

26 ottobre 2016

Gruppo 24 ORE  
Via Monte Rosa, 91 - Milano

Press Release

Milan, 27 October 2016

### E2 Forum reaches the high levels of success.

684 visitors at the first edition of **E2 Forum**, the event dedicated to vertical transport which was held on Wednesday 26 October in Milan at the offices of the 24 Ore Group.

**Organised by Messe Frankfurt Italia and promoted by ANIE AssoAscensori, in collaboration with ANICA and ANACAM**, the exhibition-congress acted as the **meeting point for Italian industry in the elevator and escalator sector**: a business platform, a place for debate among professionals of international renown and a precious opportunity for **technological and professional update that was previously missing in this market segment**.

**The whole community interested in one of the world's most popular transport systems** came together to outline the new frontiers of mobility, to discuss regulations linked to efficiency and energy performance and to focus on urgent requirements such as the digitalisation of buildings and the modernisation of cities to redevelop them in terms of comfort, design and safety.

E2 Forum proved to be **the most suitable context** for exploring the new trends and discussing the imminent legislative and regulatory challenges. It was the **first opportunity for debate** about the requirements of manufacturers, installers, suppliers and the specialist audience made up of architects, engineers, surveyors, appraisers, building managers, technical directors of large public and private structures and, obviously, journalists.

### The Italian industry: a global excellence projected towards the future.

Elevators and escalators accompany us in everyday life; they are the most widespread means of transport for the entire community. A **Made in Italy** excellence that represents a turnover of about 2.3 billion, which is likely to increase: the skyline in the Smart Cities of the future is constantly evolving and requires technical innovation and continuous improvement in the movement of flows. These aspects as well as the attention to the accessibility of persons with reduced mobility and the design of intelligent public spaces, of revolutionary lighting solutions and of improved fire-resistant performances were discussed, among other things, by architect **Stefano Boeri** together with engineer **Hans Jappsen**, **Vito Cristino**, Deputy Executive Director of the Fire, Public Safety and Civil Defence Department, Command of the Fire Service of Milan and **Giuseppe Trieste**, President of FIABA.

The day's programme included sessions linked to technical, design and aesthetic aspects, which involved journalists, professors, companies of the sector and institutional leaders representing the entire chain. The display area, on the other hand, was dedicated to an exhibition of the leading manufacturers of systems and components: a showcase of interesting solutions, products and case-histories.

### E2 Forum, Made in Italy supremacy

The Italian industry of Elevators and Escalators represents an excellence of technologies on the global scale and the numbers also bear this out. With a share of 10% of global exports, Italy is today the second biggest world exporter after China. In particular, in the sector of elevator components, Italy demonstrates an historical specialisation, maintaining a share of nearly 15% of total world exports.

For this reason, in the backdrop of the E2 Forum, **ICE-Agenzia** (ITA-Italian Trade Agency), which promotes the internationalisation of Italian businesses, organised with **ANIE** a visit by 13 foreign operators originating from **Saudi Arabia, Jordan, Iraq and Turkey**.

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**"E2 Forum is the missing link in a vitally important industrial sector:** an event strongly backed by **Messe Frankfurt** and **ANIE AssoAscensori** which came to fruition also thanks to the contribution of other major associations: a network that led to the success of this event which contributes to completing our trade show offer and projects our interest in the welfare of global society. With the acquisition of the trade show leader in Asia IEE Expo, as early as its first edition, **E2 Forum qualifies as the most significant platform in terms of content in the market of vertical transport,"** says **Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt GmbH.**

"The industry of elevators and escalators represents one of the sectors in which Italy has gradually strengthened its **leadership position at global level** and, in economic terms, it can certainly be numbered among the most successful cases of our entrepreneurship. The figures tell us that we are the **second biggest global exporter** in the industry but there are many who do not have the perception of value of this industrial sector which, every day, moves billions of people, facilitating transfers, sustainability and **the transformation of cities into intelligent and functional urban centres, above all accessible to a global population in continuous migration**", emphasises **Roberto Zappa, President of ANIE AssoAscensori.**

Further information can be found on the website [www.e2forum.it](http://www.e2forum.it).

#### *Info for journalists*

***ANIE AssoAscensori** is the Italian national elevator and escalator industry association of companies that design, manufacture equipment 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 equipment and around 40% of the service market. The association operates as part of ANIE, one of the biggest federations in the Confindustria equipment 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](http://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.*

***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*

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*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)*

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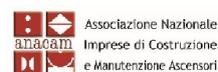
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