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|  |  | **GEE - GLOBAL ELEVATOR EXHIBITION: MEETINGS AND CONFERENCES TO ADDRESS AN EVOLVING SECTOR**  *The main strength of GEE – Global Elevator Exhibition, which will be held from 15 to 17 November 2023 at fieramilano (Rho), is the rich schedule of conferences: vertical meetings and round tables organised in the integrated setting of MIBA to discuss trends, challenges and opportunities of a growing sector.*  *Milan, 15 November 2023 –* **GEE – Global Elevator Exhibition**, Europe's most innovative hub on vertical and horizontal mobility, scheduled **from 15 to 17 November 2023** at **fieramilano (Rho)**, aims to be the reference point for a growing sector, thus responding to the concrete need of companies to create a space for dialogue, business and updating on the sector's main innovations.  Together with the rich exhibition offer and a substantial incoming programme for international buyers, GEE's main strength is represented by the **training proposal**. The full agenda of meetings, which develops along three main pillars – ***innovation, sustainability, regulations*** – will involveleading national and international experts, representatives of the main trade associations, as well as certification bodies and academics.  For a more complete and integrated overview, the appointments at GEE will be completed by the events on schedule for the MIBA trade fairs, in order to describe the evolution of buildings in a synergistic way.  **GROWING MARKET: THREE DAYS OF MEETINGS**  The three-day event dedicated to vertical and horizontal mobility will open with the meeting **Market Trends**: **The future of vertical mobility 2023-2033: What are the prospects for development?** A round table on the challenges and opportunities offered by the current market to companies operating in the lift segment, with the participation of the main Italian and European trade associations: ANACAM, ANIE AssoAscensori, ANICA and EFESME.  The event will be followed by the first appointment regarding *Regulations*: **The impact of the European and Italian regulatory framework on supply chain, new regulations and quality standards between innovation, safety and sustainability**. The talk will provide a detailed update on the regulations affecting the sector and the related opportunities for business development and the creation of new prospects, with a focus on technological innovation, safety and sustainability.  The topic of *Regulations* will be central also at the conference **Certification and the new quality standards as a guarantee of safety and efficiency**. **Quality and compliance.**  The relevant associations and organisations will explore the crucial issue of lift systems safety. Particular emphasis will be placed on the importance of regulatory references and the fundamental role played by accredited Certification and Inspection Bodies in ensuring high safety standards complying with current regulations.  The focus will shift on *Sustainability* with the meeting **Accessibility and Inclusiveness: Rethinking Places and Buildings**, organised in collaboration with ANACAM.  The contribution of vertical and horizontal mobility in terms of usability is of paramount importance. The synergy between these two aspects is essential to allow people to move efficiently within buildings. The usability of vertical transport systems is related to speed, reliability and safety of lifts, as well as to their ability of adapting to people's needs, such as accessibility for disabled and elderly people.  *Sustainability* will be also the main topic of the event **What are the opportunities offered by the programmes linked to the PNRR and the new incentives for energy efficiency in buildings and for overcoming architectural barriers: critical issues and opportunities for growth in the sector.**  The round table will describe all the opportunities and new incentives available to modernise the installed lift systems, both to improve the safety of installations and their accessibility - by breaking down architectural barriers - and to promote a reduction in energy consumption and encourage the digitisation of buildings.  *Innovation* will be discussed in the meeting **The global elevator: comparing experiences from around the world**, which will present the most significant international projects in the lift sector characterised by state-of-the-art engineering and architectural solutions. These works represent landmarks in the progress and innovation of the lift industry on a global level.  Still on the subject of *Innovation*, ANIE AssoAscensori will present **The digitisation of lifts: a path to innovation and sustainability**.Digitisation and sustainability are the drivers of the radical transformation taking place on a global scale: a transformation that engages society in ambitious challenges. In this period of profound change, also the cities are evolving and lifts are becoming increasingly digital thanks to the potential of connectivity, IoT, Artificial Intelligence and 'apps', with the goal of offering customised solutions and services, improve service quality, and reduce the environmental impact.  *Innovation* and the smarter aspects of the sector will be discussed during the meeting **New technologies to make buildings 4.0 more inclusive, safe, digital and sustainable**: **What are the solutions and future scenarios in the field of integrated sensors and digitisation of systems?**  Thanks to the opportunities offered by new technologies ranging from integrated design to digitisation and predictive maintenance of installations with IoT devices, this market is continuously expanding and plays a central role in the innovation of buildings and urban centres, which are now becoming more accessible, thus turning into smart, functional and sustainable entities.  Together with the strategic consulting company Roland Berger, we will look at the future and the new challenges for major players at the meeting **Global perspectives on the lift market: future challenges and opportunities**. This presentation will outline the prospects of the global lift market, examining regional priorities, key market trends and investment areas of the major players*.*  At its first edition, GEE is already a unique opportunity for Italian and international companies and operators to compare notes: an important chance to discover the best technologies, materials and solutions for the sector.  *GEE, Global Elevator Exhibition, is part of* ***MIBA, Milan International Building Alliance****, the event that will bring together four trade fairs:* ***GEE – Global Elevator Exhibition,*** *entirely dedicated to horizontal and vertical mobility,* ***MADE Expo,*** *Italy's leading event for innovative and sustainable solutions in the world of construction and building envelope****, SMART BUILDING EXPO****,**the exhibition of home and building automation and technological integration, and* ***SICUREZZA****, Italy's leading trade fair and one of the first in Europe dedicated to security & fire. The common denominator for the global trade show includes solutions, materials and technologies proposed by fundamental sectors for the design, construction and redevelopment of buildings through innovation, energy efficiency and sustainability.* |