**SICUREZZA AND SMART BUILDING EXPO AT FIERA MILANO: INNOVATION AND PROFESSIONALISM AT THE SERVICE OF THE NEW NORMAL**

* *380 companies from 27 countries and more than 50 training events for sector professionals*
* *SICUREZZA offers a complete overview of the innovation and integrated solutions that protect places, goods and people*
* *SMART BUILDING EXPO completes the offer, presenting the technologies that make buildings and cities smart*
* *Cyber Security Arena: a training schedule rich of contents, at a time when cyber-attacks are on the rise (+24%)*
* *The unprecedented combination with MADE expo: a supply chain proposal dedicated to the building world with a transversal focus on digitalisation and sustainability*

*Milan, 22 November 2021.* The pandemic has taught us that many prevention and security technologies are “enabling” and have become an essential means to regain “normal” ways of life. Just think of the thermal scanners we now find at the threshold of shops, the flow monitoring systems that manage crowded places or the automatic doors that have become necessary not only in hospitals, but also in bars and restaurants, for example, to avoid contact with surfaces.

Recent experience has also taught us something else: security is not an additional cost, but a key element in ensuring business continuity in every sector. Regardless of whether it is a matter of verifying who is authorised to enter a given place, protecting data in an increasingly digitalised and connected world where the boundaries between home and office are becoming more and more blurred, or controlling flows in a large square, it is now clear that innovative (and increasingly digital) technologies are needed, combined with the expertise of those who are able to propose tailor-made solutions, starting from a careful risk assessment and also imagining the possible recovery plan. In short, regardless of whether you want to protect your home, a local shop, an international airport or large urban spaces, the real cost is non-prevention.

This inseparable combination of man and technology, professionalism and innovation is the theme of SICUREZZA, the security & fire exhibition opening today at Fiera Milano, where it will run until 24 November in conjunction with SMART BUILDING EXPO, the home and building automation and technological integration exhibition, which completes its product range with an in-depth look at the evolution of buildings, whose systems are now increasingly managed in an intelligent and integrated way, guaranteeing greater energy efficiency, comfort, safety and health for occupants.

**Luca Palermo**, CEO of Fiera Milano, explains: “*The exhibition is a place of business, but also of innovation, because the technologies destined to change our lives are often presented here. As a hub of innovation, it can only give ample space to training, focussing on topics such as cyber security, for which we have chosen to dedicate an arena for discussion, or the smart city, on which the future of the markets that will meet at Fiera Milano over the next few days is at stake. Events such as SICUREZZA and SMART BUILDING EXPO, which this year will be held contemporary with MADE Expo, make it possible not only to recount technological evolution, but also to anticipate trends and opportunities, offering professionals unprecedented opportunities for professional growth*”.

**THE EVENTS**

**SICUREZZA** and **SMART BUILDING EXPO** are presented with an offer of **380** companies, **20% of which are foreign**. In addition to the national and international expected attended, the foreign incentive project organised in collaboration with the Italian Institute for Foreign Trade (ICE) will enable them to meet **top buyers** with high spending potential from Europe, the Middle East, Russia, Africa and North America, for a total of **30 countries**.

SICUREZZA will offer an all-round view of these solutions, aimed at protecting places, goods and people. These include **video surveillance**, which is becoming increasingly smart thanks to artificial intelligence; **access control systems** for the industrial and commercial world; **residential** **solutions,** where burglar alarms have become part of an integrated ecosystem that manages the entire home including heating, door entry systems, doors, windows, entertainment; **fire prevention** and **cyber security**, a subject on which all large and small companies are called to be informed of especially in an increasingly connected world.

The SMART BUILDING EXPO completes the offer with a focus on **plants and networks**, which allow buildings and urban places to evolve in a smart way. In a time when **building automation** is undergoing major development, with homes becoming increasingly automated, connected and multitasking, and when there is a major **technological transition** - with the digitalisation of products and processes, green orientation and the need to ensure the resilience of everyday life and work environments at the heart of development and recovery - the event proposes a “horizontal” approach to technologies, focusing on the concepts of **smart** **buildings and smart cities.**

**THE TECHNOLOGICAL SCENARIO**

* **SECURITY&FIRE**: the pandemic has not slowed down, but accelerated the digitisation and technological convergence underway in the sector, which continues to see a continuous renewal of products from a digital and integrated perspective. According to ANIE Sicurezza data, the Italian industry supplying technologies for Security and Building Automation has a **total turnover of 2.7 billion** Euro (2020 data), showing, unlike other sectors, substantial stability. According to the preliminary figures, **a positive trend is expected in 2021**, favoured by the improvement in the macro-economic scenario and driven by the resumption of investments in the construction market, which particularly supports demand in the fire protection segment. After a critical 2020, an initial recovery is also expected in the anti-intrusion segment. An important contribution to growth is confirmed by video surveillance, which recorded high demand also thanks to technologies that help counter the pandemic.
* **IT SECURITY**: demonstrating the urgency of the issue and the need to educate all stakeholders on the subject, the threats on the cyber security front are constantly increasing. Serious cyber-attacks increased in the first half of 2021. 170 per month compared to 156 last year, which, considering an analysed sample of 1,053 events in the public domain, was up 24% compared to the same period in 2020. In particular, cybercrime attacks increased by 21%, accounting for 88% of the total. Finally, the severity of the attacks is increasing. Those with “very important” and “critical” effects accounted for 74% of the total (Source: Clusit, 2021).
* **SMART BUILDING**: In 2020, investments in the Smart Building components will amount to **€ 7.67 billion** (source: Energy&Strategy Group, School of Management, Polytechnic University of Milan). Of these, 63% relate to systems and technologies in smart buildings; 16% to automation technologies, which include sensors connected to the systems; 15% to management and control platforms, i.e. software for collecting, processing and analysing data acquired from sensors installed on the systems; and 6% is linked to network infrastructure, a component that guarantees the transmission of data collected in the field.

**THE ADDED VALUE OF SKILL**

Three days dedicated to technological innovation, but also plenty of opportunities for professional updating. A schedule of over 50 events, differing in content and target audience, but sharing a common goal: to provide concrete support to operators and develop specific skills to protect individual professionalism, but also to guarantee the quality of installed products. In many cases, it will also be possible to obtain professional training credits for engineers, installers and experts.

The highlights of the SICUREZZA training offer include the rich **Cyber Security Arena** programme created by Business International. The big challenge all sectors will have to tackle in the coming years, on top of digitalisation, is security (physical and digital) in order to protect company assets and safeguard business continuity. Since the start of the pandemic, cyber-attacks have become part of everyday life and are naturally an urgent matter for the security market, where solutions are increasingly digital and connected.

Thanks to the contribution of associations, certifying bodies and media partners, the three-day exhibition will also focus on new paradigms and technological scenarios, regulations, but above all on the urgent need for certification and recognition of the many professionals working in the sector: installers, security managers and surveillance operators.

SMART BUILDING EXPO will also focus on the big issues of the moment. Broadband, digitalisation, growing attention to sustainability and energy saving, and TV switch-off are just some of the major changes that are revolutionising the market and creating new development opportunities. This is the backdrop to a training programme developed in close collaboration with major industry players, who will be the main protagonists of high-level events at the exhibition, many of which will entitle installers, designers, engineers and experts to training credits.

**CONTENT AND SUPPLY CHAIN SYNERGIES**

SICUREZZA and SMART BUILDING EXPO open today at the same time as **MADE expo**, Italy's leading event for the construction sector, which will last an extra day, until 25 November, confirming its traditional four-day duration.

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.

Against the backdrop of this process of change, the three events offer a supply chain project, a unique opportunity for designers and installers to discover and explore the opportunities and challenges that systems, installations, products and regulations will have to face in the recovery phase ahead.

In fact, the exhibition as a whole represents everything that is new in the building sector, from materials, windows and doors and casings to plant engineering, automation and home automation and security & fire systems. There will also be cross-thematic focuses. 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 NRRP is based that every company and professional must necessarily keep in sight in the coming months.

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