



SICUREZZA

**SMART
BUILDING
EXPO**

Press office

Press Office

MADE expo

Gabriele De Giorgi

+39 024997.7428

Gabriele.degiorgi@fieramilano.it

Press Office

SICUREZZA,

SMART BUILDING EXPO

Rosy Mazzanti

rosy.mazzanti@fieramilano.it

Mariagrazia Scoppio

+39 02 49976214

Mariagrazia.scoppio@fieramilano.it

Fiera Milano S.p.A.

+39 02 49977134

info@fieramilano.it

fieramilano.it

MADE EXPO, SICUREZZA AND SMART BUILDING EXPO TOGETHER AT FIERA MILANO: THREE PROJECTS, ONE SINGLE GOAL

Digitisation and sustainability, the two pillars of the Italian Recovery Plan, are at the center of the three events that this upcoming November will offer a comprehensive preview of the materials, technologies and regulations for the building and urban sector.

Milan, 12 July 2021 - The same inauguration date, one admission ticket valid for all events, but, above all, the same goal: working as a team, exploiting potential synergies, and meeting the needs of companies and sector's operators, especially international buyers who are more interested than ever in optimising time and resources at this particular time.

This is what **MADE expo**, the leading event in Italy for the construction sector; **SICUREZZA**, the biennial international event in the security & fire; and **SMART BUILDING EXPO**, the home and building automation and technological integration expo, will present to the market in an unprecedented combo events. In fact, all of three will start simultaneously at Fiera Milano (Rho) on 22 November 2021. However, while SICUREZZA and SBE will take place from the 22nd to the 24th, MADE Expo will last an extra day, until 25 November, confirming its traditional four-day term.

The three events will be held in the eastern section of the Fiera Milano district, logistically closest to the subway and train station, featuring a total of **7 pavilions**: 1,2,3, and 4 for MADE Expo; 5,7, and 10 for SICUREZZA and SMART BUILDING EXPO.

CONTENT AND SUPPLY CHAIN SYNERGIES

Logistics coordination, but also - and above all - coordinated strategy and content.

We live in times that are increasingly interconnected between sectors, especially when it comes to the building sector. The new BIM platform design approach imposes coordination in the construction of a building.

In the context of this process of change now irreversible and in constant progression, the three events introduce themselves as a team supply chain project: a unique opportunity for designers and installers to discover and review in depth, in a single location, the opportunities and challenges that systems, plants, products and regulations will have to face in the upcoming recovery phase.

In fact, the overall exhibition will present every novelty in the building sector, from materials, windows and doors and casings to plant engineering, home automation and security&fire systems. Products that can comprehensively meet the needs of construction companies, plant engineers, and designers.



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There will also be a cross-thematic focus representing the heart of both the exhibition and its educational aspects. There are two topics, in particular, that will be explored by each exhibition: **digitisation** and **sustainability**, especially in terms of **energy**. These topics are revolutionising every sector and in this particular moment are the driving force for the recovery, as they are two of the pillars on which the Italian Recovery Plan is based that every company and professional must necessarily keep in sight in the coming months.

From *The Place to Build* at MADE expo, to the *Milano Smart City Conference* at SBE, through to the Cyber Security Talk of the *Cyber Arena* at SICUREZZA, just as a few examples, the events will outline the scenarios, trends, challenges and opportunities from a digital and sustainable perspective offering an expanded dialogue on the development potential that the recovery - supported by an ambitious investment programme that is unique in terms of scope and objectives - may represent for each sector and their professionals.

Digitisation and innovation, in terms of processes, products and services, will in fact be determining factors in the transformation each Country is called upon to achieve in the coming years and the technological offer in display at MADE Expo, SICUREZZA and SMART BUILDING EXPO may lead to developments in various sectors, primarily in the construction one, where the transition towards smart building - and consequently the smart city - is starting to become a reality.

The appointment is at Fiera Milano **from 22 to 24 November 2021 for SICUREZZA and SMART BUILDING EXPO** and **from 22 to 25 November for MADE expo**.