

# MADE<sub>expo</sub>

Milano Architettura Design Edilizia

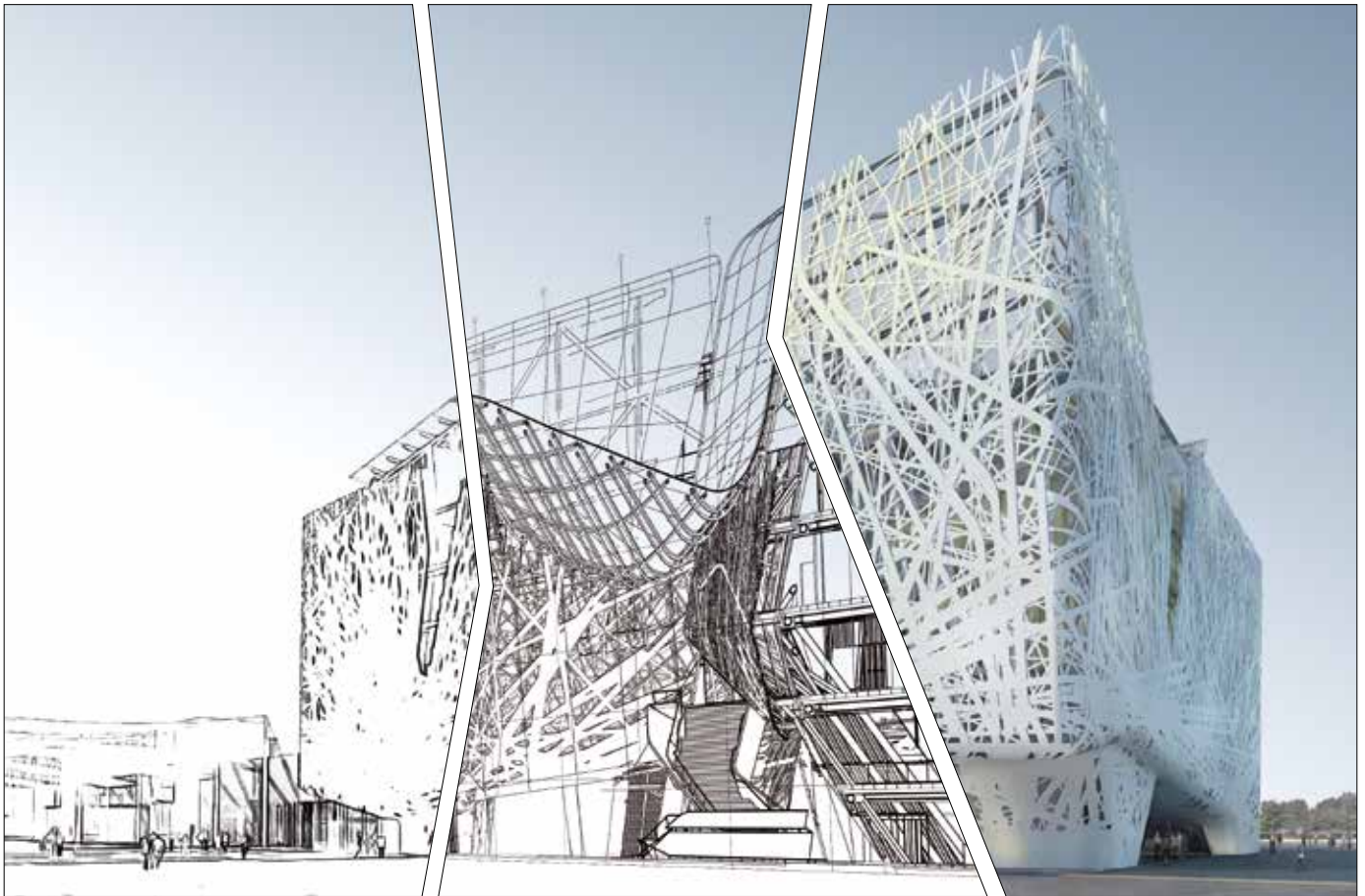
**18\_21 | 03 | 2015**

**Milan Fairgrounds Rho\_Italy**

IDEAS

SOLUTIONS

**MATERIALS**



NEMESI&PARTNERS\_ sketch, cross-section and model of the winning entry in the international architecture competition to design the **Italian Pavilion at EXPO Milan 2015**

**The international biennial trade show for the building and construction industry**

[www.madeexpo.it](http://www.madeexpo.it)

**MADE** Construction  
Materials

**MADE** Building Envelope  
Windows

**MADE** Interiors  
Finishings

**MADE** Software  
Technologies & Services

## 10 good reasons to participate in MADE expo

- 1** It is Italy's leading international architecture, building and construction trade show now to be staged every two years
- 2** Over **200,000 visitors**, with increasing numbers from foreign countries
- 3** **4 specialized exhibitions**, featuring more than **1,400 exhibitors**, representing the best the market has to offer
- 4** **Pre-set exhibitors-only B2B meetings** with overseas contractors, designers and developers (at MADE expo 2013 exhibitors interested in international markets participated in more than **1,000 meetings**)
- 5** **Major promotional support, including road shows, both in Italy and abroad**
- 6** Workshops, seminars and meetings will take place on key topics thanks to long-established relationships with **Universities, Trade Associations as well as local and Government Institutions**
- 7** New **flexible rates** designed to reward loyal customers
- 8** **Special promotional and visibility-enhancing agreements and tools** will be made available to exhibitors to help them optimize their investment
- 9** **Milan Fairgrounds**, Europe's largest exhibition centre offering **top class services and easy access**
- 10** **"BUILDING THE EXPO"** in synergy with **EXPO Milano 2015**: a one-of-a-kind programme giving MADE expo an exclusive preview and insights into the construction of EXPO Milano 2015



## MADE expo 2013 IN FIGURES

**211,105** total visitors  
**35,619** foreign visitors  
**1,430** total exhibitors  
**264** foreign exhibitors

**210** conferences  
**27** official international delegations  
**253** foreign delegates  
**15** US architecture firms

## INTERNATIONALIZATION \_ MADE expo's journey continues and the pace picks up speed

Following the big success of the 2013 edition (foreign visitors up 14% on 2012) plans are now in full swing to boost international relations, drive the export trade and reach exciting new markets.

- **International Business Lounge:** an area designed to host B2B meetings between exhibitors and international delegations of designers, developers and contractors from all over the world (in 2013 exhibitors participated in more than 1,000 B2B meetings)
- **Roadshow:** it is scheduled for 2014 right into 2015 with a special focus on the Middle East, The Americas, Asia and Eastern Europe
- **Press and on-line advertising campaign:** this will involve a large number of foreign trade magazines and websites
- **MADE expo WorldWide:** this International Exhibition will be making its debut alongside and in complete synergy with the "Saloni WorldWide" furniture show to be staged **in Moscow** in October this year offering investors a new and widened scenario in which they can conduct business in a top-end priority market

## ADVERTISING AND MARKETING \_ the 2014-2015 plan

MADE expo's integrated advertising and marketing plan covers multiple channels in Italy and abroad and is supported by significant investments increasingly focusing on on-line media.

- **Traditional advertising campaign:** TV, radio, national daily newspapers (in 2013: almost 2,500 TV and radio commercials and dozens of ads in leading Italian newspapers)
- **New media and direct marketing:** in addition to the [www.madeexpo.it](http://www.madeexpo.it) website, MADE expo's advertising also appears on the main on-line building & construction and architecture portals and reaches over 550,000 Italian and overseas professionals.
- **Italian and foreign trade press:** MADE expo has forged excellent relations with the leading Italian and International trade publications. In 2013 MADE expo ran approximately 500 ads in Italian trade magazines, on banners and websites and on 20 international websites and nearly 80 traditional publications.
- In 2013 MADE expo **Press Office** worked tirelessly releasing over 700 articles that were published by the mass media, the press and on-line.

## BUILDING THE EXPO \_ a unique and exclusive programme liaised with EXPO 2015

At MADE expo 2015, less than two months before its official opening, the Universal Exposition EXPO 2015 will be discussed by the Designers of the various country Pavilions as construction will be nearing completion.

The companies and the professionals working on the EXPO site will be invited to MADE expo to share their experience as well as learn about the new building solutions showcased by the Exhibitors.

Also **a special programme will be staged which will allow those exhibitors involved in the EXPO to highlight their products and solutions.**



## NEW RATES \_ Important benefits for early birds and loyal clients

PARTICIPATION FEES PER sqm (before TAX) (*)	up to 18/07/2014	up to 30/09/2014	up to 30/11/2014	from 1/12/2014
One open side	€ 148.00	€ 159.00	€ 168.00	€ 181.00
Two or more open sides	€ 175.00	€ 188.00	€ 198.00	€ 214.00
Outdoor exhibit space	€ 60.00	€ 64.00	€ 68.00	€ 73.00
Registration fee				€ 600.00

Companies that have participated in at least one of the last three editions of MADE expo (2011, '12, '13) will benefit from a **4% discount** on the participation fee per sqm.

(\*) Please note: the rates applied will depend on the date the payment for the total Security Deposit is received (payments to be made by cheque or wire transfer to our Bank Account)





## WHAT THEY'RE SAYING ABOUT MADE expo

As a global company operating on every continent, we appreciate the added value that MADE expo offers us: it is an international showcase that delivers real business opportunities with a highly qualified target that is keen to check out our top-line windows, doors and sliding systems. The steady rise in the number of international visitors attending the event is testament to the effort the organizers have put into raising their sights and standards.

Carlo Albertini\_General Manager  
**ALBERTINI SPA**

During MADE expo 2013 we definitely saw a massive number of visitors, not only from the trade, but also from the window manufacturing supply chain. These businesses are key to widening awareness and publicizing our product. The show also attracted a large contingent of visitors from abroad, and provided the ground for closing a deal with an important new client.

Lucio Luciotti\_CEO  
**ALPHACAN SPA**

The show has given Daldoss Eleveltronic S.p.A. the opportunity to launch our new compact and fully redesigned service and goods lift, which will set new standards in this product category. The diversity of the MADE expo visitor target is a constant source of new and varied contacts, from trade professionals to architects and the public at large. From both Italy and abroad.

Massimo Ferraris\_Head of Sales & Marketing  
**DALDOSS ELEVELTRONIC SPA**

MADE expo 2013 was so successful that we wasted no time in signing up for the 2015 edition and increasing the size of our display space. Right from the word go we sensed the importance of the event: there was a steady flow of visitors throughout the 4 days and we made numerous contacts with Italian and international operators eager to do business with us. We received kudos for continuing to invest in energy saving technology and solutions in spite of the economic downturn, and keeping a strong focus on design.

Vincenzo De Robertis\_President  
**DIERRE SPA**

For us MADE expo is an international showcase that we've been attending for several years now to present our latest doors. The event is well aware that forging international partnerships is one way to support the building construction industry, so it offers exhibitors the opportunity to meet with existing partners and potential new clients from every corner of the globe.

Mario Barzagli\_CEO  
**EFFEBIQUATTRO SPA**

It's the place where new materials intertwine with new solutions.

Valter Caiumi\_General Manager  
**EMMEGI ITALIA SRL**

For Ferrerolegno, MADEexpo 2013 was a successful launching pad for presenting our new 2014 product range to the Italian market at large and the international delegations on hand at the show, along with our latest sliding glass walls that were accommodated so comfortably in our 240 sqm stand. The interest our products received made the investment totally worthwhile.

Ilaria Ferrero\_Operations Department  
**FERREROLEGNO SPA**

Florim took out a 200 sqm display space at MADEexpo 2013, which we devoted entirely to technical materials in fine porcelain stoneware for a select audience of designers and construction professionals. We were thrilled with the number of trade visitors who visited the Florim stand and generated very satisfactory results in terms of quality and contacts.

Advertising and Marketing Department  
**FLORIM CERAMICHE SPA**

For the Manni Hp Group, MADE expo is a superb showcase and a stunning setting in which to interact with the leading names in the business. Participating in MADE expo has allowed us to make new contacts in countries that we already operate in as well as to venture into new countries.

Claudio Martini\_Head of International Business Division  
**GRUPPO MANNI HP SPA**

MADE expo is a majorly important event, partly because it very clearly gets across the message that innovation and research in the energy sector can and do support the building construction industry, which is tackling some really significant technology challenges, starting with energy efficiency.

Guido Pedroni\_RSE Management Team and Head of Institutional Communications  
**GSE SPA**

We appreciate the value of an event geared to meeting market demands, a benchmark for the entire building construction industry, where the finest Italian products and technologies forge sound and lasting ties with professionals and businesses.

Luca Beligni\_Head of Marketing  
**LECA LATERLITE SPA**

For more testimonials go to [www.madeexpo.it/en/testimonials.php](http://www.madeexpo.it/en/testimonials.php)



## VISITORS BY GEOGRAPHICAL AREAS

### BREAKDOWN PER COUNTRY (first 10 countries)

RUSSIAN FEDERATION	4,129	POLAND	1,577
SWITZERLAND	4,062	UKRAINE	1,198
FRANCE	2,279	ROMANIA	1,187
GERMANY	1,874	SLOVENIA	1,037
SPAIN	1,791	TURKEY	817



### BY GEOGRAPHICAL AREAS

UE	17,761
EXTRA UE	4,311
EASTERN EUROPE	6,652
MIDDLE EAST / MAGHREB	3,335
ASIA/OCEANIA	2,242
AFRICA	150
CENTRAL AND SOUTH AMERICA	701
NORTH AMERICA	467

## WHAT THEY'RE SAYING ABOUT MADE expo

Mapei will be exhibiting at the next MADE expo show because it has believed in the event since the word go. So far the results have been very positive, allowing Mapei to showcase its huge product range covering every sector of the building industry, unlike other trade events. MADE expo gives us access to a highly qualified, segmented Italian and international audience. MADE expo also offers the chance to meet with designers because Milan is the design capital of the world and attracts flocks of international professionals. We are confident that the next edition will confirm that the building industry is picking up with a view to Expo 2015.

Adriana Spazzoli\_Operational Marketing & Communication Director  
**MAPEI SPA**

PARQUET IN will be attending MADE expo in 2015 because the event is arguably the highest-profile Italian showcase for our products and offers an unrivalled opportunity to raise our visibility at the international level.

Eliana Dellatte\_General Manager  
**PARQUET IN SRL**

A top-class organization driven by an association that has, over the past few years, proven itself to be the perfect "war machine". A city like Milan, which is easily accessible from all directions and offers the most extensive accommodation options. A highly effective advertising and marketing plan involving the foremost media, running all year long. These are just some of the reasons why MADE expo has consistently exceeded our most optimistic expectations. Parà has attended four MADE expo shows so far, and certainly won't be missing the next one.

Michele Parravicini\_Marketing & Sales Manager  
**PARÀ SPA - TEMPOTEST**

Participating in MADE expo has always been a great thrill. Is there any other European trade show where you can meet 280,000 people who are all interested in the event? Next year, MADE expo will be running just before EXPO 2015, so it is bound to attract global attention, consequently I am positive it will be an amazing success.

Giorgio Peverelli\_Chairman  
**PEVERELLI SRL**

MADE expo has been the ideal platform for getting in touch with designers visiting the exhibition. We chose to participate in the event above all because of its extensive international reach, but also because it generates rapid results.

Dino Spatafora\_Head of Sales Italy  
**ProgeCAD SRL**

MADE expo is a strategic trade show for the Rubner Group. We firmly believe that our presence is of the utmost importance for the visibility of all our companies, but especially for the business and networking opportunities that this successful event can create with a high-profile audience in the world of architecture and building at the international level.

Stefan Rubner\_President  
**RUBNER HAUS AG-SPA**

MADE expo is our principal trade fair. We have been participating since the very start, with excellent results. Over the years MADE expo has gone from strength to strength, offering us the opportunity to communicate with all our target markets and stay ahead of the game. That's why VELUX chose to stage the Italian preview of our New Generation windows at MADE expo.

Massimo Buccilli\_CEO  
**VELUX SPA**

Schüco International Italia has attended MADE expo since the show made its debut, because it is the landmark trade event for the building construction and architecture sector. As well, the decision to stage the show every two years and adopt a specialized vertical approach makes it instantly recognizable by all the players in the building envelope and windows industry, not to mention enhancing the efficiency and effectiveness of marketing and advertising efforts. For an exhibitor all this is invaluable.

Maurizio Merlo\_Building Envelope Division Manager  
**SCHÜCO INTERNATIONAL ITALIA SRL**

MADE expo 2013 gave Somfy the chance to boost our visibility in Italy and roll out a ground-breaking concept in home automation that is simple, intuitive and designed for the mass market. We opted for MADE expo because it is the leading event of its kind in Italy and also because it allowed us to take centre stage not only as exhibitors but also as organizers of a number of successful promotional initiatives that brought us into direct contact with our target market.

Simone Ferro\_Marketing Manager  
**SOMFY ITALIA SRL**

MADE expo: a remarkable opportunity for showcasing complete systems. For a company like Wienerberger that for years has devoted itself to developing brick building solutions, the show represents the ideal platform for meeting operators involved in the construction process and eager to innovate.

Dario Mantovanelli\_Head of Marketing  
**WIENERBERGER SPA**

## VISITORS BY JOB FUNCTION

DESIGNERS - PROFESSIONALS (*)	76,357
CONSTRUCTION - MAINTENANCE COMPANIES	36,479
RETAILERS - DISTRIBUTORS - WHOLESALERS	32,130
DOOR AND WINDOW MANUFACTURERS	31,307
MANUFACTURERS	11,547
AGENTS - REPRESENTATIVES	4,518
BUILDING OWNERS AND MANAGERS	3,419
HEATING SYSTEMS INSTALLERS	3,335
OTHERS (**)	15,348

(\*) Architects: 29,787 \_ Engineers: 19,886 \_ Surveyors: 19,063  
Designers: 6,608 \_ Geologists: 1,013

(\*\*) Sport Facility Managers \_ Universities - Vocational Training Centres  
Government Departments \_ Private Individuals \_ Facility Managers



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## MADE Construction Materials

materials and prefabricated elements | structures and construction systems | waterproofing, insulation, protection, remediation and chemicals | colours, external finishing and interior decoration | civil and environmental engineering technology and components | construction site and civil engineering machinery, plants, equipment and rental service | measurement, testing and control instruments | tools | construction site safety and security | concrete production, conveyance and application | installations, renewable energy and solutions for the integration of the building and installations | vertical transportation systems | sport facilities and swimming pools | landscaping, urban furnishings and equipped green spaces

## MADE Building Envelope Windows

façade systems and external cladding | windows | shutters | automation, sun protection systems, awnings, curtains and blinds | glass | roofing | semi-finished products, accessories and technologies for windows and façades | production machinery and equipment

## MADE Interiors Finishings

interior partitions | doors, front and apartment doors | interior floorings and finishings | materials, artefacts and finishings for interior design | stairs and vertical elevation systems for single family homes | curtains for interiors | components, accessories, materials, technologies for design, contract and interior decorations | bathroom furnishings

## MADE Software Technologies & Services

software and hardware | design of services and solutions for the building construction chain | services for companies

### MADE eventi srl

#### Bologna

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40050 Funo Centergross (BO) \_ Italy  
T +39 051 66 46 624 \_ F +39 051 86 59 399

#### Milan

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[www.madeexpo.it](http://www.madeexpo.it) | [www.federlegnoarredo.it](http://www.federlegnoarredo.it) | [made2015@madeexpo.it](mailto:made2015@madeexpo.it)

MADE expo is an initiative by MADE eventi srl and Federlegno Arredo srl

Organized by MADE eventi srl

Promoted by  FEDERLEGNOARREDO

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