

## Press Release

Milan, 30 March 2016

26-27 ottobre 2016

Gruppo 24 ORE  
Via Monte Rosa, 91 - Milano

### **E2FORUM, NEW EXHIBITION-CONGRESS FOR THE ELEVATOR AND ESCALATOR SECTOR**

Debut by E2FORUM, the new two-yearly trade show for vertical transport, promoted by AssoAscensori (the Italian elevator and escalator industry association) in collaboration with ANICA (Italian elevator component manufacturers association) and ANACAM (Italian association of elevator manufacturers and maintenance companies). This is yet another new event organised by Messe Frankfurt Italia with ANIE (Italian Federation of Electro-technical and Electronic Companies).

The first edition of E2Forum, the exhibition-congress for the elevator and escalator sector, will be held in Milan on 26 and 27 October 2016 in response to a demand from manufacturers, installers and suppliers for a dedicated event where they can showcase their solutions to specialist operators in the design, manufacture and maintenance sectors. In parallel there will be a programme of technical-scientific sessions with heavy focus on design analysis, safety for users and technicians, rationalisation of energy consumption, accessibility and use of spaces for all, in line with new legislation and regulations. The agenda also includes an opportunity for training and information dedicated to block of flats administrators and real estate managers to support management and maintenance of elevator systems.

“Without elevators, it would not even be possible to design multi-storey buildings. Important proof of this is the high number of systems installed in Italy which, with almost one million installed elevators, holds the record for the biggest number in Europe”, says **Roberto Zappa, President of AssoAscensori**, the ANIE Federation association of sector companies that in Italy cover more than 50% of the new elevator market and about 40% of services. “Design and installation of a new elevator in an existing or new building must be an integral part of a broader project that considers the entire building and its systems as a whole, in compliance with aesthetic standards and legislation in force. The latter in fact poses no limits to design, style or respect for architectural heritage”.

“Ongoing evolution of standards and legislation in force cannot be ignored. The new responsibilities introduced by the 2014/33/EU Lifts Directive must be integrated with the obligations and responsibilities that legislation in force demand from each of the interacting parties during the lifecycle of the system: the owner, the block of flats administrator, the maintenance

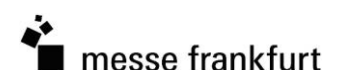
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company, those responsible for inspections, etc.", stresses **Michele Mazzarda, President of ANACAM**, event partner together with ANICA. "EN 81-20&50 standards will become the main references for design and installation of new elevators in Europe, guaranteeing compliance with the essential safety requisites laid down by the Lifts Directive and representing a further step towards user safety", adds **Paolo Vicini, President of ANICA**.

"We are pleased to work together with the three main reference associations in the elevator sector for the organisation and direction of the first E2Forum", says **Donald Wich, Managing Director of Messe Frankfurt Italia**. "For us, organisation of this event is a great opportunity and together with recent acquisition of IEE -International Elevator Escalator Expo - India, the vertical transport show, it strengthens our group's range of building technology trade fairs".

#### *Info for journalists*

***AssoAscensori** is the Italian national elevator and escalator industry association of companies that design, manufacture systems and/or components, install, repair and maintain elevators, service lifts, escalators and mobile walkways, stair-lifts and platform lifts. With over 5,000 employees, the association's member companies cover over 50% of the Italian market of new systems and around 40% of the service market. The association operates as part of ANIE, one of the biggest federations in the Confindustria system for importance and representation. Through its thirteen associations, ANIE represents electro-technical and electronic companies working in Italy, uniting strategic sectors that are an expression of the technological excellence of "Made in Italy" and make an important contribution to the growth of the country and its success on international markets. AssoAscensori is part of the ELA (European Lift Association), its members being the most representative national associations in this sector operating in the European Union and the EFTA zone. Its high number of members has seen the ELA become the main player in the sector of elevators and escalators in dialogue with European institutions and organisations. [anie.it](http://anie.it) – [assoascensori.it](mailto:assoascensori.it) – [stampa@anie.it](mailto:stampa@anie.it)*

***ANACAM**, the Italian association of elevator manufacturers and maintenance companies represents over 400 industrial and artisan companies operating in the sector of elevator systems (elevators, service lifts, escalators and mobile walkways, etc.). The association was set up in 1972 and is divided into 18 regional sections that include all the players in this production chain: manufacturers, installers, maintenance technicians, designers and providers of specialist services to business. Its members carry out maintenance on over 50% of Italy's systems in this sector, estimated at 900,000 units and employ some 12,000 highly qualified technical and professional people. The association promoted constitution of the European Federation for Elevator Small and Medium-sized Enterprises (EFESME), with headquarters in Brussels.*

***ANICA** - Italian elevator component manufacturers association. Set up on 9 July 1981, it has more than 80 member companies operating in Italy in the manufacture and design of elevators and service lifts, representing the majority of sector operators. Its respective production units manufacture all the components used in the elevator sector. Member companies cover approximately 55% of demand in Europe; a figure that confirms the ability of these companies to offer safe, quality products.*

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*Messe Frankfurt is one of the world's leading trade fair organisers, generating around €645\* million in sales and employing 2,297\* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 40 locations around the globe. In 2015, Messe Frankfurt organised a total of 132\* trade fairs, of which more than half took place outside Germany. Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at [www.messefrankfurt.com](http://www.messefrankfurt.com). \* preliminary numbers (2015)*

Per ulteriori informazioni:

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