

**GEE** GLOBAL  
ELEVATOR  
EXHIBITION  
MILANO

15-17 NOV 2023  
FIERA MILANO

DESIGN THE FUTURE OF ELEVATORS

**MIBA**  
MILAN INTERNATIONAL BUILDING ALLIANCE

GEE  
GLOBAL  
ELEVATOR  
EXHIBITION  
MILANO

MIBA  
MILAN  
INTERNATIONAL  
BUILDING  
ALLIANCE

SMART  
BUILDING  
EXPO

SICUREZZA  
INTERNATIONAL  
SECURITY & FIRE  
EXHIBITION

PARTNER

**ANACAM**  
ASSOCIAZIONE NAZIONALE IMPRESE DI  
COSTRUZIONE E MANUTENZIONE ASCENSORI

ONE PLACE. FOUR EXHIBITIONS



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2043



12345

EXIT  
FLOOR





# 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



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# 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.



# 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



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# 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.



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# 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.



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

- |                    |                               |                |                    |
|--------------------|-------------------------------|----------------|--------------------|
| ▶ Shopping centres | ▶ Public Institutions         | ▶ Residential  | ▶ Public transport |
| ▶ Hotels           | ▶ Hospitals and nursing homes | ▶ Sport & Expo | ▶ 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



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# 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.





# 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

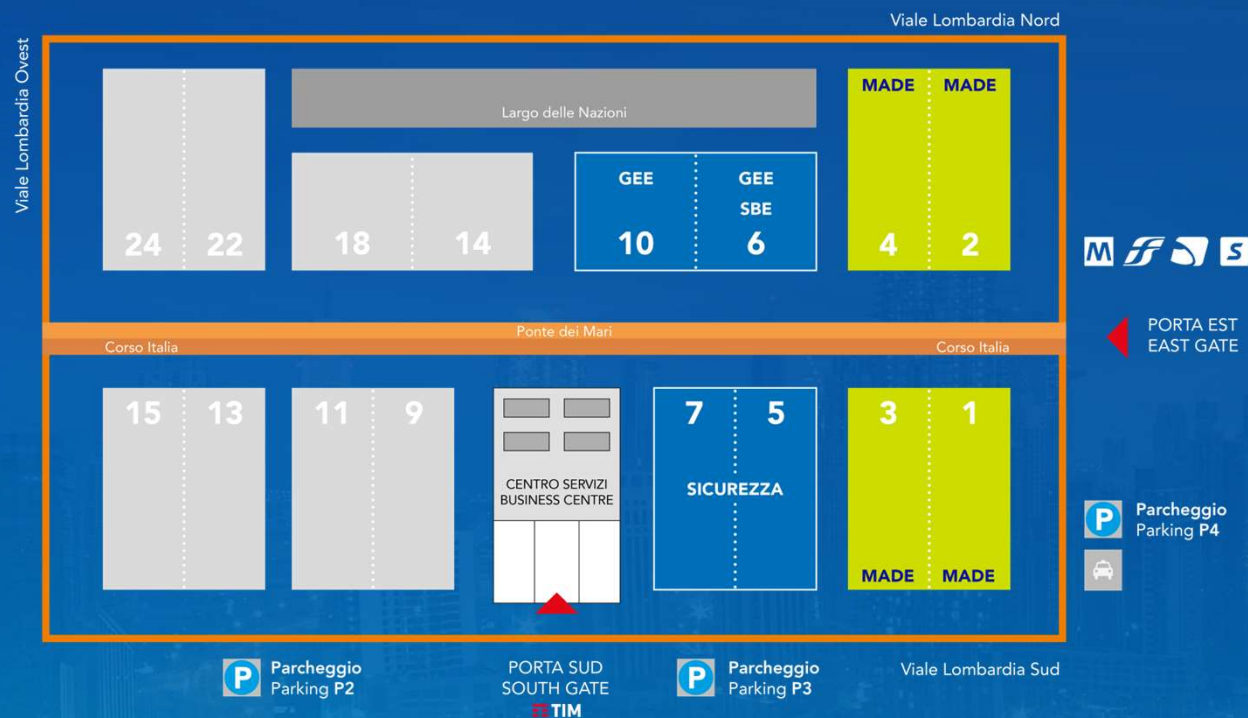


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# GEE: THE LAY-OUT



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.



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# 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.


  
**399,000**  
TOTAL CAPACITY IN  
SQ.M. IN ITALY

  
**160**  
CONFERENCES /  
YEAR

  
**80**  
PORTFOLIO OF EVENTS IN  
ITALY

  
**36,000**  
EXHIBITORS / YEAR

  
**4.5**  
MLN VISITORS

  
**30**  
PORTFOLIO OF EVENTS  
ABROAD



# 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.



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## 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.**



MY MATCHING

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.



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# 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.



NATIONAL AND  
INTERNATIONAL  
MEDIA PLAN



NEWSLETTER



SOCIAL MEDIA AND  
COMMUNITY  
MANAGEMENT



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# GEE

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ELEVATOR  
EXHIBITION



M I L A N O

## CONTACT US!

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## MIBA

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