

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

SCHINDLER PARTICIPATES IN THE FIRST EDITION OF GEE, GLOBAL ELEVATOR EXHIBITION

*One of the world's leading companies in vertical and horizontal
mobility will participate with an impressive area dedicated to
technology and innovation*

*Milan, May 11, 2023 - **Schindler** - one of the largest global companies in the lift and escalator sector - has announced its participation in the first edition of **GEE, Global Elevator Exhibition**, the international trade fair dedicated to vertical and horizontal mobility, scheduled to take place from **15 to 17 November 2023**, in Milan (fieramilano - Rho).*

The event will take place concurrently with **three other B2B trade fairs** that are already **established internationally** and of critical importance for the **building sector (ME-MADE Expo**, Italy's leading trade fair for architecture and construction - which will last, as usual, an extra day; **SICUREZZA**, Europe's benchmark for the *security* and fire-fighting sector; **SMART BUILDING EXPO**, the *home and building automation* and technological integration event). This combination has given rise to the **strategic alliance known as MIBA, Milan International Building Alliance** - an alliance whose goals to offer all parties involved in these sectors a broader, contemporary and integrated vision of *Smart Building* and *Smart City*.

The presence of Schindler, which plays a leading role in the global lift market and is a reference point for technology and innovation for the entire *building* sector, can only represent a significant vote of **confidence for both MIBA and GEE, Global Elevator Exhibition**. The latter, in its first edition, is already proving to be a trade fair of international scope and representative of the complex and varied industry of lifts, escalators, travelators and components.

*"Elevators and escalators are means of transport in their own right and as such heavily impacted by the technological innovations of recent years. Digitisation, artificial intelligence, robotics, together with the need for a more "people- and environment-friendly" urban development, have profoundly changed the vertical and horizontal mobility sector. Schindler transports more than 1.5 billion people around the world every day, and our goal is to do so in an increasingly efficient, intelligent and sustainable way," said **Danilo Calabrò, CEO and Managing***

Director of Schindler Italy. *Precisely in light of this mission, we have confirmed our participation in **GEE, Global Elevator Exhibition**, which we see as an important and strategic opportunity, sharing with it the values of innovation, interconnection and sustainability. From these premises we started to think of a large multifunctional and **impactful exhibition project** that will allow us, on the one hand, to present the best of our offer in terms of products and services with the most up-to-date technological solutions and, on the other hand, to speak to the market in an area/hub of dialogue and training through a rich schedule of conferences, talks and masterclasses, reserved for all Building Alliance stakeholders at fieramilano during the exhibition days".*

*"GEE was born from a request by companies in the vertical and horizontal mobility sector to have a voice in a place dedicated to interaction, training and updating with a global scope, capable of bringing together development and networking opportunities with the most topical themes of the sector: sustainability and innovation, also in line with the new directives of the EU Community - states **Simona Greco, owned Exhibitions director Fiera Milano** - In this scenario, we can only be proud to have Schindler Group as a member. This historic and recognised company will be able to offer, to all those working in the sector, innovative products and content for the growth of each business".*

Schindler Group's membership of GEE and the contribution it will make to the event in terms of content confirms that the sector is evolving rapidly and continuously and has much to tell not only to the *Building* and Construction industry, but to society as a whole.

GEE, Global Elevator Exhibition at Fiera Milano - Rho, 15 to 17 November 2023, in Milan.

The Schindler Group

Founded in 1874 in Lucerne, Switzerland, Schindler is today a leading multinational group in urban mobility, present in more than 140 countries worldwide, with production sites and research and development centres in Europe, the USA, Brazil, China and India.

The company deals with the design, installation, maintenance and modernisation of lifts, staircases and escalators for all types of buildings. The Group employs more



than 69,000 people worldwide, is listed on the Zurich stock exchange and achieved a turnover of CHF 11.34 billion (approx. EUR 11.58 billion) in 2022. In Italy, the company has an extensive network throughout the country with more than 30 branches and local offices. Schindler promotes sustainable urban development by providing safe, reliable and innovative mobility solutions.