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Gruppo 24 ORE
Via Monte Rosa, 91 - Milano

Press Release

Milan, 18 October 2016

The elevator and escalator industry's community at E²Forum, on 26 October in Milan.

Congresses, products and representatives from the elevator and escalator industry are the stars of the first edition of E²Forum, the event dedicated to vertical transport to be held on 26 October 2016 in Milan at the 24 Ore Group Heartquarter. The event is organised by Messe Frankfurt Italia and promoted by ANIE 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). It is a precious opportunity to discover the latest innovations in terms of product, regulations, accessibility and vertical transport in smart buildings in the city of the future.

All the sector's professionals, manufacturers, installers, industry operators, building managers and end users are expected to attend the event and the conferences in the rich programme dedicated to innovative solutions to improve accessibility, safety and efficiency, outlining the new frontiers of mobility and all tools that in the future will change the world of elevators and escalators, from interconnection to design.

The main players of the renewal: companies and professionals.

The programme will lead through systems manufacturers and components for elevators **KONE, SCHINDLER and THYSSENKRUPP ELEVATOR ITALIA, DAPA, DUNKERMOTOREN, ELETTRQUADRI, GIOVENZANA, ITALIAN TOP GEARS, MONTANARI GIULIO & C., N2S, PFB, STEM, STEUTE ITALIA, SCHAEFER and WITTUR.**

The exhibition space is enhanced, in the area of design and finishes, by the participation of **3M**, and the innovative lighting solutions of **COELUX**. The range of participants at the congress is completed by **HEIDENHAIN ITALIANA**, a supplier of system adjustment components.

The latest products and the most interesting case histories on the issue of the building-plant system design, safety and services will be at the centre of the **exhibition-congress**, aimed at the specialist public operating in this sector within the field of construction and maintenance.

The supporting organisations include: European Commission, ALPI, ANACI, ANAPIC, ANCE, APAC, Assolombarda, Conforma, CNA, Consiglio Nazionale Ingegneri, Consiglio Nazionale dei Periti e dei Periti Industriali Laureati, ELA, Fiaba, FNA, INAIL, IUAV, Itaca, UNAI, UNI, U.N.I.O.N.

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The opening of the event will be entrusted to, amongst others, the architect **Stefano Boeri**, the engineer **Hans Jappsen** and the Deputy Executive Director of the Fire Department of Milan **Vito Cristino**.

Attendance at the seminars will be rewarded by the recognition of **Professional Training Credits for Engineers, Architects, Building Managers of ANACI and ANAPIC, Appraisers and Surveyors**.

The day's programme: parallel sessions and in-depth topics.

Among the initial scheduled interventions there will be the analysis of the development of vertical movement systems: a dialogue between the major players in the real estate industry and the experts from large companies of the sector. At the same time, there will be an assessment of the efficiency of the systems and the energy performances of the buildings, in relation to the new European legislative framework.

At the centre of the afternoon session there is the dialogue between designers regarding an effective design of the building-plant system and the examination of regulation EN 81-20&50, as well as its impact on the design and installation of new elevators and components.

Closing the programme is a meeting on building renovations and technical solutions able to enhance properties

E2 Forum completes the trade show offer of Messe Frankfurt in the field of building technology

“One of the keystones of **Messe Frankfurt’s portfolio is the range of building-technology fairs**, the focus of which is on the two leading international trade fairs, **Light + Building and ISH**, in Frankfurt am Main. Held in alternate years, they are platforms for the building sector and leading events for architects, engineers, planners, designers, craftspeople, the trade and industry. Worldwide, Messe Frankfurt holds **20 trade fairs** on three continents that, depending on the region, bring together and represent the various aspects of building-services technology. Lift, materials-handling and warehouse technology is a rapidly expanding part of the building services and technical installations sector. And, given the growth of urbanisation in the threshold countries, an aging society and the growing significance of accessibility, this trend is set to continue in the future, too. Thus, it was an obvious next step for Messe Frankfurt to offer the sector platforms where they can present their new products and services and discuss current trends. Messe Frankfurt took the first step in **expanding their portfolio** of events in March, this year, when they took over **Asia’s leading trade fair for the sector, the International Elevator and Escalator Expo in India, which the subsidiary in Mumbai will organise in 2018**. Then, the lifts, escalators and components sector will meet at the 7th IEE at the Bombay Exhibition Centre from 28 February to 2 March.

Another important event for the sector is the **E2 Forum Exhibition - Convention**, which brings together a large part of the European lift and escalator community. Planners, installers, architects, building managers and manufacturers are set to discuss subjects of topical interest and the future of vertical transportation. This Forum has been possible thanks to our Italian partner association **Anie Assoascensori**, and in collaboration with **ANICA, ANACAM and ICE Agency** who organized with **Anie** the visit of a **13 international players**

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delegation coming from Saudi Arabia, Jordan, Iraq and Turkey: a network to develop new economic and commercial relations." declares **President and Chief Executive Officer (CEO) of Messe Frankfurt GmbH.**

"For the first event in Italy, we have devised an **innovative format:** an exhibition-congress that is able to satisfy the requirements of all players in the elevator and escalator industry. Our aim is to be the **meeting place of the Italian industry of vertical transport** and to provide a precious opportunity for **technological and professional update.** In addition to being a business platform, E2 Forum represents a **showcase** for learning about the solutions of the main companies in the industry; it is a place of **debate** between internationally renowned professionals and the whole community interested in one of the world's most widespread transport systems – elevators - to imagine the **city of the future,** devise usable solutions and investigate design and management aspects. This event also represents an essential synergy with the association of reference **ANIE AssoAscensori,** and a collaboration with **Anacam and Anica: a virtuous network** in the field of building modernisation, aimed at promoting **technological innovation and environmental and economic sustainability,"** continues **Donald Wich, Managing Director of Messe Frankfurt Italia.**

"Vertical mobility is the **basic element of the smart building** and the smart city," says **Maria Antonietta Portaluri, General Manager of ANIE, the Confindustria Federation that represents electro-technical and electronic companies working in Italy.** "Today Italy is among the countries with the **longest-serving elevators** in the world. Investing in adequate technological solutions means **guaranteeing safety** to millions of users, who every day use this means of transport, and simultaneously **reducing the energy impact** of buildings, with efficient and sustainable systems. **Innovation, energy efficiency, sustainability, safety:** E2Forum deals with these issues in which ANIE is engaged on a daily basis and summarises the requirements of the elevator and escalator industry, a technological sector of excellence of Made in Italy".

"The elevator today represents the **most used means of transport** and it is expected that it will take on an even more significant role in the megacities and cities of the future, which will develop vertically," concludes **Roberto Zappa, President of ANIE AssoAscensori.**

"Without elevators multi-storey buildings would not even be imaginable, but too few people are aware of the importance they hold in transforming cities into **intelligent, functional and sustainable urban centres,** maintaining a balance of liveability and attention to the needs of individual citizens. For these reasons ANIE AssoAscensori has promoted E2Forum, a unique opportunity for the investigation and discussion of issues linked to the **elevator as an integral part of the building-plant system."**

Attendance at the event is free subject to registering on the website www.e2forum.it.

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

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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 – assoascensori.it – 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.

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. * preliminary numbers (2015)

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