With 162 exhibitors from 17 countries, 26% of which are international, and a rich program of workshops, talks and innovation hubs, the event provides an update on the opportunities and risks of the built environment’s twin transition, thanks to three themed days on decarbonization, electrification, smart building and smart city. A dedicated area for renewables and a focus on lighting technology complete the offering devoted to energy efficiency.

**SICUREZZA (19–21 November 2025, Fiera Milano)**

SICUREZZA 2025 confirms its position as a European reference point for security & fire, with 470 exhibitors from 34 countries, 36% of which are international. With a highly representative showcase of all segments, it portrays a rapidly evolving market increasingly oriented towards complex, integrated and interconnected solutions. New for this edition, the training program is structured into three themed days - *Cyber Day, Security Day* and *Job in Security Day* - focused on the major challenges of the sector: data protection, crucial in increasingly digital technologies; customization of solutions; the search for new talent; and the development of new skills.