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|  |  | **THE FUTURE OF VERTICAL AND HORIZONTAL MOBILITY IS DESIGNED AT GEE - GLOBAL ELEVATOR EXHIBITION**  *Appointment with GEE - Global Elevator Exhibition from 15 to 17 November 2023 at Fiera Milano (Rho). For the vertical and horizontal mobility market, GEE is an international platform where the sector's most topical issues are discussed, analysed and explored in depth. To amplify the offer, it will be held simultaneously with the related MIBA events.*  *Milan, 15 novembre 2023 –* Gee, Global elevator exhibition, the international fair dedicated to vertical and horizontal mobility celebrates its first edition this yead from 15 to 17 novembre 2023 at fieramilano (Rho) to respond to the cocrete needs of a constantly developing market.  According to data compiled by ANACAM, the sector generated a **turnover of 3.8 billion euro** in Italy in 2022, directly employing just under **19 thousand workers**, spread over **1,900 companies** characterised by great diversity in size (from small artisans to large multinationals).  With **118 exhibitors** comingfrom 13 different countries (Austria, **China, South Korea, France, Germany, Greece, India, Italy, Netherland, Spain, Switzerland, Turkey and USA)**, and a rich programme of conferences, the event is a reference point for the sector, responding to the concrete request of companies to create a space where they can exchange ideas, do business and keep abreast of the main innovations in a constantly developing sector.  The companies that have chosen to participate at GEE will have the opportunity to meet, in addition to thousands of professional operators, **100** highly profiled **hosted buyers**, selected by Fiera Milano and coming from **23 countries from all continents**. Particularly relevant are those from the **USA**, **Argentina**, **Egypt**, **Australia** and the **UAE**.  In this market setting, GEE is a representative trade fair event for its sector of international calibre in a city like **Milan**, the first Smart City in Italy - and now also the “European capital of 5G”, which, with its modern exhibition centre, fully embodies the event's innovative and cosmopolitan spirit.  The exhibition will be enriched by the extensive **training programme**, which will involve leading national and international experts, representatives of the main trade associations, certification bodies and university lecturers. Vertical meetings and round tables will animate the debate on the new challenges and opportunities for the sector, divided into three main areas: **innovation, sustainability and regulations**.  The journey towards its first edition presents GEE as a unique opportunity for Italian and international companies and operators to compare notes: an important opportunity to explore the best in 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 events:* ***GEE – Global Elevator Exhibition,*** *entirely dedicated to horizontal and vertical mobility,* ***MADE expo,*** *Italy's leading international event for innovative and sustainable building and enclosure solutions****, SMART BUILDING EXPO****,**home and building automation and technological integration event and* ***SICUREZZA****, Italy’s leading trade fair event 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 energy efficiency and sustainability.*  . |