

GEE GLOBAL ELEVATOR EXHIBITION

MILANO

19-21 NOV 2025
FIERA MILANO

DESIGN THE FUTURE OF ELEVATORS

MIBA
MILAN INTERNATIONAL BUILDING ALLIANCE

GEE GLOBAL ELEVATOR EXHIBITION MILANO
MADE EXPO
SMART BUILDING EXPO
SICUREZZA INTERNATIONAL SECURITY & FIRE EXHIBITION



f @ y in
www.globalelevatorexhibition.com



FIERA MILANO

GEE – GLOBAL ELEVATOR EXHIBITION

The international exhibition dedicated to the **elevator, escalator, moving walkway and component** industry, offering a range of solutions to meet every need.

GEE seeks to represent and promote **quality, safety** and the highest **technical standards**, as well as providing design solutions to help drive mobility and accessibility towards a **sustainable** future in which the progress of the sector is integrated into the development of urban centres.

It is organised by **Fiera Milano** in Milan, the capital of technological innovation, and Italy's leading **SmartCity**.





BACKGROUND

Industry trends are rapidly evolving to meet modern buildings' increasingly complex and sophisticated requirements, the growing demand for efficient and safe solutions and products that are constantly developing and modernising. New trends have emerged in recent years, with one of the most evident the adoption of advanced technologies such as smart and connected elevators. Sustainability has become an increasingly relevant and pressing issue and we have also seen a significant transformation in the design, performance, and functionality of elevators. Trends, innovation, technology and sustainability take centre stage at GEE 2025.

WHY PARTICIPATE?



DISCOVER
news and trends



DO
new business



RETAIN
customers



TRAIN
and get
information



GEE OPERATORS 2023

VISITORS

- Architects
- Designers
- Engineers
- Construction companies
- Real estate professionals
- Maintenance professionals
- Facility managers
- Condominium administrators
- Distributors
- Installers

EXHIBITION OFFERING

- Elevator manufacturers
- Complete systems
- Elevator shafts and cabins, drive units
- Landing doors and accessories
- Elevator cabin frames
- Control systems and components
- Operating and visualisation elements
- Equipment/accessories
- Escalators
- Moving walkways
- Lifting platforms

ITALY



75%

25%



INTERNATIONAL



MIBA

MILAN INTERNATIONAL BUILDING ALLIANCE



GEE is part of **MIBA - Milan International Building Alliance**, which brings together the sectors of four events dedicated to the sustainable and smart evolution and innovation of buildings and cities.

FIGURES FOR MIBA: EXHIBITORS

1,350 EXHIBITORS **42** COUNTRIES OF ORIGIN (25% international)

Top 5 countries



Italy



Germany



Spain



France



China

In addition: USA, Austria, Netherlands, Poland, UK, Turkey and Ukraine





FIGURES FOR MIBA: VISITORS

80,000 VISITORS **111** COUNTRIES OF ORIGIN

Top 10 countries



Switzerland



Spain



France



Romania



Greece



Germany



Turkey



Poland



United Kingdom



China

TYPE OF VISITORS

More than **74%** of operators visiting MIBA have **significant decision-making power**

- ▶ **Plant engineering/installation/maintenance companies**
- ▶ Manufacturing companies
- ▶ **Retailers/distributors/wholesalers/importers**
- ▶ **Design/architecture studios**
- ▶ Services and consultancy firms
- ▶ Construction companies
- ▶ **Public administration, trade associations, law enforcement**

- ▶ Window and door fitters
- ▶ Showrooms
- ▶ **Engineering and contracting companies**
- ▶ Other professionals (system integrators, **facility managers**)
- ▶ Construction painters/decorators
- ▶ Vocational institutes and universities



74%

- Owner/Chief Executive/Managing Director
- Director/Manager
- Sales Manager
- Purchasing Manager
- Research and Development Manager

26%

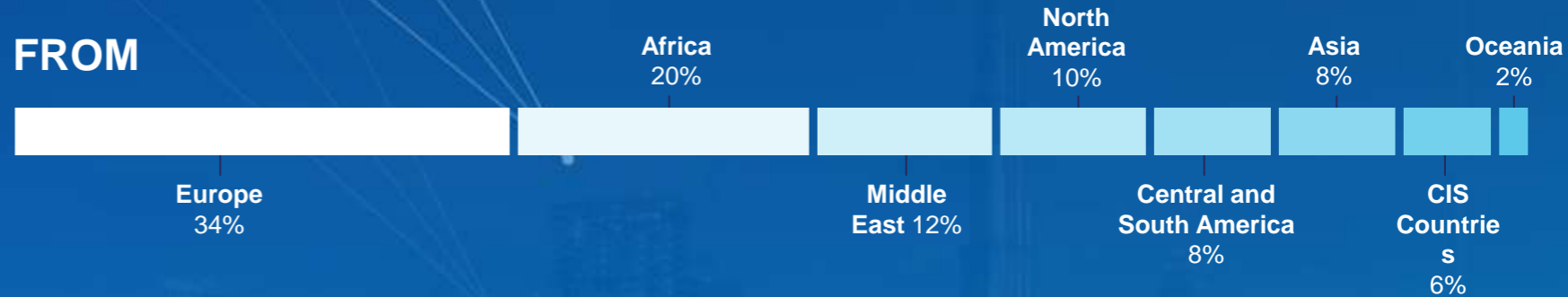
- Technician/Employee
- Training Manager/Trainer



FIGURES FOR MIBA: HOSTED BUYERS



427 FOREIGN BUYERS FROM
72 COUNTRIES



MY MATCHING

Match-making system that allows exhibitors and buyers to search for operators and producers of interest to them and make appointments before the start of the event, thereby offering tangible business opportunities.



More than **6,182** appointments made at the event



COMMUNICATION CHANNELS

An integrated online and offline communication plan that engages the GEE community all year round and allows the sector to learn about major trade news and discover products and solutions. A wide availability of digital channels for ongoing dialogue between operators and innovative tools to make the exhibition experience ever more effective.



NEWSLETTER



SOCIAL MEDIA
ADS



WEBSITE



APP



INTERNATIONAL
MEDIA PLAN



EVENTS



SOCIAL MEDIA &
COMMUNITY
MANAGEMENT



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