

EVENTS

Schindler To Participate in First Edition of **GEE IN MILAN**

Involvement represents a vote of confidence in both **MIBA** and **GEE**.

submitted by Schindler

Schindler announced in May its participation in the first edition of the Global Elevator Exhibition (**GEE**) on November 15-17 at **Fiera Milano** Rho in Milan, Italy. The international trade fair dedicated to vertical and horizontal mobility, with an impressive area dedicated to technology and innovation, is set to take place concurrently with three other B2B trade fairs that are already established internationally and of critical importance for the building sector: **ME-MADE Expo**, Italy's leading trade fair for architecture and construction – which will last, as usual, an extra day; **SICUREZZA**, Europe's benchmark for the security and firefighting sector; and **SMART BUILDING EXPO**, the home and building automation and technological integration event. This combination has given rise to the strategic alliance known as Milan International Building Alliance



Danilo Calabrò

(MIBA) – an alliance that aims to offer all parties involved in these sectors a broader, contemporary and integrated vision of smart buildings and smart cities.

The presence of Schindler, which plays a leading role in the global lift market and is a reference point for technology and innovation for the entire building sector, can only represent a significant vote of confidence for both **MIBA** and **GEE**. The latter, in its first edition, is already proving to be a trade fair of international scope and representative of the complex and varied industry of lifts, escalators, travelators and components. Danilo Calabrò, CEO and managing director (MD) of Schindler Italy, observed:

"Elevators and escalators are a means of transport in their own right and, as such, heavily impacted by the

**"Digitization, AI and robotics...have profoundly changed
the vertical and horizontal mobility sector."**

— MD of Schindler Italy Danilo Calabrò

technological innovations of recent years. Digitization, AI and robotics – together with the need for a more people- and environment-friendly urban development – have profoundly changed the vertical and horizontal mobility sector. Schindler transports more than 1.5 billion people around the world every day, and our goal is to do so in an increasingly efficient, intelligent and sustainable way."

In light of this mission, Schindler confirms its participation in **GEE**, which it sees as an important and strategic opportunity, sharing with it the values of innovation, interconnection and sustainability. From this premise, Schindler considers the event a large, multifunctional and impactful exhibition that will allow it, on the one hand, to present its top products and services with the most up-to-date technological solutions and, on the other, to speak to the market in an area/hub of dialogue and training through a rich schedule of conferences, talks and masterclasses, reserved for all building alliance stakeholders at **Fiera Milano Rho** during the exhibition. **Fiera Milano Rho** Exhibitions Director Simona Greco said:

"GEE was born from a request by companies in the vertical and horizontal mobility sector to have a voice in a place dedicated to interaction, training and updating with a global scope, capable of bringing together development and networking opportunities with the most topical themes of the sector: sustainability and innovation, which are also in line with the new directives of the European Union Community. In this scenario, we can only be proud to have Schindler Group as a member. This historic and recognized company will be able to offer, to all those working in the sector, innovative products and content for the growth of each business."

Schindler's alliance with **GEE** and the contribution it will make to the event in terms of content confirms the sector are evolving rapidly and continuously and have much to tell – not only to the building and construction industry, but to society as a whole. 🌍