

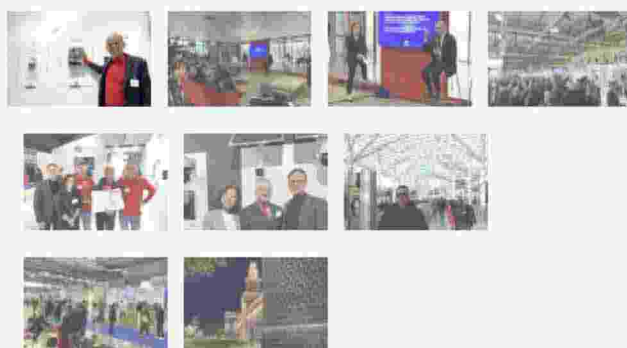
News

Sicurezza "plus": MIBA New International Hub for the Construction Industry

22.11.2023 - More than 80,000 operators from 111 countries appreciated the offers from the more than 1350 exhibiting companies. 427 international hosted buyers from 72 countries.



One of the highlights of **MIBA** and **Sicurezza**: exhibitor Ksenia, here Managing Director Raffaele di Crosta in front of the Access Control Display - with Plastic cabinet, which visitors were able to see exclusively before the 2024 release
(Photo: GIT SECURITY/Wiley)



Top Feature



Integration and Digitisation are the focus of **SICUREZZA**

2023

Fiera Milano S.p.A.



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The first edition of **MIBA-Milan International Building Alliance** closed at **Fiera Milano** with **more than 80,000 professional operators**; the event combined four exhibitions dedicated to the sustainable and smart evolution of buildings and cities, consolidating its position as a new international reference hub for the sectors in the four twice-yearly appointments: horizontal and vertical mobility at **GEE-Global Elevator Exhibition**, construction at **MADE expo**, technological integration at **SBE-SMART BUILDING EXPO** - and security&fire at **SICUREZZA**.

An offer that caught the attention of **foreign operators from 111 countries**, with the largest numbers coming from Europe (mainly Switzerland, Spain, France, Romania, Greece, Germany, Poland and the UK), Turkey and China. However, there was no shortage of operators who chose to visit **MIBA** from very distant countries. Among the most represented were: Venezuela, Vietnam, Azerbaijan, Singapore, Thailand and Senegal.

cooperation with the ITA-ICE Agency, as well as the quality of spontaneous visitors, frequently represented by corporate decision-makers with high spending power.

The systematic strategy at the heart of **MIBAs** proposal also caught the attention of several foreign consulates and officials involved in the development of international trade relations, particularly from Eastern Europe and the Mediterranean Basin, which are interesting target markets for the solutions on display.

The dynamic social channels of the four events were also remarkable: in just four days reached more than 350,000 contacts; generated almost 60,000 interactions and an increase in the fan-base of around 1500 followers on the various channels.

Three trends characterised the events across the board: **sustainability, customisation** and **digitisation** of solutions. All sectors are now moving towards productivity criteria characterised by optimisation of resources and environmental sustainability, while digitalisation is progressively linking markets and making the solutions presented ever more tailor-made, whether it be building materials, finishes or technological solutions.

The varied **programme of conferences** was of great interest: with sectors evolving rapidly and synergistically, continuing education becomes a key element to remain globally competitive. **MIBA** offered all professionals more than **250 meetings**, thus offering a new synergistic vision that fits perfectly into the integration trends of the various market segments.

The next **MIBA** event will be held at **Fiera Milano** in **November 2025**. **Sicurezza**, **GEE** and **SBE** will be held from the 19th to the 21st, **MADE expo** confirms a four-day run, until the 22nd.

The 4 **MIBA** exhibitions:

- **GEE-Global Elevator Exhibition**, horizontal and vertical mobility event.
- **MADE expo**, Italy's leading event for the construction industry.
- **SICUREZZA**, the leading event in Italy and among the most important in Europe for security&fire
- **SMART BUILDING EXPO**, Italy's reference event for home and building automation and technological integration

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