

# MADE 2019

## BUILDING BUSINESS

**13 | 16 MARCH 2019**  
**FIERA MILANO RHO, ITALY**



**MADE** EXPO

MILANO ARCHITETTURA DESIGN EDILIZIA

**INTERNATIONAL TRADE SHOW FOR ARCHITECTURE  
AND THE CONSTRUCTION INDUSTRY**

**4** specialized exhibitions **105,000** visitors in 2017

2017 edition  
figures



# MADE EXPO IN FIGURES

**53,700**

sqm of net exhibition area

**1,031**

total exhibitors (22% from abroad)

**4**

specialized exhibitions in 8 pavilions

**105,000**

total visitors (professionals, guests, exhibitors, press)

**35%** Designers | Architects | Interior designers

**15%** Retailers | Distributors | Buyers

**15%** Window makers

**13%** Construction companies | Contractors

**6%** Manufacturing companies

**5%** Agents

**11%** Others\*

**9%**

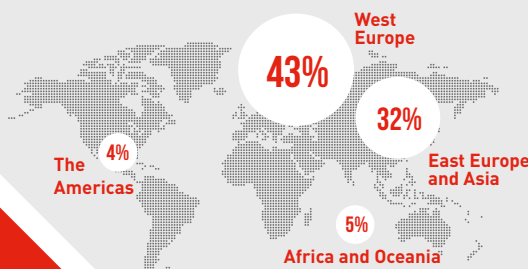
professionals from  
overseas countries

**121**

countries of origin  
of foreign visitors

## Foreign nations Top ten

1. Switzerland
2. Russian Federation
3. France
4. Spain
5. Romania
6. Germany
7. Poland
8. Ukraine
9. Croatia
10. Turkey



\*Building managers, Managers of public utilities, Installers of heating systems, Local governments, Facility managers, Associations, Service companies, Universities and training centers, Private individuals.

## Foreign visitors

**83%**

are very or completely  
satisfied of their visit

**93%**

will strongly recommend  
the visit

**96%**

are willing to visit again  
the next edition

**+90%**

of professional visitors is mainly  
looking for new products, new  
trends and for a direct contact  
with high level companies for  
doing business

**95%**

of professional visitors were  
satisfied by MADE expo

## Visitor

survey 2017

Source

KANTAR TNS

Press and media

**650**

foreign and Italian journalists

**1,000**

media releases that did produce

**100 MILLION**

impressions

madeexpo.it

**500,000**

access sessions

**3 MILLION**

page views

**75.000**

registered users\*\*

\*\* January-March 2017



2019

# MADE EXPO

## A UNIQUE PLATFORM FOR THE BUILDING INDUSTRY

### Key reasons to exhibit at MADE expo

**MADE expo** is the leading Italian trade show  
– and one of Europe's top events – for building,  
construction and architecture.

The event gives Italian and international visitors the chance to stay abreast of developments in design, technology, quality and customised manufacturing systems.

MADE expo is the place to meet the top Italian and global players in the construction industry – in which Italy ranks fourth – and to connect with international visitors, who account for 9% of the total.

MADE expo's format – featuring 4 specialised yet seamlessly integrated exhibitions under the same roof – is greatly appreciated by exhibitors, including those from countries other than Italy (22% of the total), and the layout allows exhibitors to effortlessly meet with their target audience.

Straightforward packages for participating exhibitors, extended on-line visibility before, during and after the event, and the support of an enthusiastic multilingual team make signing up for the event a breeze, saving foreign exhibitors from complications and letting them focus on what matters most: getting down to business!





# NEW SOLUTIONS, STRONGER RELATIONS

## A GREAT PLACE TO MEET AND DO BUSINESS

The ideal place for meeting Italian and international designers, showcasing ground breaking new concepts for the benefit of construction and redevelopment firms, craftsmen, builders and contractors, and forging relationships with distributors and retailers: MADE expo is all this and more.

## THE 4 EXHIBITIONS

The only event that brings together the entire building and construction industry in one location. Offering the opportunity to access specialised sectors and watch them interacting.



## An interactive experience

The **Live Demo Areas** provide a showcase for all the latest developments in an interactive and immersive setting, offering visitors hands-on access to products and solutions. And dynamic experiences in **Installation Spaces** where know-how meets technical innovation.

The event is backed by investments in radio advertising, digital media, newspapers, periodicals and the trade press, and by long-standing relationships with the leading Italian and global media, making MADE expo a truly unmissable opportunity.

## An integrated visibility system

Participating in MADE expo delivers the benefits of a modular and comprehensive visibility system based on a wide range of resources including a website, newsletters with original content, real-time social media posts and a product catalogue produced in partnership with Edilportale - Archiportale.

## RATES

Participation fees per sqm	up to 31.1.2018	up to 31.5.2018	up to 31.7.2018	up to 30.11.2018	from 1.12.2018
Exhibit space with one open side	€ 146	€ 150	€ 159	€ 166	€ 169
Exhibit space with two or more open sides	€ 165	€ 169	€ 179	€ 189	€ 192
Registration Fee	€ 600				

All amounts are before tax



# ONE EXHIBITION, MANY CONNECTIONS

## EVENTS AND INITIATIVES TO ENGAGE VISITORS

Meetings, conferences, talk shows, workshops and live demos are part and parcel of MADE expo. They form the cultural drawcard for target audiences, generating an enhanced visitor experience and bridging the gap between manufacturers and the leading names in architecture and the construction industry.

The most exciting events scheduled for 2019 include **B-Smart! Sustainability** and **Innovation**, featuring a packed programme of conferences, workshops and labs, **Archmarathon Selections**, a competition with an international jury with entries by designers from all over the world, the **Contest** to unveil the most impressive innovations and exhibits at the show, an installation created by **Elle Décor** to highlight the latest and best interior finishes, the **Forum** focussing on the **building envelope** and **windows**.

## MARKET OUTLOOK

MADE expo, your unique opportunity to seize the economic recovery!  
The Country's economic upturn coupled with the Government's further extended stimulus package are strongly contributing to the economic recovery of the building sector with a 1.5% growth rate expected in 2018 (ANCE data). The main drivers for the new upward trend are the growth of the real estate sector in the metropolitan areas of the North, the incentives for energy efficiency and urban regeneration programmes as well as for new earthquake-proof residential & commercial construction systems and the start of new businesses. Over half of the demand is concentrated in the North of the Country which is MADE expo's main catchment area; the Lombardy Region which hosts the Event, has a per-capita GDP equal to that of the most highly developed German Regions (Eurostat data).

**MADE expo is situated  
in the very heart of Milan's  
urban regeneration  
programme**

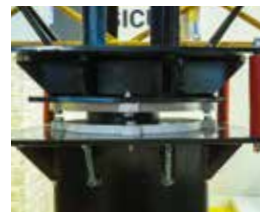
The radical transformation of Milan and its services has turned the city into an unsurpassed example of concreteness, where fresh new ideas are not simply dreamed up but actually executed.

The Milan Rho exhibition centre can be easily reached by subway and train from downtown Milan, by high-speed train from Italy's major cities, and by air via the nearby Malpensa, Linate and Orio al Serio airports from Europe and the world.

# MADE EXPO EXHIBITIONS

## MADE CONSTRUCTION MATERIALS

Materials and prefabricated elements | structures and construction systems | anti-seismic systems and planning | chemicals, insulation, waterproofing, remediation and protection | comfort | colours, external finishes and interior decoration | construction site technologies and equipment | safety and security | measurement, testing and control | energy saving systems for buildings | controlled mechanical ventilation | swimming pools | landscaping, urban furnishings and equipped green spaces



## MADE BUILDING ENVELOPE WINDOWS

Windows | façade systems | external cladding | roofing | technical and industrial doors | home automation | sun protection systems | technical blinds and textiles | pergolas | gazebos | outdoor and leisure | glass systems and glazing accessories | windows profiles, hardware and components | semi-finished products, accessories, and technologies for windows and façades | insulation glass-block systems | roller blinds and shutters | security and safety systems for windows | production machinery and equipment for windows



## MADE INTERIORS FINISHES

Interior partitions | doors, front and apartment doors | handles | floorings and finishes | surfaces, materials and finishing products for interior design | stairs and homelifts | bathroom furnishings | fireplaces | curtains for interiors | components, semi-finished and accessories for design, contract and interior decorations



## MADE SOFTWARE TECHNOLOGIES AND SERVICES

Software and hardware | BIM | digitalization | innovation | 3D printers | drones | augmented reality | 4.0 industry | design of services and solutions for the building construction chain | services for companies



**MADE expo is an initiative of**  
MADE eventi Srl and Federlegno Arredo Eventi SpA

**Organized by**  
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