

**19 - 22 November 2025**  
**Fiera Milano (Rho)**

**FOR**  
**WORK IN PROGRESS**



co-located with:

**MIBA**

**MILAN INTERNATIONAL BUILDING ALLIANCE**





## MADE expo

**MADE expo** is the specialised and integrated business platform where companies from the world of construction meet. Divided into **two main sectors, Construction and Building Envelope**, it provides exhibiting companies with the opportunity to meet new customers and strengthen relationships with designers, installers, distributors, exporters and builders. The Construction and Building Envelope sectors represent the future for innovation, sustainability, digitalisation, comfort and safety in buildings. **MADE expo is a work for progress.**

## WHY YOU SHOULD ATTEND AS AN EXHIBITOR

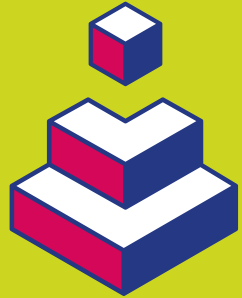
- 🏢 **IT ANTICIPATES THE FUTURE**  
MADE expo is Italy's leading international event for the world of construction.
- 🏢 **QUALITY CONTACTS**  
MADE is a focal point for high profile national and international visitors.
- 🏢 **NEW TRENDS**  
MADE expo represents a careful and competent overview of how to stay updated in an ever changing world.
- 🏢 **INFORMATION AND TRAINING**  
MADE expo is a central point for meetings, workshops and conferences: an educational, innovative, dynamic and experiential event.
- 🏢 **SYNERGIES**  
SICUREZZA, SMART BUILDING EXPO and the GLOBAL ELEVATOR EXHIBITION will all take place at the same time as MADE expo: an opportunity not to be missed for those working in the design and construction world.





## TWO VERTICAL CONSTRUCTION

**From design to living comfort:** companies and planners, either engaged in new constructions or renewal interventions, find in the **Construction** sector **tools, products** and **solutions** to **design** and **build safe buildings** thanks to **innovative** and **performing construction systems** thanks to **traditional and high-tech materials**, responding to tastes and lifestyles, thanks to **finishes** with high customization potential.



### PRODUCT AREAS

- ▮ Planning, BIM and Software - Services
- ▮ Structures and Building systems
- ▮ Civil engineering and Infrastructures
- ▮ Construction site tools and Safety
- ▮ Energy requalification, Insulation and Comfort
- ▮ Interior and exterior Finishes and Coatings
- ▮ Building/utilities integration

## BUILDING ENVELOPE

The building envelope is responsible for defining the performance of the buildings, their accessibility, their permeability to light. The **Building Envelope** sector, dedicated to the entire chain of **doors** and **windows** and the **technical components**, displays the most innovative solutions available for companies, planners and window makers to combine **energy requalification** and **comfort**. The communication between indoor and outdoor spaces finds new forms and living areas move outdoors with new proposals.



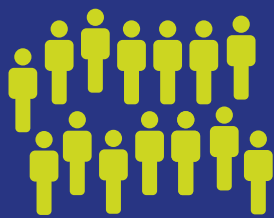
### PRODUCT AREAS

- ▮ Building envelope, Façades and Roofs
- ▮ Fenestration, Windows and Doors
- ▮ Glazing
- ▮ Components, Accessories and Hardware
- ▮ Closures, Sunshading and Automation
- ▮ Outdoor, Sunscreen and Anti-Insect screens
- ▮ Machinery and Production Equipment for windows





# FIGURES OF MIBA EXHIBITORS



1,350 Exhibitors



42 Countries of origin

(25% internationalities)

## TOP 5



Italy



Germany



Spain



France



China

Also:  
USA, Austria, Holland, Poland,  
United Kingdom, Turkey and Ukraine

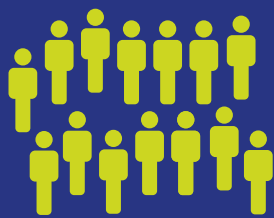
MADE expo is part of  
**MIBA - Milan Innovation Building Alliance** -  
which brings together four events dedicated to  
the sustainable and smart evolution and innovation  
of buildings and cities.

# MIBA

MILAN INTERNATIONAL BUILDING ALLIANCE



# FIGURES OF MIBA VISITORS



80,000 Visitors



111 Countries of origin

## TOP 10

|  |             |  |                |
|--|-------------|--|----------------|
|  | Switzerland |  | Germany        |
|  | Spain       |  | Turkey         |
|  | France      |  | Poland         |
|  | Romania     |  | United Kingdom |
|  | Greece      |  | China          |

## TYPE OF VISITORS

- Design/architecture studios
- Construction companies
- Window and door fitters
- Plant engineering/installation/maintenance companies
- Retailer/distributor/wholesaler/importer
- Production companies
- Engineering and contracting companies
- Other professionals (system integrator, facility manager)
- Services and consultancy firms
- Showrooms
- Public administration, trade associations, law enforcement
- Decorators and construction painters
- Vocational institutes and universities

## POSITION AT COMPANY

More than 74% of visiting operators have significant decision-making power

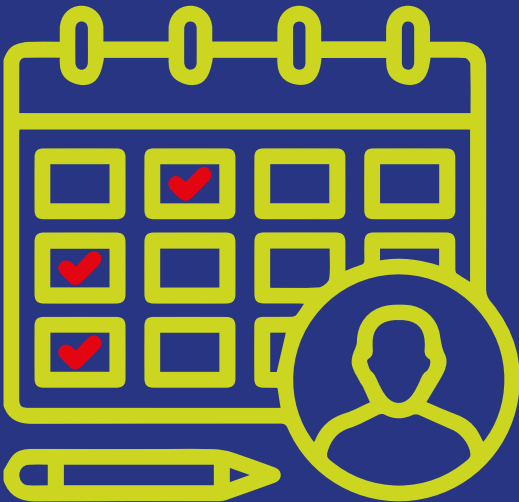
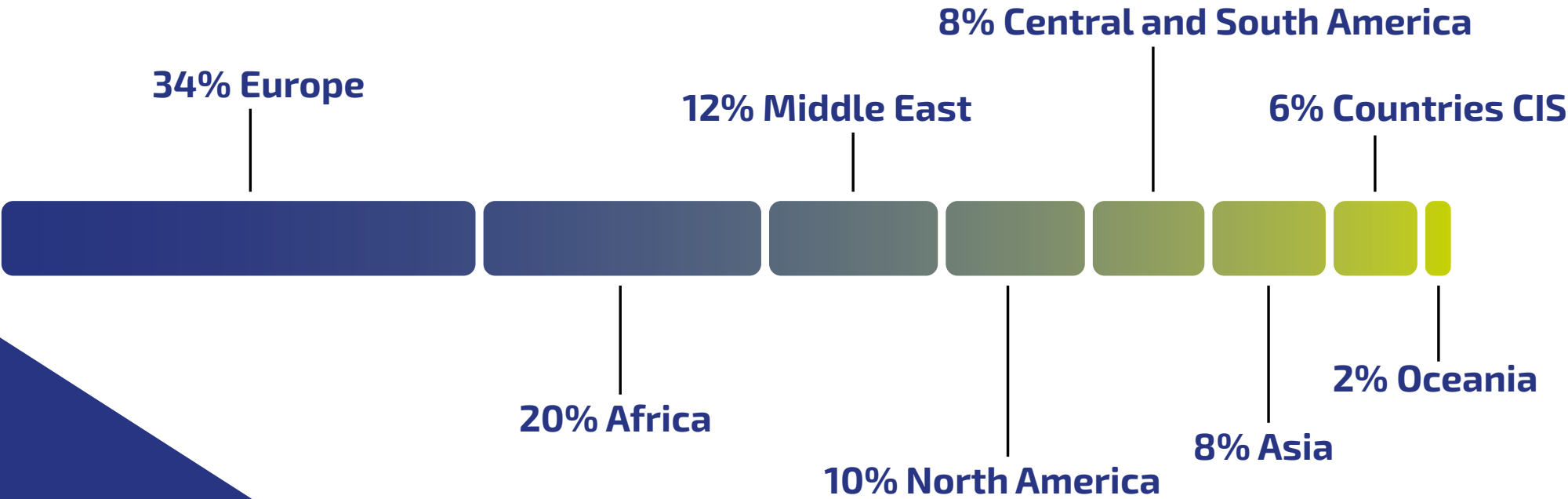
- |     |  |
|-----|--|
| 74% | <ul style="list-style-type: none"><li>Owner/CEO/Managing director</li><li>Director/Manager</li><li>Sales manager</li><li>Purchasing manager</li><li>Research and Development manager</li></ul> |
| 26% | <ul style="list-style-type: none"><li>Employee/Technical staff</li><li>Training manager</li><li>Trainer</li></ul>  |

# HOSTED MIBA BUYERS



427 BUYER  
72 COUNTRIES

BUYERS FROM:



More than 6,182 appointments made at the event



MY MATCHING

**Matchmaking** is an improved system that allows exhibitors and buyers to search for operators and producers of interest to them and make appointments before the start of the event, thereby offering concrete business opportunities.



## COMMUNICATION CHANNELS

An integrated online and offline communication plan engaging the MADE expo community all year round and helping the sector keep up to date with major news and learn about products and solutions.

A broad range of digital channels available for a constant dialogue between operators and innovative tools to make the exhibition experience even more effective.



**Newsletter**



**Social Media and  
Community Management**



**Social network ADS**



**International Media Plan**



**Web site**



**Interactive App**



**Events**



Exhibition space - BARE SPACE

Participation fees per sqm

185.00€

197.00€

Indoor exhibit space

until 30 November 2024

from 1 December 2024

Compulsory fee for general exhibition services per sqm.

7.80€

Registration fee

800.00€

EXHIBITION SPACE - PRE-FITTED

For exhibition space requests of 24 sqm or less only the pre-fitted option is available.





# FITTING OPTIONS



The Venice, Magic and Gold fitting options can be purchased for areas of 64 sqm or less.  
For areas of 24 sqm or less, our pre-fitted solution is compulsory.  
The fitting rate per sqm is in addition to the cost of the Bare Space rate

## VENICE



Example of solution for 16 sqm with 1 free side



Example of solution for 32 sqm with 2 free sides

€ 75.00/sqm.

## MAGIC



Example of solution for 16 sqm with 1 free side



Example of solution for 32 sqm with 2 free sides

€ 86.00/sqm.

## GOLD



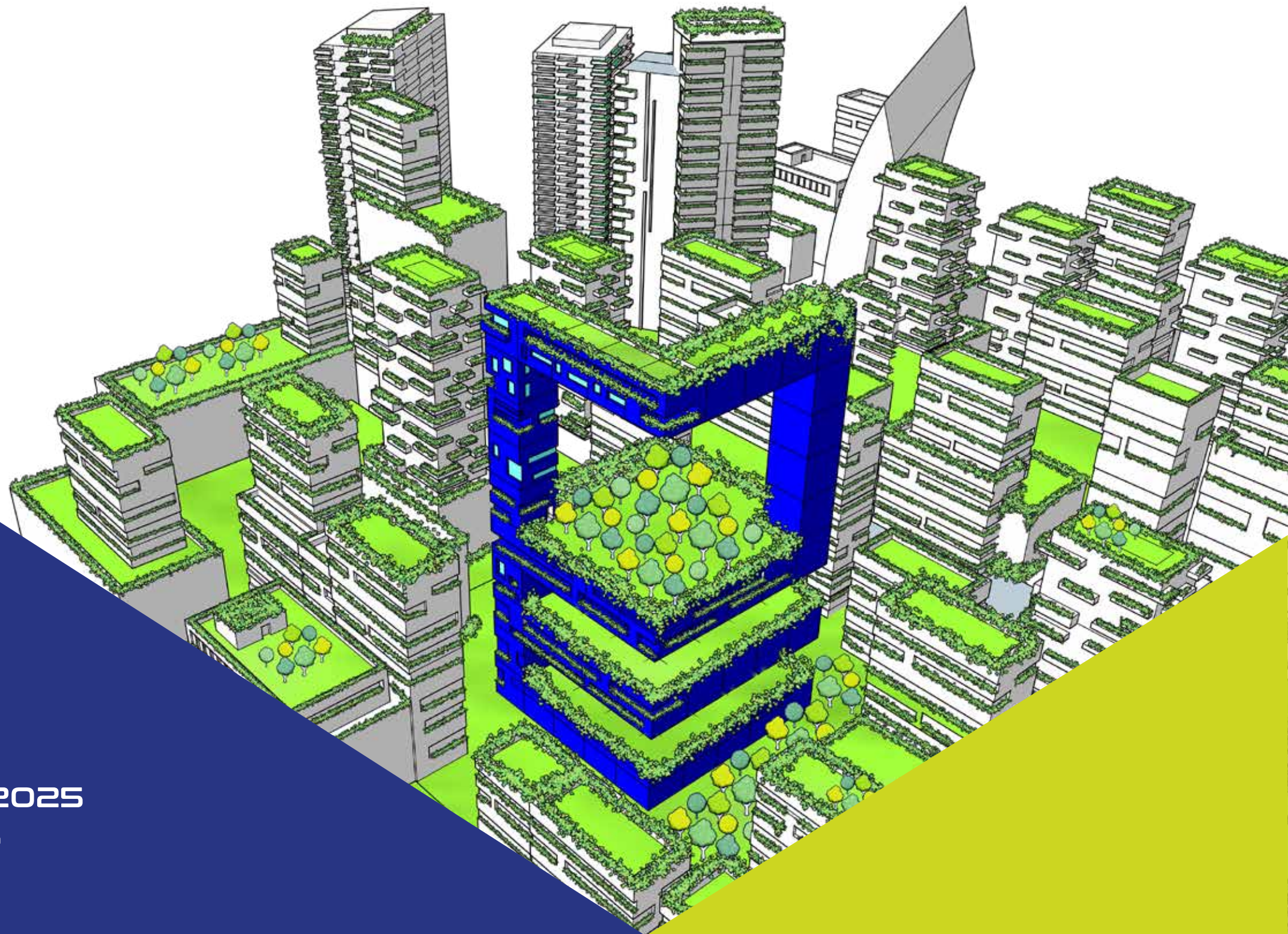
Example of solution for 16 sqm with 1 free side



Example of solution for 32 sqm with 2 free sides

€ 100.00/sqm.





19\_22 Nov 2025  
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[madeexpo.it/en](https://madeexpo.it/en)



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