

Ufficio stampa ME

[press@madeexpo.it](mailto:press@madeexpo.it)

Absolut eventi & comunicazione  
Mariagrazia Lioce - Sara Telaro  
[ufficiostampa@absolutgroup.it](mailto:ufficiostampa@absolutgroup.it)  
Tel. +39 051 272523  
cell. +39 340 9214636

[www.madeexpo.it](http://www.madeexpo.it)

Ufficio stampa / Press office

## ME 2023, appointment at Fiera Milano For Italy's leading event for the construction industry

*The construction industry is evolving, increasingly driven by the themes of Innovation and Sustainability. Awaiting the Italian and international building community in November 2023, from 15th to 18th, is ME - MADE expo, with its two new highly specialised exhibitions, Construction and Building Envelope. The event is part of MIBA, the Milan International Building Alliance.*

Milan, 7th February 2023 – Investments never seen before in the construction industry over the last two years with +20% in 2021 and +12% in 2022, while there is a partial discontinuity in the projection for 2023. In the year that has just begun, there could be very significant increases in public works (+25%), associated with the PNRR construction sites, facing a possible drop in the private sector due to the state incentives reduction (Ance data).

However, what emerges is the need to think and design spaces in a different way. Whether they are destined for residential or collective use, they must have a new concept of building, capable of choosing construction practices that drastically reduce their impact on the environment. It is no coincidence that even the EU Council recently agreed on a revision of the directive on the energy performance of buildings, if all new buildings will become zero-emission by 2030 and existing buildings will be zero-emission by 2050.

**ME - MADE expo**, scheduled from **15th to 18th November 2023**, inside the pavilions of **Fiera Milano, Rho**, evolves in this direction. Organised by Made Eventi srl, a company of Fiera Milano (60%) and Federlegno Arredo Eventi (40%), **ME** will support **professionals in the construction industry** in the necessary evolution of the built environment, bringing them to the centre of a radically transformed event. With the aim of boosting business opportunities for exhibitors and visitors, the event will be part of **MIBA - Milan International Building Alliance**.

This event will tell the story of the evolution of buildings in a synergic manner, and will see **ME - MADE expo**, **GEE - Global Elevator Exhibition**, **SICUREZZA**, Italy's leading event for security and fire prevention, and **SMART BUILDING EXPO**, the home and building automation and technological integration event, take place simultaneously.

**ME - MADE expo** can count on the patronage of Assimpredil Ance, Federbeton, Finco and Unicmi, and will be divided into two new exhibitions. The **Construction exhibition** will bring software and technologies for design and Building Information Modeling (BIM) to the fair, as well as construction systems and solutions for structures and infrastructures; safety and construction site equipment; proposals for energy requalification, thermal insulation, and comfort; materials and finishes for interiors; solutions for the building plant integration. The **Building Envelope exhibition** will focus on the display of windows and doors; façade systems and roofing; components and accessories; production machinery for doors and windows; glass; industrial closures and solutions for shading and automation; outdoor, solar and insect protection. Both exhibitions will develop the topics of **Innovation** and **Sustainability**, offering companies, buyers, professionals, technicians, and operators the most advanced solutions to lead the world of construction into the future.

As well as offering the opportunity to discover the main innovations in the sector, the event will be a forum for discussion and dialogue between experts, designers, companies, academics, associations and institutions, with the aim of analysing and investigating the most topical issues, from material recycling to efficiency, digitalisation and off-site.

Underlying the event's renewed project is the desire to create synergies in order to interpret the present and future of the sector, presenting a development model that makes the know-how of skills and knowledge a paradigm of strategic importance for the promotion of real sustainable growth.

A growth that **ME - MADE expo** is already undertaking thanks to the approaching initiatives that have been put in place, aimed at enriching and enhancing the exhibiting companies and the event days in November.

## MADE EXTRA: NEXT STOP MILAN

**MADE EXTRA** is the road show promoted by ME - MADE expo and it is propaedeutic to the expo to offer the Italian building community an important opportunity for updating and comparison on the most topical themes for the building, construction and architecture sector. After the Sicilian stop, on **22nd February** the tour will stop off **in Milan** (Enterprise hotel) through a round table with experts, associations and academics with the aim of taking an in-depth look at topics linked to sustainability, recycling of materials, energy efficiency, digitalisation, decarbonisation and environmental warming, the "key words" of a challenge that is more global than ever, one that cannot be postponed and whose objective is the wellbeing of people and the planet.

After an introductory overview by **Nicola Bonacchi**, Managing Director of MADE eventi, several speakers moderated by journalist **Carla De Meo** will take the floor.

A first focal point will be the **EU 'Green' directive and the real estate market between sustainable development and private individuals who should not be left alone**, where **Regina De Albertis** President of Assimpredil Ance, **Carlo Giordano** Immobiliare.it - Co Founder and Board Member, **Alessandro Maggioni** President of Confcooperative Habitat will discuss.

A second focus will be on **Facades, contemporary scenarios of the modern building**, where **Pietro Gimelli**, General Manager of Unicmi, **Davide Luraschi**, President of the College of Engineers and Architects of Milan and Professor in Fire and Safety Engineering – Politecnico di Milano, **Martino Milardi**, TCLab Test Laboratory Manager - Professor Department of Architecture and Territory Mediterranean University of Reggio will participate.

Topics, challenges, opportunities and critical issues that will be extensively discussed and explored during the days of the event (November 15-18).

**DESIGN FOR CIRCULARITY: THE CHALLENGE PROMOTED BY ME -  
MADE EXPO AND THE SCHOOL OF ARCHITECTURE, URBAN  
PLANNING AND CONSTRUCTION ENGINEERING OF POLITECNICO DI  
MILANO**

Resulting from the collaboration between **ME 2023** and the **School of Architecture, Urban Planning and Construction Engineering of the Politecnico di Milano**, the **Call for Challenges 'Design for circularity'** brings together the academic world and the industrial sector, fostering the development of innovative concepts that explore the themes of circularity of processes and naturalness of products. The initiative aims to promote the development of projects centred on the **circular economy, environmental sustainability and process innovation**: from production to waste processing, from the factory to the building site, the goal is to change the way products are conceived, manufactured and disposed of.

The project will take the form of a **workshop open to teachers and students** called upon to shape the needs of the companies exhibiting at the fair. **On 15 and 16 November in Milan**, as part of the **ME 2023 Construction Exhibition**, the results of the workshop will be presented, and a technical-scientific jury will **award** a prize to the most deserving projects in each subject area.

In order to stay informed:

[www.madeexpo.it](http://www.madeexpo.it)

[linkedin.com/company/made-expo](https://www.linkedin.com/company/made-expo)

[twitter.com/MADEexpo](https://twitter.com/MADEexpo)

[facebook.com/MADEexpo](https://www.facebook.com/MADEexpo)

[instagram.com/madeexpo](https://www.instagram.com/madeexpo)