

International Architecture and Building & Construction Show

Milan Rho Exhibition Centre, Milan - Italy



FIGURES

MADE expo has further strengthened its role as one of Europe's leading international shows for Architecture and the Building & Construction sectors; focusing on the entire building process the Show is dedicated to bringing Architects, Designers, Builders & Developers, Specifiers, Wholesalers, Retailers and Installers the best available products, technologies and solutions for their projects

Over 105,000 participants* **9%** foreign trade visitors 53,700 net smq of exhibit space 1,031 exhibitors (22% foreign) 4 dedicated product sectors occupying 8 halls 650 + Italian and foreign media representatives and reporters 1,000+ articles about the Show generating in excess of 100 million impressions A reliable and highly visited website; over 500,000 accesses, 3 million+ viewings, more than **75,000** registered users**



^{*}including trade visitors, press, exhibitors' guests, public.

^{**} January-March 2017



MADE EXPO PRODUCT SECTORS

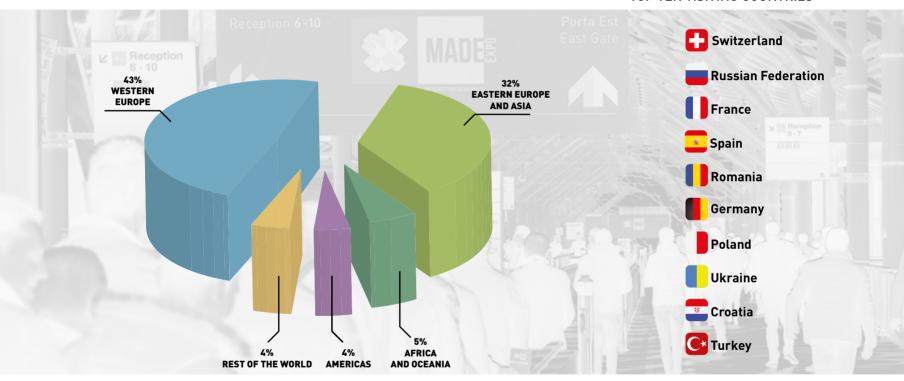






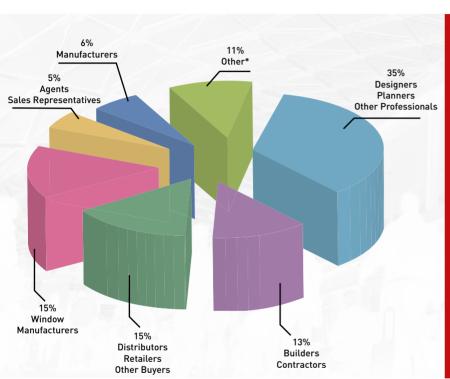


TOP TEN VISITING COUNTRIES

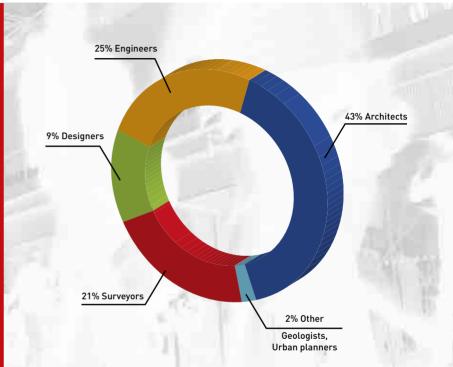


FOREIGN VISITORS FROM 121 COUNTRIES





FOCUS ON DESIGNERS/PROFESSIONALS BY JOB TITLE



* Condominium managers, Public_Sports facility managers_Heating & Cooling installers_Public administrators_Associations_Service companies Universities and Training centers Individuals

In order to survey on-site customer satisfaction with its visitors MADE expo has again appointed KANTAR TNS., the leading international market research Agency specializing in surveying Customer Experience & Satisfaction which is used by the majority of Fortune Magazine Top 100 Companies.

A survey was conducted on more than **400 Italian & foreign** professional visitors in the following job categories:

Designers/Architects, Facilitators, Builders/Contractors, Installers-Craft Businesses

visitor survey

by KANTAR TNS.





80% Business owners with managing responsibilities





86% Decision makers*



^{*} Autonomous purchasing Managers & team purchasing decisions combined



85% of professional visitors declared that their expectations were exceeded, up from the 2015 percentage; this increase resulted mainly amongst Designers

85%

^{*} Very & extremely important combined

^{**} Fairly (35%) & very (60%) satisfied combined

of surveyed professionals
would recommend a visit to
their colleagues

On average targets were met at a higher percentage compared to 2015, mainly with regard to the show specialization and importance

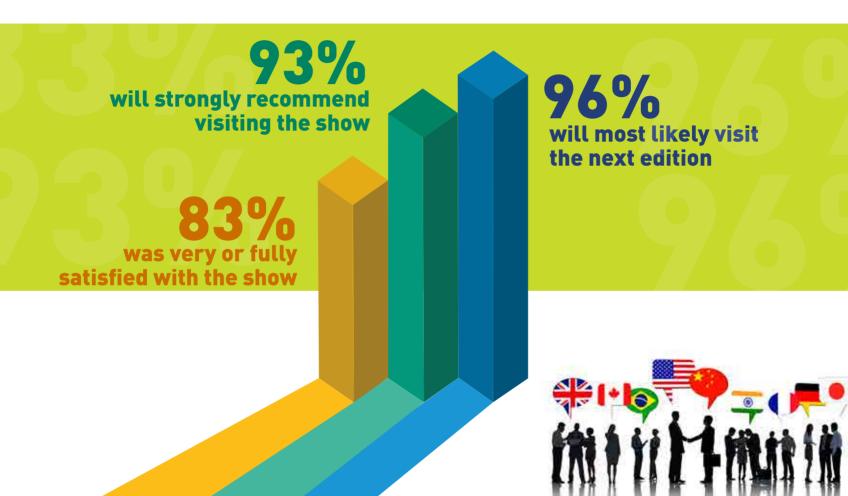


Overall show rating was on the up with foreign and first-time visitors



MADE expo is an unmissable appointment!

The show is Italy's most important industry event according to more than half of the surveyed visitors and ranks among the most important ones according to the total visitor sampling; its level of appreciation is growing steadily amongst industry professionals



ALL MADE EXPO 2017 PRODUCT SECTORS SATISFIED OR EXCEEDED VISITORS' EXPECTATIONS*:



* Satisfied or exceeded combined

WILL VISIT MADE EXPO AGAIN IN 2019:



Around 1,000 articles Over 100 million impressions

Local & National Daily Newspapers

Il Corriere della Sera_Il Giornale_la Repubblica_Il Sole 24 Ore

Il Giornale di Brescia_Il Giornale di Vicenza_La Provincia di Como_La Provincia di Lecco_La Provincia di Sondrio_La Provincia di Varese_Messaggero Veneto_Nuovo Quotidiano di Puglia

Trade & Architecture publications

Aa Riqualificazione_Aa18_Abitare_Business Stone_Casa Naturale_Colore&Hobby_Come ristrutturare la casa_Diamante_Domus_Epc_Guida Finestra_Il Bagno oggi e domani_Il Quotidiano Immobiliare_Infoweb_Interni_Io Arch_Ipcm_IQD Verbus_Italia Casa_Italy Export_Kore edizioni_L'Arca International_La rivista del vetro_Legislazione Tecnica_Living Corriere_Maggioli_Marmo Macchine_Modulo_Nuova Finestra_Pambianco_Pitture e Vernici_Platform_Porte & Finestre_Professional Parquet_Rivista Studio_Serramenti + Design_Showroom Installatore Italiano_SpazioTre_Tende & Schermature Solari_The Plan_TILE_Ville&Casali_You Trade

National TV

Mediaset _RAI

Foreign media

Architektur Aktuell_ASB_Bauwelt_Brava Casa
Bulgaria_Dds_Detail_ Diseno interior_Domo Tech_
Dverno e Delo on Diseno_ Espaces Contemporains_
Euwind_Facades_Fassade_Hantang_L'Architecture
d'aujoudhui_Material+Technik mobel_MD_
Md-mag.com_Project Russia_Stylepark_
Stylepark.com_Tasari_The Construction Magazine_
Tur Tor Fenster Report_Zeppelin

The 100/18 (person harrie visited for the particular of patients the

Total social media impressions: 748,216

FAN GROWTH*

IMPRESSIONS*

f + 13.7%

f 535,313

+ 11.5%

135,200

+ 71.4%

in 69,285

in + 19.6%

8,418

+ 92,2%

T /2.2/0

MACE says to compare to the state of phase NACE and the state of the s

Le granulation des Angenseches beautier Permis commissione ("Drin) Borns & MADE 2020 (1917, horsiste archii quant bris, mil somannia

Overcomposition of the partie grown in present the harmonic entering and the partie of MASS areas (ACT), which in some grain may reproduce the present as

*January thru March 2017



DECEUNINK

This event provides the ideal opportunity to once again show the market the full value of our team: it's been an amazing success in terms of visitors and interest in our products.

Mirko Anesi

General Manager Decenunink

FERRERO LEGNO

MADE expo is an event that our company has been attending for years. We are delighted with the number of Italian and international visitors, and very pleased that we were able to unveil our latest products here.

Ilaria Ferrero General Manager Ferrero Legno

FANTONI

This edition has allowed Italy to put its best creative foot forward, attracting the public's curiosity with a vast and exciting array of offerings.

Paolo Fantoni CEO Fantoni SpA

GIBUS

The first visitor
walked into MADE
expo at 9 o'clock
and the show went
from strength to
strength until the
very last visitor
left at closing time.
Heartfelt thanks
to the organisers
for giving us an
event that exceeded
expectations. We are
proud and happy.

Gianfranco Bellin CEO Gibus

FARESIN BUILDING

With the Italian construction industry still struggling, MADE expo has really taken us by surprise. We received more visitors and made more contacts than at any previous edition.

Damiano CalabròChief Marketing Officer Faresin Building

FOM

As far as MADE expo 2017 goes, I was amazed by the huge number of visitors, especially during the "middle days" – not only from Italy but also from abroad. That's something that really impressed us.

Alessandro Pettinari CEO Fom Industrie Srl

LOGICAL SOFT

MADE expo offers an unrivalled opportunity to pick up signals from the market and the world. Our seminars were a huge success: the event couldn't have been staged at a better time in this respect.

Fabio PragoArchitect Logical Soft Srl

SCIUKER

We returned to
MADE expo after an
absence of several
years. We came
across some brilliant
ideas, and I am
personally thrilled
with the number of
visitors who came
to our booth. There
were also lots of
foreign visitors,
especially architects.

Marco Cipriano Ceo System Srl - Sciuker

VELUX

This edition of MADE expo is turning out to be an unexpected success, seeing that the market is still floundering. But the exhibitors have been able to drum up interest in their products and in whatever will allow consumers to create their dream home. MADE expo has stepped up its game, and we hope the momentum will last all year long.

> **Massimo Buccilli** CEO Velux Italia Spa

PONZIO

We were somewhat hesitant when we realised that none of our competitors were attending. But we decided to sign up anyway. And I'm very pleased that we did. We saw loads of visitors, attracted a lot of curiosity, and are being followed by many operators.

Emilio Ponzio CFO Ponzio Srl

OIKOS

MADE expo is Italy's most important trade show for the construction industry. When you see the aisles packed with people that's a sign that the economy is doing well.

Claudio Balestri President Oikos Srl

WIENERBERGER

We signed up again for this edition of MADE expo because it gives us an unbeatable opportunity to get in touch with our target. The trade show floor is buzzing and we couldn't be happier: people are keen to talk about quality and innovation.

Dario Mantovanelli

Product Manager Wienerberger Spa

LA REPUBBLICA

The construction industry of the future? It's light. ... it's on the agenda at MADE expo, the leading trade event for builders and architects...

IL CORRIERE DELLA SERA

There's all this and more to see, touch and imagine at MADE expo... when visitors meet with over a thousand exhibitors and their brilliant creatures... it's a multisensory experience that's both appealing and educational

ANSA

... a great event capable of driving exports to international markets and relaunching domestic sales.

Generalist press - Italy

IL SOLE 24 ORE

MADE expo is the only Italian – and international – event that brings together the entire building construction industry... the buzzwords of the latest edition are "concrete, integrated and interconnected"...

IL SOLE 24 ORE

Hundreds of architects are leading the way at MADE expo 2017... The spotlight is on the project, but more importantly on the quality of the construction elements chosen in synergy with manufacturers, who are the undisputed stars of the show.

Trade press - Italy

NUOVA FINESTRA

MADE expo provides an overview of what Italian manufacturers have to offer in terms of innovation, products and design... ... At MADE expo, environmentally sustainable product research and innovation take centre stage.

PAMBIANCO

MADE expo is an unmissable event for trade professionals, an unbeatable business hub, and a fantastic vantage point for anyone interested in architecture and the building industry.

COSE DI CASA

New interior finishings on display at MADE expo, the trade show where beautiful interiors are in the limelight. New materials, colours and textures liven up the world of interior decor... MADE expo proves that innovation and environmental sustainability are driving the future of all industries.

ABITARE

With every edition MADE expo...raises its international profile... it's a great opportunity to check out the latest finishings for the construction industry

Trade Press - International

ARCHITEKTUR AKTUELL (AT)

...MADE expo is the leading Italian event for architecture and the construction industry and one of the sector's principal international events in terms of promotion, business and networking.

MD-MAG (DE)

With special events, conferences and initiatives like Build Smart, Forum Holzbau, a competition for architects (Archmarathon Selections) and Moodboard, curated by Studio Marco Piva, MADE unquestionably meets the expectations of an international audience

DETAIL (DE)

A successful event...
the show's number
one aim is to
enable immediate
interactions and
diversified dialogue
between all the
sectors represented at
the event... the show is
an international trade
platform.

ESPACES CONTEMPORAINS (CH)

The biennial trade show, MADE expo, has become an unmissable appointment for the construction industry... products are divided into specific areas that are separate yet at the same time rationally interconnected...

DIE-FASSADE (DE)

...MADE expo 2017
has devoted untold
energy and resources
into achieving
an ever greater
international reach,
boosting its brand
image, attracting
visitors from all
over the world, and
creating new business
opportunities for
exhibitors...

MADE EXPO EVENTS

AN EVENT PROGRAMME THAT IS ENGAGING AND FOCUSED ON THE DIFFERENT PRODUCT SECTORS









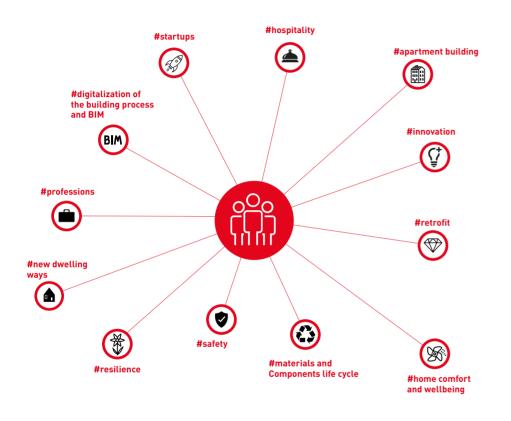








Building and Renovating in a sustainable and safe way



6,000+ participants **34** conferences

2 Lab areas

Companies, Universities, Institutions debated

major themes

Training credits were given to attending professionals

Conferences, Labs and Educational games on

Sustainability & Innovation took place in two separated dedicated areas

ARCHMARATHON

The Architecture contest launched by MADE expo in collaboration with the prestigious international Architecture contest Archmarathon

Architecture Practices from different countries presented their projects to over 200 Companies attracting more than 2,000 industry professionals

230 B meetings

B2B meetings (159 exhibiting companies participated in these meetings) 2,000

Participants

Sponsors

Training credits were given to attending Architects

Architecture Firms taking part in the contest

Metrogramma Milano | Dgt Architects | Blakstad Haffner studio | LPOffice | Luis Machuca & Asociados Arquitectos | SET Architects | Archiplanstudio | Groupe3Architectes | Wee Studio - Pietro Carlo Pellegrini Architetto | Mei Architects & Planners | Jose Luis Munoz | 5+1 AA | Guillermo Vazquez Consuegra | MoDus Architects | Moneo Brock | SLETH Architects | Fake Industries Architectural Agonism | Edge Design | Olalquiaga Architectos | Stefania Saracino e Franco Tagliabue Architetti | Rintala Eggertsson Architects | Vudafieri Saverino Partners | A+ABR | Piero Lissoni Architects | Francisco Pardo | AP Thai | Maclennan Jaunkalns Miller Architects

The Panel of Judges
Luca Molinari | Francisco Mangado | Vincenzo Latina



40

National Architecture Practices acted as video makers interacting with exhibitors, capturing products with their cameras and generating innovative videos which you can now watch on our website

Architecture Firms taking part in the video making

5+1AA | architects | Baldessari e Baldessari | BLAARCHITETTURA | corvino + multari | D2U - Design to Users | Franco Bernardini Architetto | GaS Studio | ITA2A Architettura | LAI STUDIO LPA | luoghiCOMUNI | MIRO architetti | MYGG ARCHITECTURE | NEXT URBAN SOLUTION | NM - ARCHITETTI | ONEWORKS | PERALTA - design & consulting | PIERATTELLI ARCHITETTURE | Piero Angelo Orecchioni | PLS DESIGN | PRINCIPIOATTIVO Architecture Group | Rosso19 | S + A | SPERASTUDIO | Studio Architettura Stornello | Studio D73-Arch. Vismara & Viganò | Studio DiDeA | STUDIO MARCO PIVA | STUDIO SIMONETTI | STUDIO999 | Studioata | SUPERFUTUREDESIGN by ASZ | TOMMASO VECCI ARCHITETTO | Uncprogetti | unostudio architetti associati | WIP Architetti



Keynote speakers

REAG Real Estate Advisory Group | Wall & Decò | David M. Schwartz Architects Bertolotto Porte | IGD SIIQ | Emilceramica | Studio Legale Nctm | Nobico Studio | Akno Business Parks | GD Dorigo | ABDR Architetti |Oikos-colore e materia per l'architettura|SBGArchitetti | Sigest | Italserramenti | Pierandrei Associati designers&architects |Bagattini | DEGW Lombardini 22 | Fantoni | RD Construction Management | Barkli Construction Systems | RESS Tende | Studio Marco Piva | Aspesi Milano | Secco Sistemi | J&A Studio di Architettura | KE Protezioni Solari | China Resource Land | Proqetto CMR | Effebiquattro Milano | Archea Associati | Immobiliare Percassi | Stahlbau Pichler | AEDAS Architecture | A Living Concept | RARE Cabine Doccia | Studio Rotella Architecture&Design | Sistem Costruzioni



Meetings

38 **Speakers**

1.300 attending facade and fenestration industry professionals

The Live Event for the industry professionals

A dedicated area where the fenestration professionals get together to discuss important regulations, the evolution of the manufacturing process, product performance and the evolution of the distribution chain through debates. workshops and engaging speeches





An installation by the Architect Marco
Piva highlighting materials & finishes
which draw inspiration from the
"moods" of the main European & World
capitals and which saw quite a few
exhibiting companies committed to the
project

f rum holzbau

A special edition of the world-renowned International Congress on Wood Construction focusing on the physics and the technical aspects of the material as well as on the seismic safety and urban architecture was held during the Show drawing scores of high-profile industry professionals including Architects, Engineers and Surveyors

Training
CreditS were
given to Architects,
Engineers &
Surveyors

200+ participants



SEE YOU AT MADE expo 2019

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