

MADE expo

Milano Architettura Design Edilizia

Milan Fairgrounds, Rho, Italy, 05_08 October 2011



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Getting ready for MADE expo 2011

MADEexpo
Milano Architettura Design Edilizia

WHAT

MADE expo is the most important international trade fair for architecture, construction and new building techniques, and the outcome of the long experience of SaieDue and Europolis.



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WHEN

1st edition: 5 - 9 February 2008

2nd edition: 4 - 7 February 2009

3rd edition: 3 - 6 February 2010

4th edition: 5 - 8 October 2011

WHERE

Fiera Milano, Rho



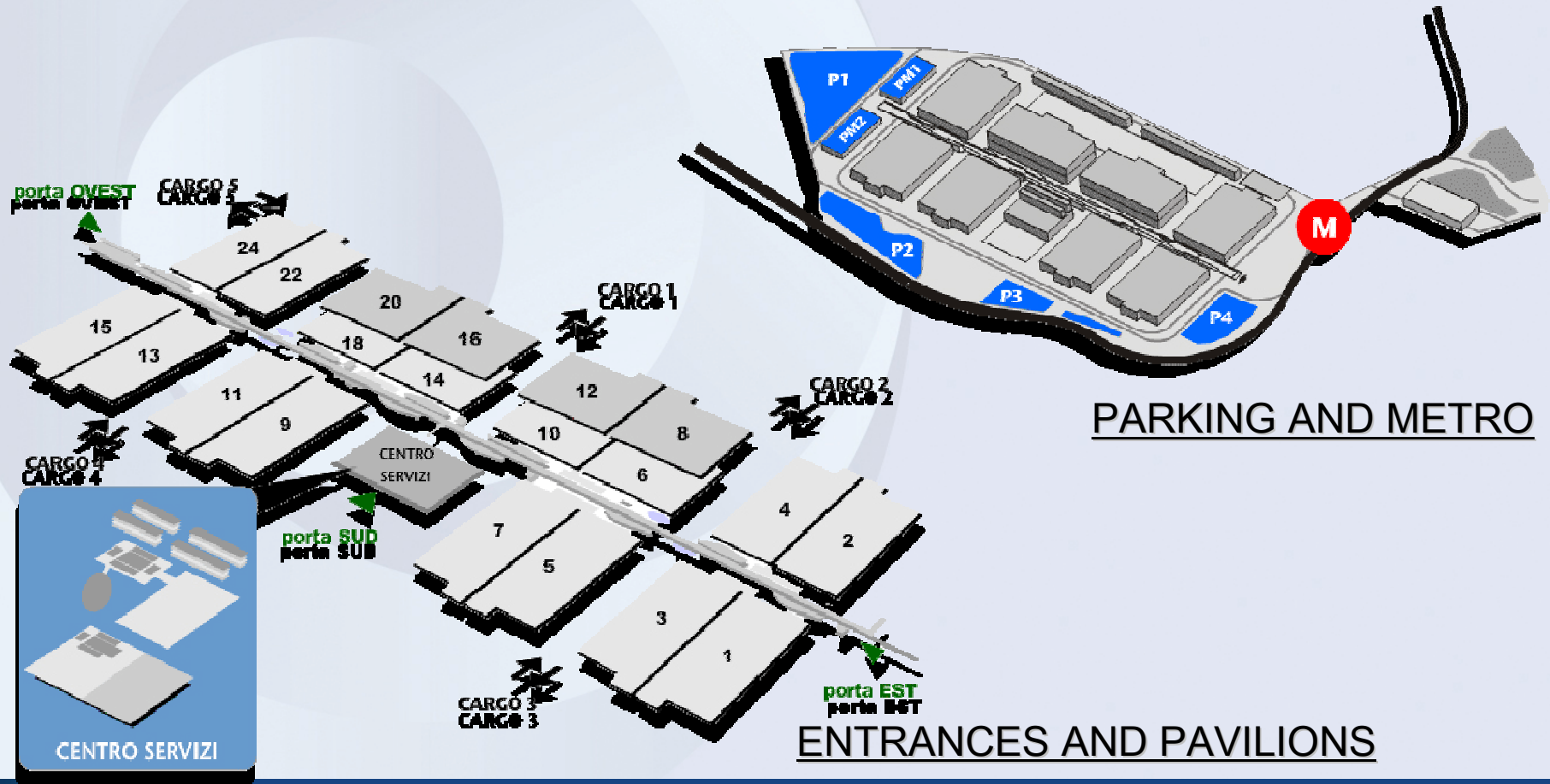
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FIERA MILANO, RHO



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SEGMENTS REPRESENTED:

- Building Shells
- Interior Architecture and Finishes
- Renewable Energy and Utility Systems
- Structures, Building Systems, Materials
- Construction Industry Projects and Services
- Design and Construction Software and Hardware
- Worksite Equipment, Technologies and Solutions
- Sports, Pool and Fitness Center Systems, Urban Fixtures



TARGET

- Professionals
- Interior designers
- Professional studios
- Construction firms
- Specialized builders or artisans
- Technicians and functionaries working for the public administration or the superintendencies
- Certified technicians, security technicians
- Building administrators
- Door and window specialists
- Utility system specialists
- Large scale retailers, building material vendors
- Universities and professional training centers



REASONS TO VISIT MADE expo

- Fiera Milano, the largest fairgrounds in Europe
- 242.152 professionals from 115 countries
- 1.316 journalists from 50 countries
- Expo 2015, a direct link for players
- Innovation, design, research and over 180 scientific events
- Discussions and cultural events with international figures



MADE expo 2008 Figures first edition

1.914 EXHIBITORS FROM:

40 COUNTRIES

20 ITALIAN REGIONS

98 ITALIAN PROVINCES

107.018 SQM OF EXHIBITION SPACE

717 ACCREDITED JOURNALISTS

170.779 VISITORS INCLUDING

- ARCHITECTS AND DESIGNERS
- CONSTRUCTION FIRMS
- DOOR/WINDOW SPECIALISTS
- VENDORS AND DISTRIBUTORS
- PUBLIC ADMINISTRATORS



FEDERLEGNOARREDO



MADE expo 2009 Figures second edition

1.739 EXHIBITORS FROM:

118 COUNTRIES

20 ITALIAN REGIONS

98 ITALIAN PROVINCES

Over 100.000 SQM of EXHIBITION
SPACE

1.309 ACCREDITED JOURNALISTS

200.126 VISITORS INCLUDING

- ARCHITECTS AND DESIGNERS
- CONSTRUCTION FIRMS
- DOOR/WINDOW SPECIALISTS
- VENDORS AND DISTRIBUTORS
- PUBLIC ADMINISTRATORS



MADE expo 2010 Figures third edition

1.721 EXHIBITORS FROM:

115 COUNTRIES

20 ITALIAN REGIONS

98 ITALIAN PROVINCES

Over 90.000 SQM of EXHIBITION SPACE

1.316 ACCREDITED JOURNALISTS

242.152 VISITORS INCLUDING

- ARCHITECTS AND DESIGNERS
- CONSTRUCTION FIRMS
- DOOR/WINDOW SPECIALISTS
- VENDORS AND DISTRIBUTORS
- PUBLIC ADMINISTRATORS



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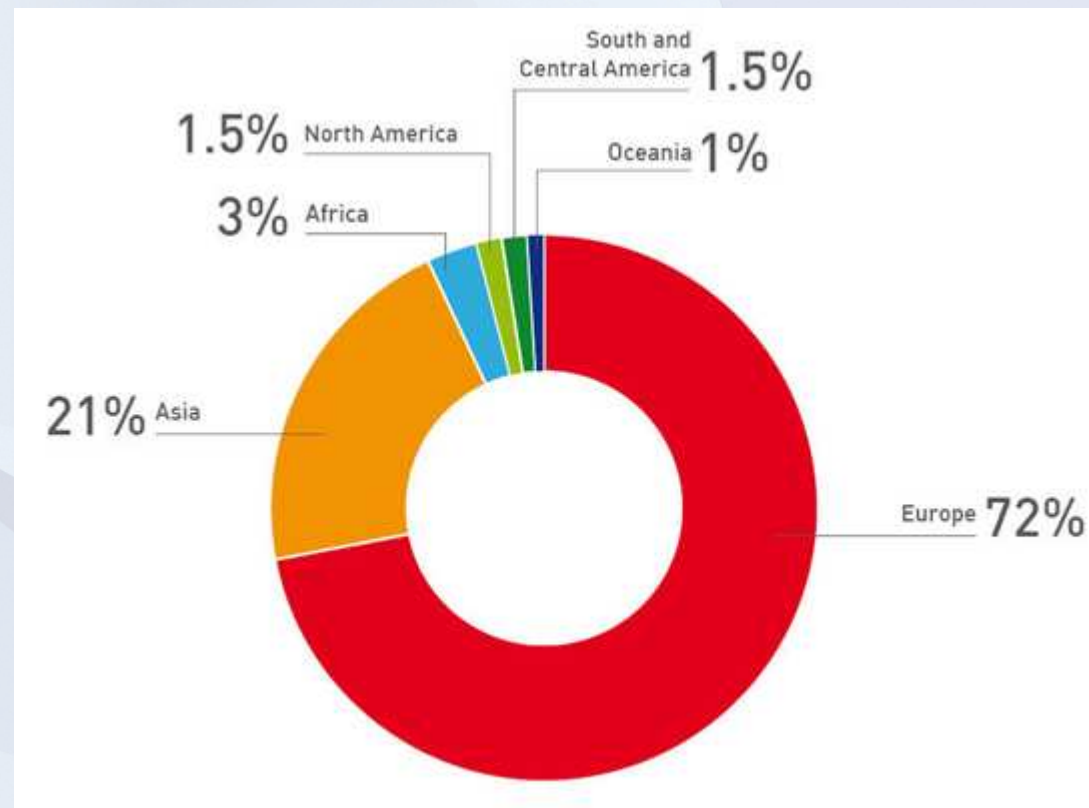
MADE 2010: VISITORS BY ORIGIN



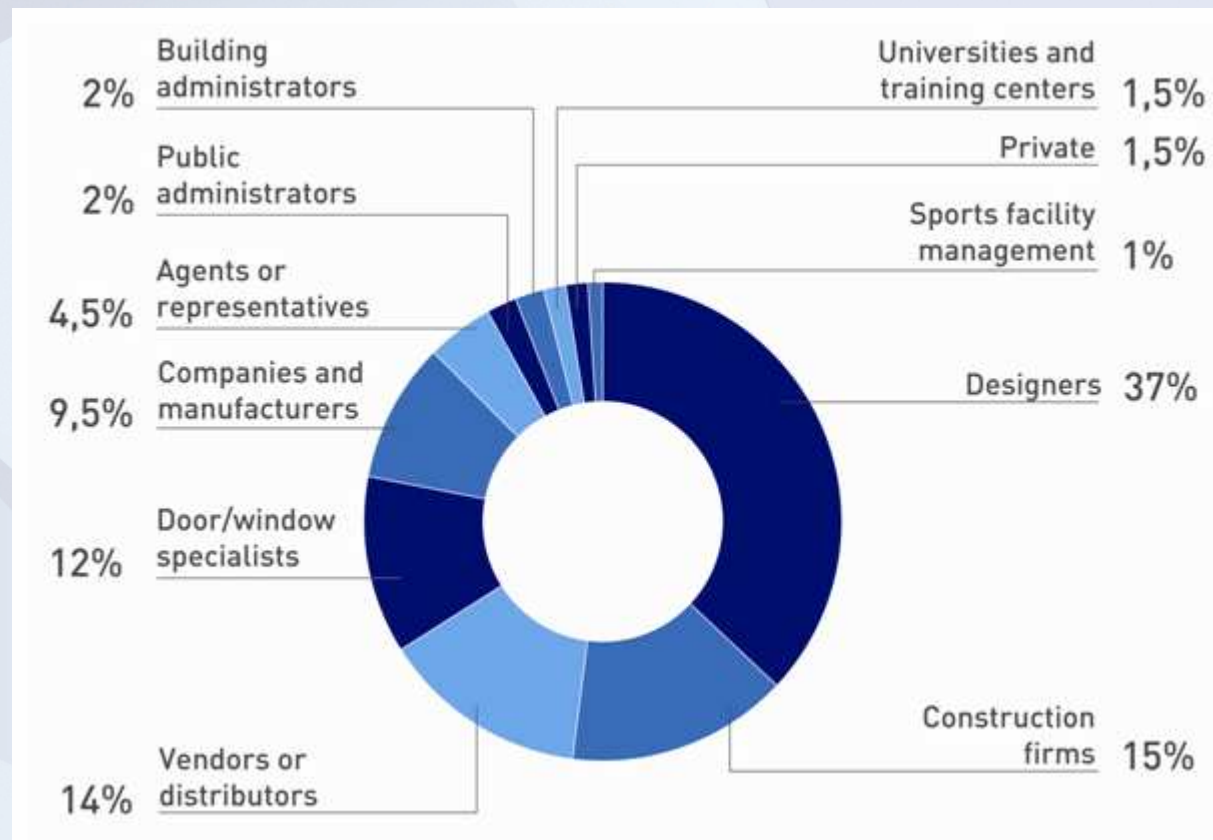
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MADE 2010: FOREIGN VISITORS BY CONTINENT



MADE 2010: VISITORS



Getting ready for MADE expo 2011

WWW.MADEEXPO.IT

MADE_{expo}

Milano Architettura Design Edilizia

The screenshot shows the homepage of the MADE expo website. At the top, the title 'MADE expo' is displayed in a large, stylized font. Below it, the event details are listed: 'Milano Architettura Design Edilizia' and 'Fiera Milano, Rho 05-08 Ottobre 2011'. A central illustration depicts modern architectural structures. The page includes a navigation menu with links for 'Richiesta Info', 'Info', 'News', 'Settori', 'Catalogo', 'Convegni', 'Eventi', 'Borsa dei progetti di ricerca', 'Video', and 'Area Riservata'. A secondary menu lists 'English Version' and 'Newsletter'. A status bar at the bottom of the header provides statistics: '28/12/2009 - MADE EXPO 2010: OLTRE 1700 ESPOSITORI, DI CUI 324 ESTERI' and '28/12/2009 - CONVEGNI OLTRE 5000 OPERATORI SPECIALIZZATI NEI ROAD SHOW INTERNAZIONALI'. The main content area features three tabs: 'Visitatori 0', 'Espositori 0', and 'Stampa 0'. The 'NEWS' section contains two articles: one dated 08 febbraio 2010 reporting '242.152 PRESENZE, +21% A MADE EXPO 2010' and another dated 04 febbraio 2010 reporting '+9% I VISITATORI DELLA PRIMA GIORNATA'. A 'MADE expo on video' section includes a video player. The 'EVENTI' section highlights the 'FORUM DELLA TECNICA DELLE COSTRUZIONI' and 'CIVITAS'.



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SEE YOU IN OCTOBER 2011!



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