

Ufficio stampa
Fiera Milano

Rosy Mazzanti
+39 0249977324
rosy.mazzanti@fieramilano.it

Elena Brambilla
+39 0249977939
elena.brambilla@fieramilano.it

Fiera Milano S.p.A.
+39 02 4997 7134
info@fieramilano.it
fieramilano.it

GEE - GLOBAL ELEVATOR EXHIBITION: IN NOVEMBER 2023, EUROPE'S MOST INNOVATIVE HUB ON VERTICAL AND HORIZONTAL MOBILITY

Growing expectations for the first edition of GEE - Global Elevator Exhibition, scheduled from 15 to 17 November 2023 at fieramilano (Rho). With nine months to go, the event is taking shape also thanks to a rich schedule of conferences, training and networking opportunities. Its simultaneity with other related, internationally established B2B events will make GEE the most innovative European hub for the industry of lifts, escalators, travelators and components.

*Milan, 7 February 2023 - With less than a year from its debut, several **international brands** have already confirmed their participation in the first edition of **GEE, Global Elevator Exhibition** - the international trade fair dedicated to vertical and horizontal mobility, scheduled from 15 to 17 November 2023, in Milan (fieramilano - Rho), the cosmopolitan city, hub of connections, first Italian smart city and today's "5G European capital", having been the first to start testing fifth-generation broadband.*

Created by the market for the market, Gee presents itself with an innovative and smart format aimed at representing and promoting **quality, safety** and the highest **technical standards**. In a strongly international context, Italy is the second largest country in terms of number of lifts, with **one million installed systems** and a **turnover of 2.4 billion euros, 42% of which coming from exports**. (DATA by ANIE, year 2021)

Consequently, Gee responds to the concrete request by companies to be represented in a space for comparison, training and updating with global reach, capable of bringing together development and networking opportunities with respect to the sector's most topical issues: **sustainability, innovation and technology**, also in line with the new directives from the **EU Community**, which is now moving in this direction by supporting, through the PNRR, the redevelopment of buildings and cities towards environmental virtuosity, energy recovery and digitalisation.

These topics will be also explored within the rich **training schedule based on conferences** and meetings. Energy Efficiency, Artificial Intelligence and IoT, Safety, design, plant maintenance, future of design, international trends and scenarios, development of new markets, will be at the centre of discussion, with the involvement of leading **national and international**

experts, representatives of the main trade associations and research bodies.

The scheduled events will liven up the debate on the challenges and opportunities offered by the current regulatory and technological environment to companies operating in the lift segment, taking into account **three main aspects: Vision and Market Trends, Innovation and Digital Transformation, Regulation and Quality Standards**. A rich schedule ranging from the new challenges of modernising the lift fleet, to more inclusive, safe, digital and sustainable 4.0 buildings, from the role and growth opportunities of the industry within the Italian and global market - including a focus on the programmes linked to the PNRR and the new incentives for the energy efficiency of buildings - up to regulations and the industry's contribution to the security world.

There will also be an **incoming buyer** programme designed to give national and international exhibitors the chance to activate business relations and enhance export opportunities in focus countries.

To further implement the opportunities for exhibitors and visitors, GEE will be held concurrently with **ME-Made Expo**, Italy's leading event for the world of architecture and construction; **SICUREZZA**, Europe's event that represents the point of reference for the security and fire-fighting sector; and **SMART BUILDING EXPO**, the home and building automation and technological integration event; with the focus of narrating the market and the evolution of future buildings and cities according to a logic of synergy.

This contemporaneity, **that has been named MIBA - Milan International Building Alliance** - is intended to broaden the horizons of the horizontal and vertical mobility sector, so as to foster a wider and more contemporary concept of Smart Building and Smart City: themes that the lift world can no longer disregard.