

Press Office

For GEE, Smart Building Expo, SICUREZZA

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MIBA OPENS AT FIERA MILANO: TECHNOLOGIES, PROCESSES AND SOLUTIONS FOR SUSTAINABLE, AND SMART BUILDINGS ARE ON STAGE

Four events - GEE-Global Elevator Exhibition, horizontal and vertical mobility event; MADE expo, the construction industry event; SBE-SMART BUILDING EXPO, the integrated technology event and SICUREZZA, the security&fire event - to present building innovation

More than 1350 exhibitors from 42 countries, 8 pavilions, 427 hosted buyers: the numbers of a successful collaboration

More than 250 events including conferences, seminars and master lectures: value-added training at the service of professionals

Milan, 15 November 2023 - The first edition of **MIBA-Milan International Building Alliance**, the format hosting four events with the evolution of architecture and the city as their common denominator, is opening today at Fiera Milano (Rho) with the proposal of **GEE-Global Elevator Exhibition**, the new project dedicated to horizontal and vertical mobility, **MADE Expo**, the leading international event for innovative and sustainable solutions for buildings and enclosures, **SBE-SMART BUILDING EXPO**, Italy's reference event for home and building automation and technological integration, and **SICUREZZA**, Italy's leading event and one of the most important in Europe for security&fire

The figures are impressive: **8 pavilions**, more than **1350 companies** from **42 countries**, with most of them coming from **Italy, Germany, Spain, France and China**.

An event that will attract to Milan tens of thousands of trade operators, in addition to the **427 hosted buyers from 72 countries**, coming from the **5 continents** (34% from Europe; 20% from Africa; 12% from the Middle East; 10% from North America; 8% from Central and South America; 8% from Asia, 6% from CIS countries and 2% from Oceania), highly profiled and selected by Fiera Milano in collaboration with ICE-ITA Agency (the Italian Trade Commission). The largest delegations will come from the United States, South Africa, the United Arab Emirates, Turkey and Georgia,

Simona Greco, Fiera Milano's Global Exhibitions Director said, "*Milan International Building Alliance has reached and exceeded the numerical target we set, but it is above all a successful project in terms of the power it represents.*"

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In a world where markets and professionals are increasingly called upon to interact and communicate with a shared design approach, we have also chosen to participate in this evolution, contributing to the development of positive synergies; the leading Italian and international companies that have chosen to be present, sharing MIBA's philosophy and goals, are proof of how central the project is".

The scenario: changing buildings and cities

The building sector plays a major role in the energy transition and sustainable evolution of our cities, if we consider that, within the European Union, 40% of the polluting emissions, 50% of the extraction of raw materials, 40-50% of the total energy consumption, 30% of water consumption and 30% of waste production are linked to buildings. Moreover, in Italy as in Europe, 35% of buildings are more than 50 years old, almost 75% are energetically inefficient and only 1% of buildings are renewed every year.

According to data compiled by **Politecnico di Milano**, the drivers of development in the construction sector - a key sector for the economy, which currently generates around **9% of Europe's GDP and accounts for 18 million direct jobs** - will be investments aimed at fostering green development and achieving the goal of **Zero Emissions Building**. SMEs in particular will benefit considerably from the strengthening of the renovation market, since they contribute more than 70% of the added value of the EU construction sector.

Starting from a stock of about 30 billion square metres, **the European building stock is estimated to increase by about 50% by 2050**, while about 5 billion square metres will be demolished to make room for new developments.

Nevertheless, the big challenge is the renovation market, which will benefit from the energy retrofit market. In this area, the current volume of business is estimated at around **€120 billion/year**, but, thanks to the implemented strategies, it is expected to increase considerably over the next few years to an estimated **€275 billion/year**.

MIBA-Milan International Building Alliance is part of this process, which with its cross-sectoral offer will provide an all-round overview of the **technologies, processes, solutions, materials and products** involved in creating low environmental impact, smart, safe and accessible buildings and cities.

THE CENTRAL ROLE OF SKILLS

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More than 250 scheduled conferences and events will offer a unique training opportunity for professionals visiting the exhibition. Conferences, seminars and workshops will address the most important topics for the sectors in question, divided along three lines: **sustainability, innovation and regulations.**

The **Building Innovation Forum** dedicated to the future of cities through innovation, quality of life, sustainability and public-private partnerships is open today MIBA, bringing together experts from the international scene, representatives of institutions and key market players, with the aim of sharing current trends and possible scenarios, by recounting the best practices and most advanced practices of recent years.

THE SUSTAINABLE IDENTITY OF MIBA

Sustainability is not only be one of the key themes of MIBA's programme, but also a distinctive feature of the event.

With this aim, a process for measuring MIBA's carbon footprint was born. In particular, SICUREZZA, Made expo and SMART BUILDING EXPO, recognized as events promoting innovative sustainability issues, have committed to measuring and neutralizing the environmental impact generated (the environmental project is certified by Verra Standard. The carbon footprint measurement was conducted with the support of Reteclima, technical consultant).

The estimated approximately 9,136 tonnes of CO2 that will be generated during the events will be completely neutralized through a certified solar energy project in India. This project involves the construction of photovoltaic panels that will generate a quantity of green energy to offset MIBA's CO2 emissions, making the event "carbon neutral" for the first time, i.e. with a limited environmental impact.

In addition to the environmental benefits deriving from the production of new green energy, MIBA will contribute to the creation of job opportunities during the construction of the plant and the development of new infrastructure in the Andhra Pradesh region (India), bringing significant social benefits to the community. The initiative is part of the broader environmental commitment of Fiera Milano which has undertaken a virtuous path of evaluating the carbon footprint of its trade fair events, in line with the principles of the global Net Zero Carbon Events initiative to which it adheres, which aims to the complete decarbonisation of events by 2050.



MIBA

MILAN INTERNATIONAL BUILDING ALLIANCE

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The 4 MIBA exhibitions:

GEE-Global Elevator Exhibition, horizontal and vertical mobility event. Fiera Milano, 15-17 November 2023

ME-MADE expo, Italy's leading event for the construction industry. Fiera Milano, 15-18 November 2023

SICUREZZA, the leading event in Italy and among the most important in Europe for security&fire. Fiera Milano, 15-17 November 2023

SMART BUILDING EXPO, Italy's reference event for home and building automation and technological integration. Fiera Milano, 15-17 November 2023

