



15_18 Nov 2023

fieramilano Rho

“ME IS BORN

Our role as a reference point in the construction sector demands that we drive the changes towards a fuller awareness of the importance of innovation and sustainability issues.

In the construction sector, a step change is needed. We must rethink the concept of construction from the ground up: it is not sufficient to make buildings more efficient and less polluting; it is necessary that they become increasingly autonomous from an energy point of view.

This is why MADE expo has changed: it has become a common meeting place in which the market can express itself in order to allow operators and those involved to work together for the future. We are building the future, and we're doing it now.

The city of tomorrow also passes through ME 2023.



Nicola Bonacchi
CEO of MADE eventi

SUSTAINABILITY AND INNOVATION

ME - MADE expo captures the global paradigm shift that surrounds us and is evolving, giving space to the themes of Sustainability and Innovation.

ME intends to represent and offer a vision of the future for the sector which cannot ignore the theme of sustainability and the innovative solutions linked to it, on a journey that will lead to the only possible form of conceivable progress for both individuals and the community. In this way ME 2023 will become the focal point for meeting where people can compare products and ideas with the aim of consolidating a new philosophy of construction, limiting the consumption of resources and contributing to the energy transition.



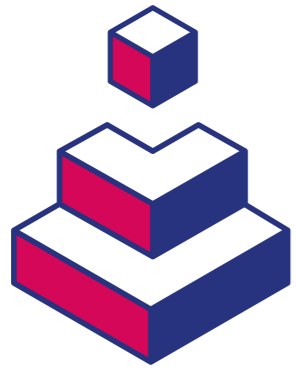
MADE EXPO INNOVATES AND RE-INVENTS ITSELF

Two theme-based exhibitions
have been created:
Construction and Building Envelope

Two exhibitions, both focused on innovation and sustainability and offering the most advanced solutions to businesses, buyers, professionals, technicians and operators in order to bring the world of construction into the future.

Construction and Building Envelope guarantee a specialized vertical range of solutions, while remaining firmly connected to the ME integrated platform.





CONSTRUCTION EXHIBITION

From design to living comfort: companies and designers engaged in new constructions or redevelopment interventions, find in Construction exhibition the tools, products and solutions to design and build safe buildings thanks to innovative construction systems, performing thanks to traditional and high-tech materials, responding to tastes and lifestyles thanks to finishes with high customization potential.
For a beautiful, safe and sustainable built environment.

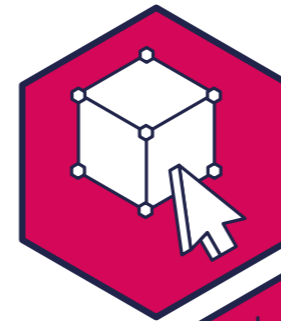
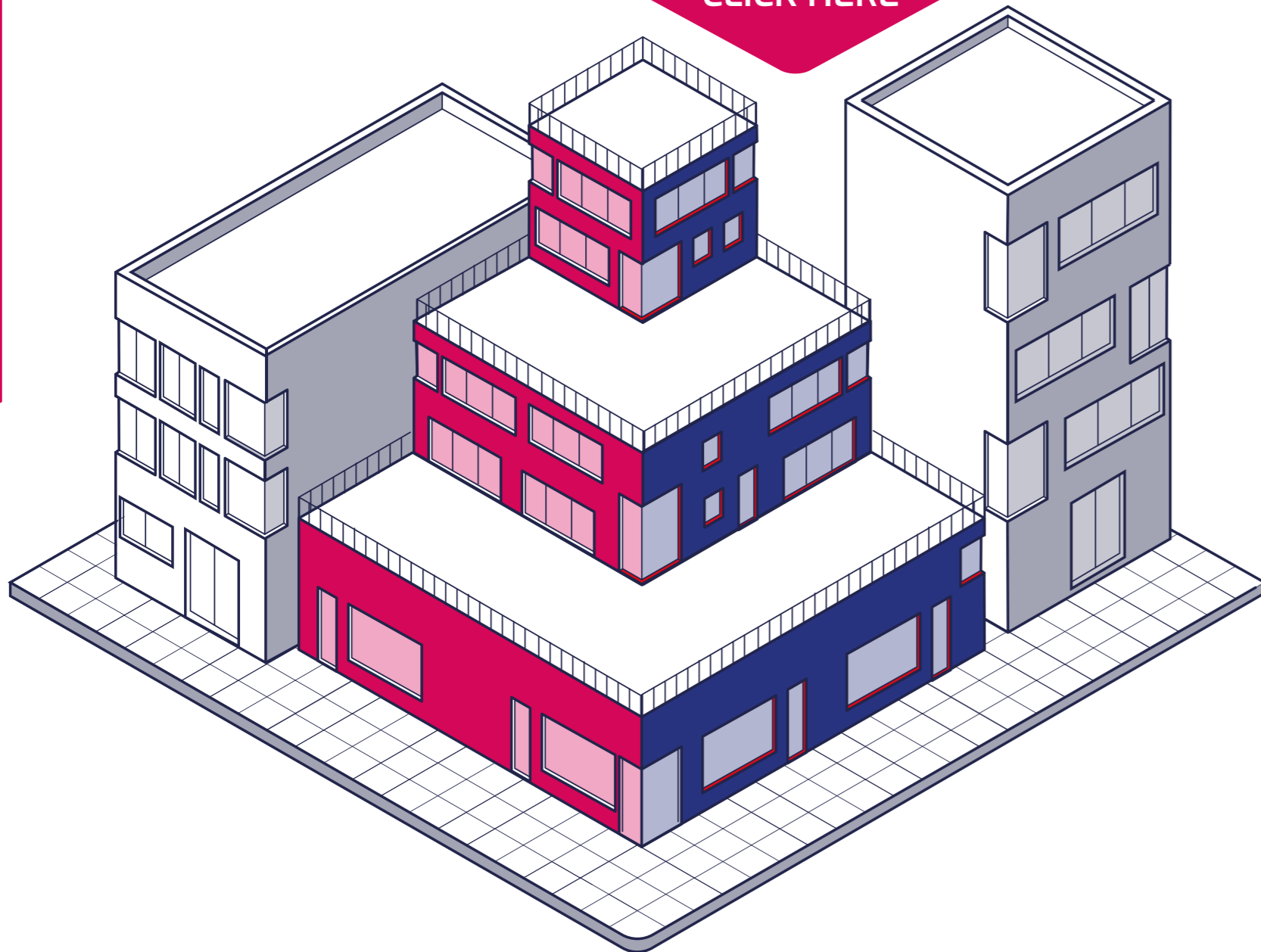


CONSTRUCTION EXHIBITION

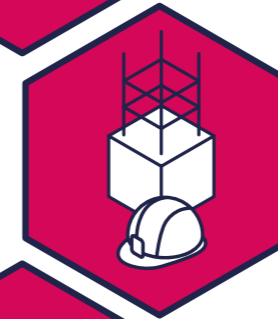
FIND OUT MORE
ABOUT THE
CONSTRUCTION EXHIBITION



CLICK HERE



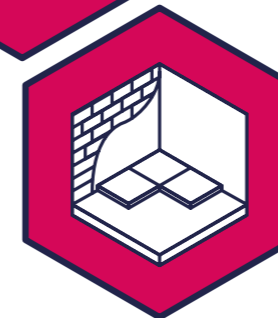
Planning, BIM and Software
Services



Structures and Building systems
Civil engineering and Infrastructures
Construction site tools and Safety



Energy requalification, Insulation and Comfort
Building/utilities integration



Interior and exterior Finishes
and Coatings



BUILDING ENVELOPE EXHIBITION

The building envelope is responsible for defining the performance of the buildings, their accessibility, their permeability to light. The exhibition Building Envelope dedicated to the entire chain of doors and windows and the technical components of the building envelope makes the most innovative solutions available for companies, designers and window makers to combine energy requalification and comfort. The communication between indoor and outdoor spaces finds new forms and living areas move outdoors with new proposals.



BUILDING ENVELOPE EXHIBITION

FIND OUT MORE
ABOUT THE
BUILDING ENVELOPE
EXHIBITION



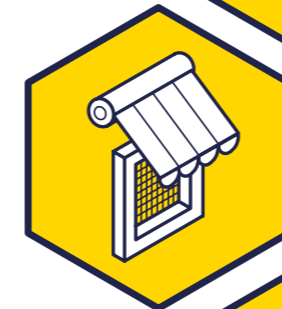
CLICK HERE



Building envelope, Façades and Roofs
Glazing



Fenestration, Windows and Doors
Closures, Sunshading and Automation



Outdoor, Sunscreen and Anti-Insect screens



Components, Accessories and Hardware
Machinery and Production Equipment
for windows

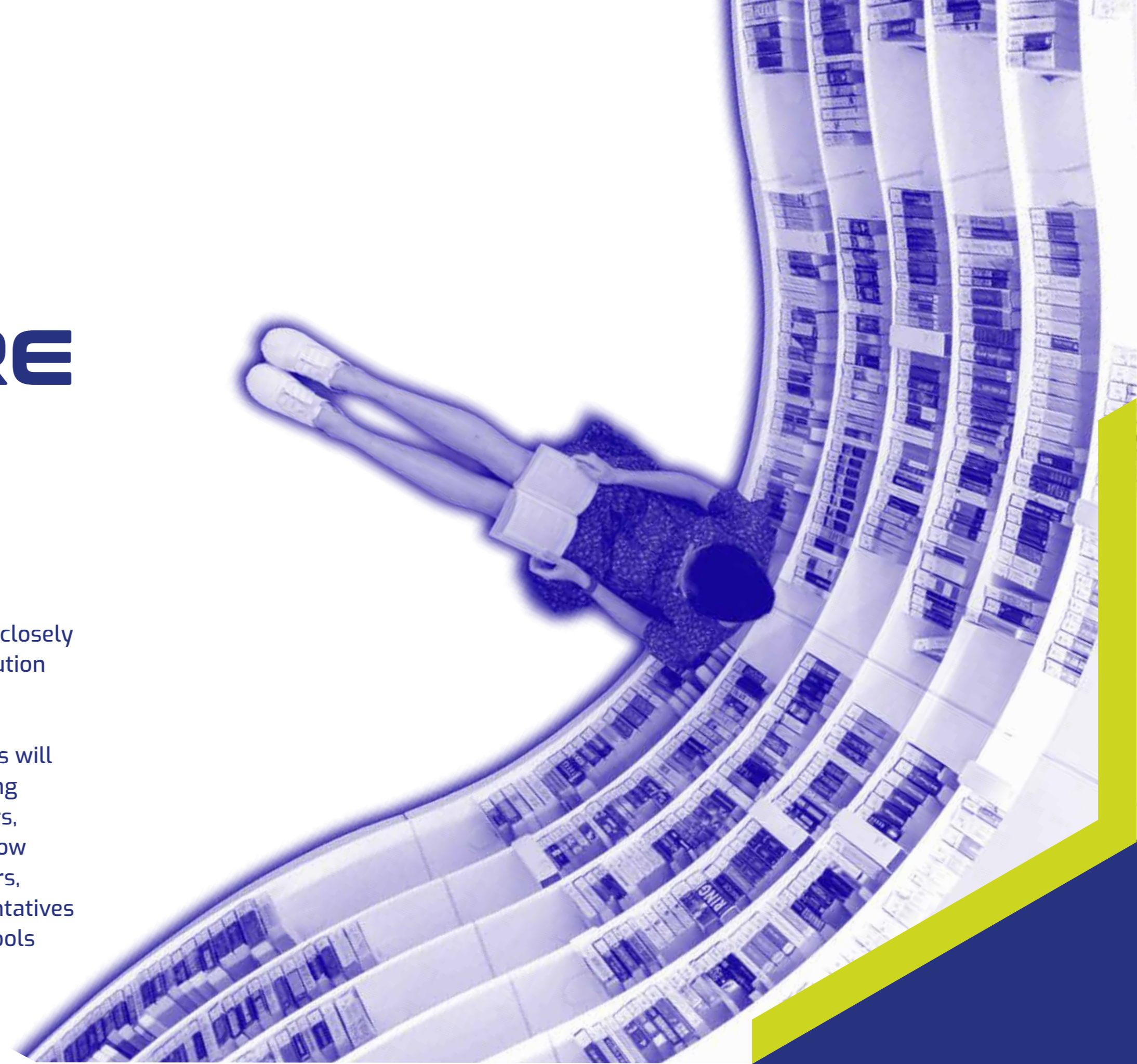


BEYOND THE PRODUCT

THE CULTURE TRAINING NETWORK

At ME 2023 the exhibition area and training programme are closely integrated for the specific purpose of enhancing the contribution that innovation can offer in pursuing sustainability.

In addition both the training programme and the conferences will be inspired by the verticality and specialization of the Building and Envelope exhibitions so as to offer each target, designers, technicians, construction and maintenance companies, window and door manufacturers, craftsmen, retailers and distributors, wholesalers, professional studios and show rooms, representatives of the public administration and trade associations, and schools and universities the best updates available.



THE CULTURE TRAINING NETWORK

The scheduled conferences, held by international consultants and speakers, will be divided into specific areas with a focus on market trends and prospects, as well as on the progress of projects related to the PNRR - National Recovery and Resilience Plan.

There is also a new approach for the ME Awards with a specific dedicated exhibition within the event. The prizes will be awarded by a technical jury and by the thousands of followers on ME's social channels to those companies that in the context of the two Construction and Buildings Envelope exhibitions have most of all distinguished themselves in terms of innovation and commitment in the search for more sustainable solutions.

CLICK HERE FOR
FIND OUT MORE



WHY CHOOSE ME



It anticipates the future

ME is Italy's leading international event for the world of architecture and construction.



Quality contacts

ME is focal point for high profile national and international visitors.



New trends

ME represents a careful and competent overview of how to stay updated in an ever changing world.



Information and training

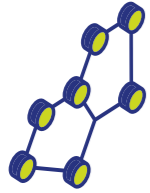
ME is a central point for meetings, workshops and conferences: an educational, innovative, dynamic and experiential event.



Synergies

SICUREZZA, SMART BUILDING EXPO, and GLOBAL ELEVATOR EXHIBITION will all take place at the same time as ME: an opportunity not to be missed for those working in the design and construction sector.

VISIBILITY AND NETWORKING



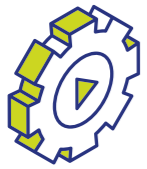
Institutional Connections

relationships and links with Institutions, Associations, Universities and Research Institutes designed to guide all the ME contents and offers.



Press office

the connection with the world of the media, to hit the most suitable target with ME themes and topics.



Media planning (national and international)

a targeted advertising campaign to focus the attention of Italian and foreign buyers on ME.



Buyer office

a structure dedicated to facilitating the arrival of qualified visitors from Italy and abroad and thus promoting targeted meetings between supply and demand at the exhibition.



Website

Updated and exhaustive, this is the showcase for news and all the latest features about MADE, the sector and the exhibitors.



Social network

a language for each channel in order to reach every player in the sector.



Newsletter

a consolidated tool for strengthening relationships with the community, anticipating projects and products, and highlighting solutions of excellence.



Expo Plaza (digital catalogue)

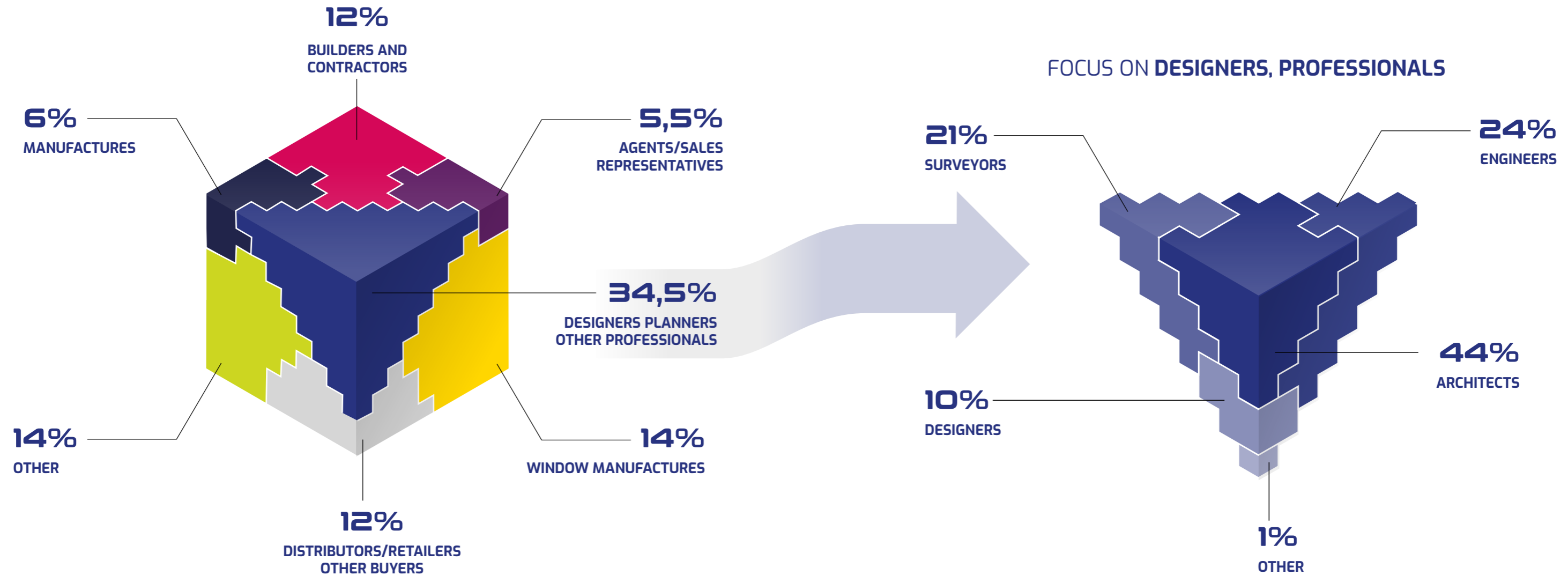
the showcase for presenting the latest news and features, case histories, videos, press releases and involving potential customers.



App

an intuitive and agile tool in the hands of operators with which to optimize their presence at the exhibition and maximize visits to stands.

VISITORS OF MADE EXPO*



FIGURES*

900
EXHIBITORS

90K
PARTICIPANTS

250
EVENTS AND CONFERENCES

47.5K
SQM. OF EXHIBIT SPACE

MILAN

A European city facing the world

If ME enjoys its classification as an “International trade Show”, credit also goes to Milan, a pioneering city in terms of sustainable construction. After the success of Expo 2015, it has been setting the trends for real estate development in Europe, in which it is among the topten cities in terms of capacity to attract. It is by no means surprising then, to find that in the candidacy application for the Winter Olympics that Milan will host in 2026, it is defined as an “inspiring city, innovative and creative and among the most dynamic in Europe, characterized by a strong and highly diversified economy and often referred to as the financial capital of Italy”.

4 events at the same time

Four events are taking place simultaneously at the Fiera Milano in November 2023 in order to take operators into the buildings of the future:



WHY DON'T YOU CONTRIBUTE TO A **FUTURE** OF **INNOVATION** AND **SUSTAINABILITY**?

| | | | |
|--|-----------------------------|-----------------------------|----------------------------|
| Participation fees per sqm Indoor exhibit space | up to 31/01/2023 175.00€ | up to 31/07/2023 185.00€ | from 01/08/2023 195.00€ |
|--|-----------------------------|-----------------------------|----------------------------|

Compulsory fee for general exhibition services 7.50€

Registration fee 800.00€

FIND OUT
HOW TO JOIN ME



CLICK HERE



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fieramilano Rho

FOR
WORK IN PROGRESS

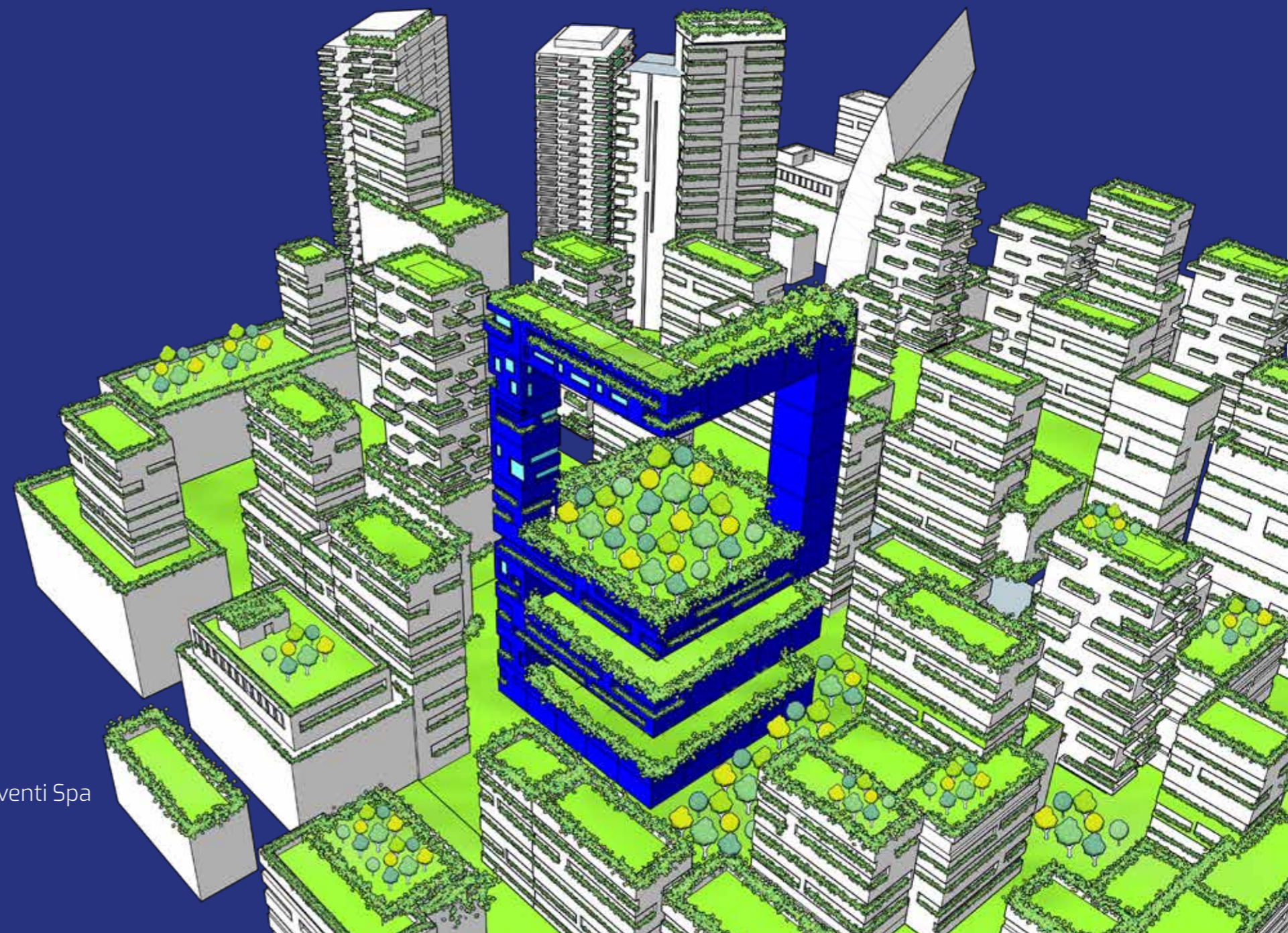
BOLOGNA

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MILAN

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MADE expo is an initiative by MADE eventi Srl, a company of Fiera Milano Spa and Federlegno Arredo Eventi Spa
Registered office: MADE Eventi Srl, S.S. del Sempione 28, Rho, 20017 MI IT - VAT N. 05656450961



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