

# SMART BUILDING EXPO

Connectivity, home and building automation,  
system integration, Building Information  
Modeling, new services for the networked  
building industry

---

Fiera Milano, Rho  
**15-17 November 2017**

Co-located with

**SICUREZZA**



**Stay tuned, we are building the future!**

An event by

**Pentastudio**  
marketing & comunicazione

  
FIERA MILANO

# The Smart Building platform: evolution and continuity of a project

Smart Building is a communication and marketing project conceived by Pentastudio in 2013 aiming to represent and promote throughout Italy the latest and most innovative technologies related to the concept of "smart building". A platform that uses various means, including trade fairs, with the specific aim of encouraging the renewal of Italy's housing stock

by adopting digital technologies.

New systems thus act as the hub in a complex structure connecting buildings with the infinite universe of new applications. The event has now its home in Milan, a Smart City by definition, Italy's capital of innovation and a bridge with the rest of Europe and of the world.



## Smart Building Expo and SICUREZZA

Pentastudio and Fiera Milano have come together to give life to SMART BUILDING EXPO, which will be taking place from 15<sup>th</sup> to 17<sup>th</sup> November 2017, at the same time as the SICUREZZA fair, one of Europe's major events dedicated to the strategically vital security industry.

This pairing was no chance encounter, as cybersecurity is becoming one of the most highly sensitive issues, even in the building automation and IoT fields, which form an integral and significant part of the smart building movement. In this sense, the pairing

provides value to both events and gives people yet another reason to visit. At the same time, SICUREZZA is an important verticalization in the more generalized field of building automation and a transversal theme that can no longer be overlooked for anyone involved in plant engineering and telecommunications. Companies exhibiting at SMART BUILDING EXPO will thus be able to count on a highly targeted, motivated and international audience such as those visiting SICUREZZA, who overlap to a great extent with the target audience for the Smart Building project.

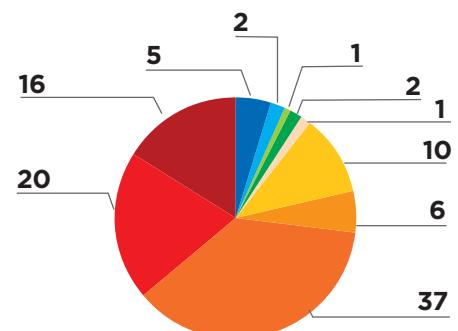
# A look at the world and an innovative trade fair model

Working with a co-organizer such as Fiera Milano ensures a number of advantages for Smart Building Expo.

On the one hand, the exhibition centre is one of the most modern anywhere in the world, with direct connections to the city centre, stations and airports. On the other, exhibitors have a real opportunity to expand their client base thanks to the free access to the Expo Matching Program- or EMP: the innovative software that allows exhibitors and buyers to contact each other before the fair opens, to fix appointments and to manage a database after it closes. In 2015, during SICUREZZA, 130 top hosted international buyers from 65 countries used the EMP software, leading to over 1,000 appointments with exhibiting companies. Fiera Milano has a close-knit international network in Europe and throughout the world, which provides participating companies with further opportunities for internationalization.



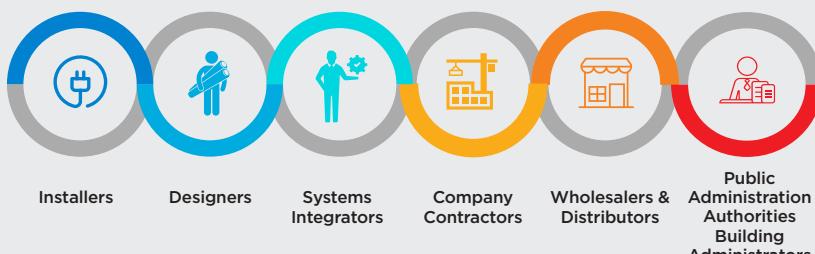
Visitors to SICUREZZA 2015 in %



- Other
- Public Administration
- Law enforcement officers
- Government agencies and associations
- Transport Infrastructure organizations
- Service companies
- Designers and contractors
- Installers and systems integrators
- Retailers, wholesalers, distributors
- Manufacturers

## Smart Building Expo - target audience

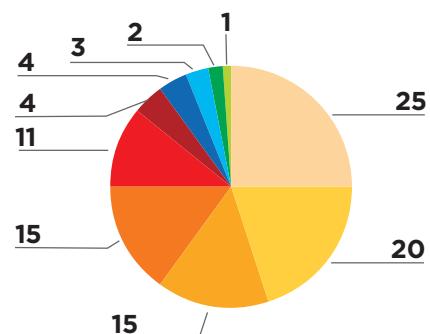
The audience for this supply chain event overlaps to a great extent with the people who will be going to SICUREZZA. This synergy will bring mutual benefits to both events.



## The Scientific Committee and professional training

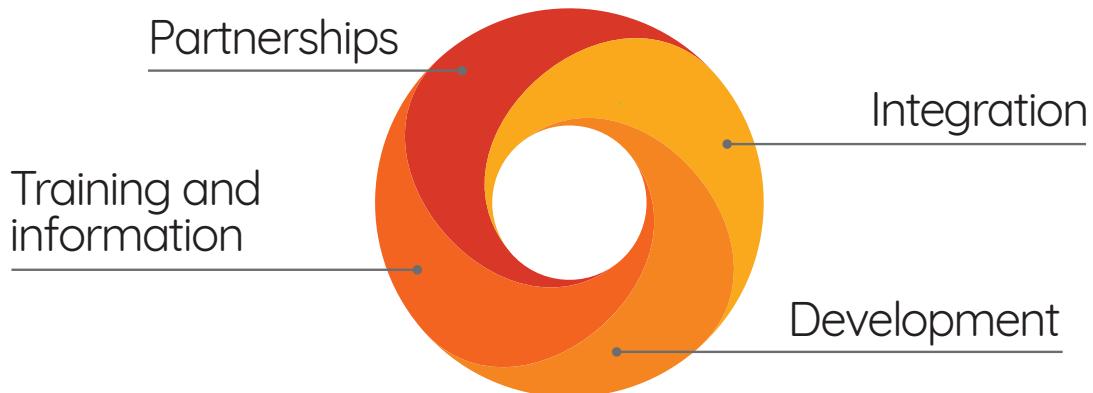
Following the ongoing partnership with associations, industry experts and prestigious universities, The Smart Building Scientific Committee is devising a top level informative and training programme that will make of Smart Building an important, not to be missed forum of professional updating involving designers (engineers, architects, surveyors) technicians and all sector stakeholders, in order to offer an overview of the state of the art and short term developments of this sector.

Visitors to Smart Building 2016 in %



- IT/Software
- Construction
- Training/Universities
- Public Administration
- Electronic installers
- Distribution
- Systems integration
- Planning
- Electrical installers
- Building Administrators

# Smart Building Expo - Focus Areas



## Connectivity

Broadband and ultra-wide-band connectivity are an indispensable premise for developing new services and transforming a building or a city into a Smart Building or a Smart City. FTTH (fibre to the home) raises the problem of residential facilities and how best to introduce exciting new technologies, an issue which brings together large public and private investments on the one hand and the installation business community on the other.

## Applications

A smart building is one designed to accommodate each and every innovative service that the network makes available. As such, the building acts as a hub, capable of ensuring the sort of performance that is unimaginable today, one that can have a huge effect on quality of life. From energy efficiency gains and remote assistance to new forms of entertainment and increasingly powerful, user-friendly audio-video systems and all of the various services provided by local government: all areas where cabling acts as the neuronal system of an increasingly complex, high-performance organism that is the Smart Building.

## Legislative changes

Recent legislative measures (including the so-called "Unlock Italy" decree at the end of 2014) have brought in some significant innovations in terms of technological facilities for Italian buildings (primarily through the new Article 135a of Italy's Consolidated Construction Law, known as the *Testo Unico dell'edilizia*). This is an ongoing process, only partially completed, and is still unfamiliar to technicians and administrators, who need to be involved in discussions in order to ensure it is systematically implemented throughout Italy.

## Convergence

The agreement signed between Assimpredil ANCE and Confindustria Digitale in October 2016 is the most

recent sign of the gradual convergence of interests in favour of constructing Smart Buildings.

For employers' associations, trade unions, central and local government, Smart Building Expo is the perfect place to meet up with the companies active in this sector, helping them to put their ideas into action.

## Integration

A modern building is a complex top-performance machine whose success can only be ensured through a dialogue between its different components. Building automation and IoT are the construction sector's buzzwords of tomorrow, in both the residential and manufacturing sectors. The new BIM (Building Information Modeling) systems are based upon the principle of integration between the different components in a building.

## Training

The concept of Industry 4.0, i.e. the fourth industrial revolution, requires new knowledge and a new approach to work (in the building sector, it is vital to make the "build it first, fix it later" ethos a thing of the past). Operator training, at all levels (designers, installers, administrators and local government), is strategic and has all along been one of the keystones on which the Smart Building platform has been based and will also be a focal point of Smart Building Expo.

## Culture

Training also means creating a shared culture in the digital environment, in order to break down the last shreds of resistance to the development of a new economy of knowledge. There is a need to stimulate demand for innovation as a driver of a new way of building, by introducing increasingly essential services and helping people to see connectivity as the 21<sup>st</sup> century's new commodity.

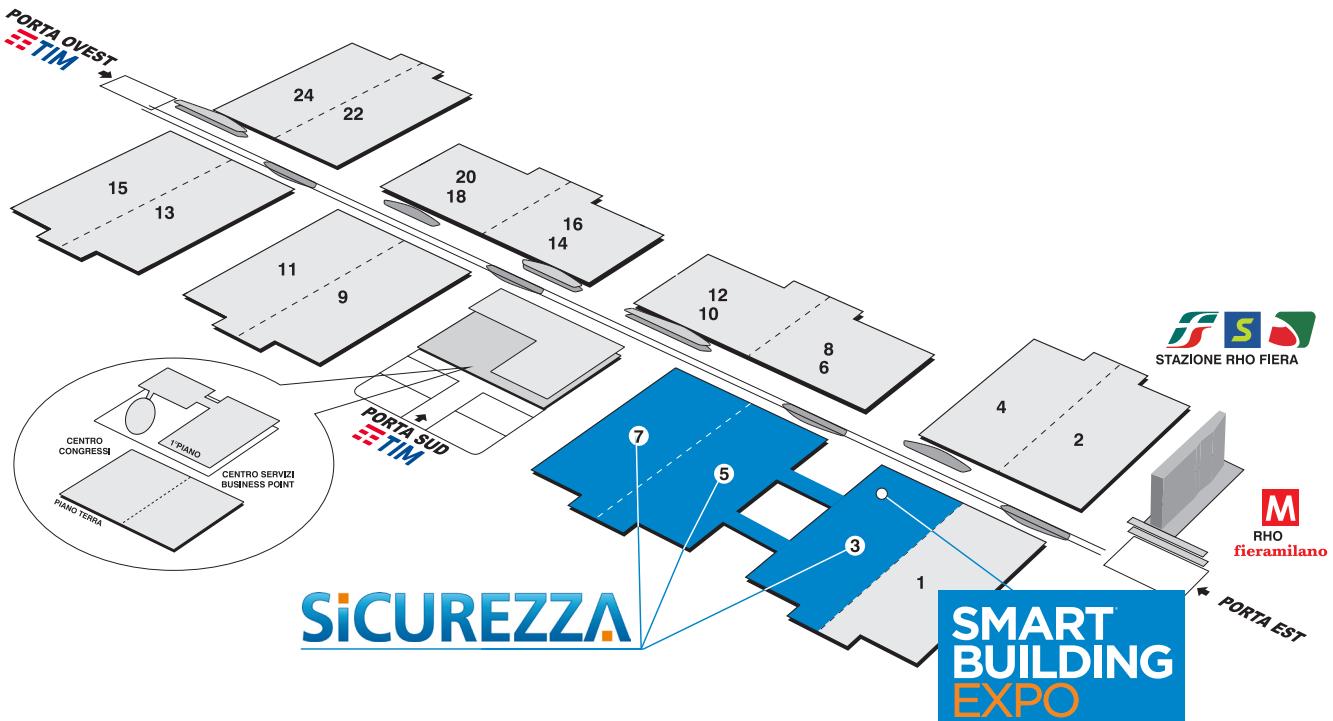
# Smart Building Expo - product areas



# SMART® BUILDING EXPO

Fiera Milano provides the most innovative and effective services for your business

- Turnkey exhibition solutions or “all inclusive” custom packages
- Expo Matching Program (EMP), a business networking platform to bring together exhibitors and top hosted buyers
- Pre-registration and invitations to customers to support visitor promotion
- Sponsorship and promotional opportunities
- Opportunity to hold workshops, events, evening parties



For further information  
[www.smartbuildingexpo.it](http://www.smartbuildingexpo.it)