

GEE GLOBAL ELEVATOR EXHIBITION

MILANO

15-17 NOV 2023
FIERAMILANO

DESIGN THE FUTURE OF ELEVATORS

MIBA
MILAN INTERNATIONAL BUILDING ALLIANCE



ONE PLACE. FOUR EXHIBITIONS

WITH THE PATRONAGE OF



PARTNER



FIERA MILANO

www.globalelevatorexhibition.com



THE FUTURE STARTS NOW

GEE was born from the market for the market: a European global meeting hub for the vertical and horizontal mobility industry.

**Elevators, escalators,
travelators and components.**

An international exhibition event that is
new, modern,
smart and competitive



FIERA MILANO





OUR MISSION

To be the European Hub for the worldwide meeting of the elevator, escalator, moving walkway and component industries

Represent and promote the highest quality, safety, and technical standards.

Provide design solutions to meet every need.

Help move urban mobility and accessibility forward toward a sustainable future.



FIERA MILANO



GEE: THE EUROPEAN HUB OF A CONSTANTLY EVOLVING INDUSTRY.

THE CENTRAL ROLE OF EUROPE



6.4 million
of installations in Europe



142,000
new elevators in 2021



148,000
employees



Over **157,000** escalators
with more than **3,000** new
installations



ITALY: THE ROLE IN EUROPE

2.3 billion euros
the value of the elevators and
escalator industry



42%
of export turnover (the
second country after China)



1 million
of installations/100 million
rides per day



23,000
employees



Over **1.500** companies



AN INNOVATIVE AND GLOBAL EVENT: A PLACE TO BE



To be part of an **international community** that plans the future



To seize **new opportunities** and create **new relationships**



To be **at the heart of innovation and business**



To talk with the world, promoting and representing **quality, technology and sustainability**. To provide **design solutions** and meet every need.



FIERA MILANO





AN INTERNATIONAL COMMUNITY DESIGNING THE FUTURE

Participating in GEE means **designing the future** together with the main companies in the industry. GEE wants to lead urban mobility towards an increasingly sustainable and technological tomorrow by focusing on an industrial sector **of strategic importance** for the world economy.

-
-
-



FIERA MILANO



GEE offers innovative and technological solutions for new installations, service, maintenance, and modernisation of:



▶ Shopping centres

▶ Hotels

▶ Public Institutions

▶ Hospitals and nursing homes

▶ Residential

▶ Sport & Expo

▶ Public transport

▶ Offices

WHO EXHIBITS

- ▶ Elevators
- ▶ Complete systems
- ▶ Elevator shaft
- ▶ Drive units
- ▶ Floor doors and accessories
- ▶ Elevator car chassis
- ▶ Elevator cabins
- ▶ Control systems and components
- ▶ Operating and visualisation elements
- ▶ Equipment / Accessories
- ▶ Escalators / Travelators / Lifting platforms

WHO VISITS

- ▶ Manufacturers
- ▶ Architects
- ▶ Designers
- ▶ Engineers
- ▶ Construction companies
- ▶ Real estate professionals
- ▶ Maintenance professionals
- ▶ Facilities Managers
- ▶ Condominium Administrators
- ▶ Distributors
- ▶ Installers



FIERA MILANO



NEW OPPORTUNITIES AND SYNERGIES

GEE takes place simultaneously with other strategic events to expand the synergies thus focusing on the **smart city** and the **new technological models** to create increasingly **inclusive, safe, digital** and **sustainable** cities.



FIERA MILANO



UNITED WE STAND

With GEE, we want to offer an international event that approaches this sector as part of a complex system.

The event is joined by other events focusing on the smart city and new technological models.

Simultaneously

SICUREZZA
INTERNATIONAL SECURITY & FIRE EXHIBITION

The International Biennial of security
& fire

**SMART
BUILDING
EXPO**

Home and building
automation and technology
integration exhibition

**MADE
EXPO
2023**

The leading event in Italy for the
construction industry

**IN 2021: OVER 43,000
TRADE VISITORS AND
MORE THAN 700
COMPANIES PRESENT**

**The same admission
ticket** is valid for all
events.

A single goal: teaming
up, maximising
potential synergies,
meeting the needs of
companies and
operators



FIERA MILANO



GEE: THE LAY-OUT



GEE 2023 with Sicurezza, Smart Building Expo and Made Expo 2023: integration not only in the supply chain but also in the logistics of the exhibition lay-out. **The entire East Quarter occupied by Exhibitions.**

THE ENTIRE EAST QUARTER OCCUPIED BY EXHIBITIONS



WELCOME TO MILAN, THE CENTRE OF INNOVATION AND BUSINESS. MILAN: WHERE THE FUTURE IS BORN

GEE takes place in **Milan**, a connection hub and the capital of technological innovation and the first smart city in Italy.

Visionary, innovative, and trendy, Milan is the capital of international green business and is easily accessible from all over the world.

A wide range of accommodations, efficient connections and countless networking and event opportunities provide a total trade fair experience in a city that embodies art, fashion, design, quality food and business.

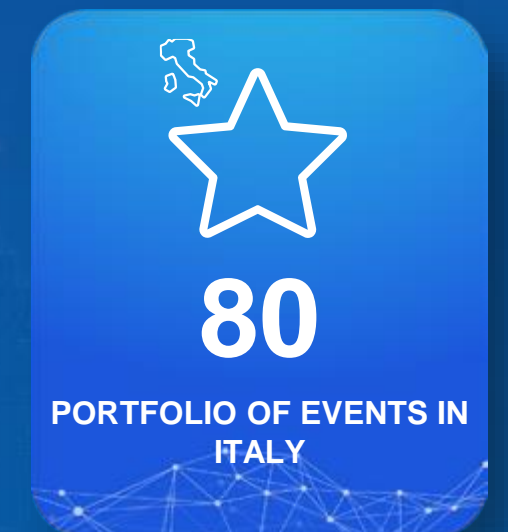


FIERA MILANO

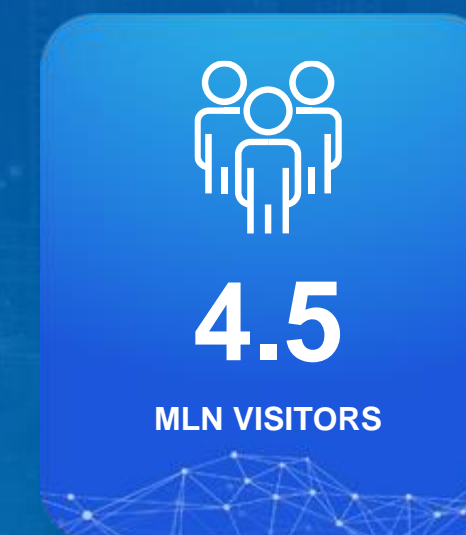


FIERA MILANO, THE INTERNATIONAL PLATFORM FOR BUSINESS

Easily accessible and connected to the whole world, GEE is a Fiera Milano event, a hub of excellence for safe, innovative and sustainable trade fairs.



Fiera Milano is an ideal partner for the promotion, development and growth of companies. A business platform that offers the leading Made in Italy sectors and the entire international industry an unmatched showcase and a bridge to the World.





A DIALOGUE WITH THE WORLD TO PROMOTE TECHNOLOGY AND QUALITY

GEE is an international event that strengthens the connections between the companies of the entire **global supply chain**. It promotes safety, quality and the highest technical standards, and encourages communication, networking and dialogue among participants.



FIERA MILANO



An incoming buyers programme to connect to the world

GEE selects TOP Buyers from around the world by geographical area, based on their decision-making power and high spending power to foster effective connections between supply and demand during the event.

Top Buyers **benefit from a dedicated Hospitality Programme.**

To support the interaction between exhibitors and buyers, the **MYMATCHING** platform is made available. The agenda of meetings targeted and planned before the event to create business opportunities during the days of the exhibition.



MY MATCHING



FIERA MILANO



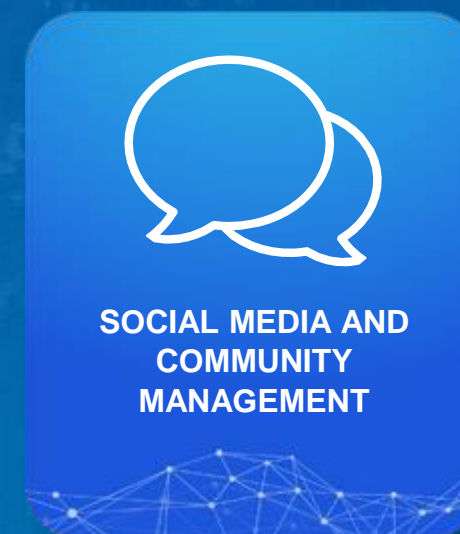
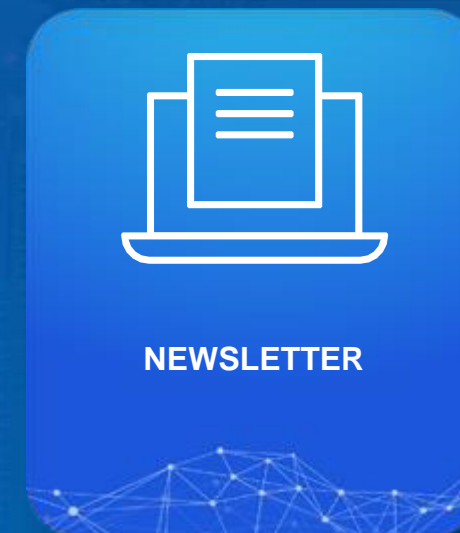
International Promotion

An international communication plan to reach out to all focus countries stakeholders and companies in the industry. Advertising plans, media partnerships and press office activities to dialogue with the main national and European newspapers of the sector

International digital coverage.

A dedicated newsletter, with market updates and exhibitor case histories.

Workshops to meet the target community.





GEE GLOBAL ELEVATOR EXHIBITION



MILANO

CONTACT US!

EXHIBITION DIRECTOR
PAOLO PIZZOCARO
paolo.pizzocaro@fieramilano.it

UFFICIO COMMERCIALE
Luca Colombo
Tel. +39 02 4997.6691
Mob +39 346 2188761
luca.colombo@fieramilano.it

Paolo Calgaro
Tel. +39 02 4997.7649
Mob +39 335 1445286
paolo.calgaro@fieramilano.it

MIBA

MILAN INTERNATIONAL BUILDING ALLIANCE



ONE PLACE. FOUR EXHIBITIONS

WITH THE PATRONAGE OF



PARTNER



FIERA MILANO