

Press release

29 October 2018

E2 Forum Milano: huge success for the event looking at the city of the future

Grazia Spinardi
Tel. +39 02 880778.1
ufficiostampa@e2forum.it
www.messefrankfurt.com
www.e2forum.it

908 visitors attended the two-day E2 Forum elevator + escalator event held in Milan. Dedicated to vertical and horizontal mobility, the event explored the world of people-moving applications in smart buildings and the city of the future.

Staged by Messe Frankfurt Italia and promoted by ANIE AssoAscensori at Frigoriferi Milanesi in Milan, the second edition of the E2 Forum Milano was a big success in terms of participant numbers and the quality of the training solutions on offer.

The event is crucial for elevator and escalator industry which in Italy in 2017 registered 3.5% turnover increase compared to the previous year.

“Italy is the world’s second largest exporter in the sector” noted Donald Wich, Managing Director of Messe Frankfurt Italia “It was therefore logical to choose Italy to launch a venture like this. ANIE AssoAscensori has been an exceptional partner, creating a groundbreaking format and building content around the theme. The technology driving this sector keeps on evolving. The focus has now shifted to energy savings, an initial driver of technological development in buildings, and the user experience, which means putting people at the heart of design.”

Roberto Zappa, President of ANIE AssoAscensori and ELA (European Lift Association) stated: “Around 14.5 million lifts are installed around the world, of which 50% are in Europe. Our industry is highly committed to technological development, as well as handling efficiency and installations maintenance. The future for this industry is one of increasing growth in demand. This is, for us, both a challenge and an opportunity. There is significant demand for changes to standardization parameters. We are working hard on this, trying to stay abreast of pervasive digitalization. Lifts offer vital access to buildings and cities. Lifts transform the places where they are installed into smart centres. No wonder is an event like the E2 Forum important: it offers a major opportunity for business and training.”

Messe Frankfurt Italia
Corso Sempione 68
20154 Milano
Italia

The exhibition area

With 23 partner companies, the exhibition area represented the heart of the event. A technological agora where elevator and escalator manufacturers together with parts and accessories suppliers showcased solutions and services for the building-plant system.

“The renewed participation of KONE in the 2018 edition of the E2 Forum Milano was an opportunity for a discussion on topics such as the new frontiers of mobility, regulations related to efficiency and energy performance, the digitalization of increasingly intelligent buildings and the modernization of cities to redevelop them in terms of comfort, design and safety. E2 Forum confirmed to be the most appropriate context to learn about new trends and face the upcoming challenges related to smart cities. Digital technology is already in place - said Angelo Bosoni, CEO of KONE - we need to find the right degree of application even to elevators and escalators, which are more and more integrated into buildings and connected to all the other elements.”

Providing a business and networking platform, the show offered to the professionals the opportunity to enhance their technological knowledge thanks to an interesting conference schedule.

“E2 Forum Milano presented itself on its second edition with a very well-organized thematic program” stated Matteo Bonardello, Marketing & Sales and Digital Business Manager of Schindler Italia “In particular, the centrality of topics such as innovation and digitization, accessibility and smart buildings, combined with the formula of the panels as a moment of knowledge sharing for professionals and of updating for professionals, were the real key to the success of the event. Finally, the growing number of participants compared to the previous edition was the confirmation of how much attention and importance companies and the public have recognized to the event”.

Conference program

Chaired by Silvia Botti, Director of Abitare, a roundtable featured speeches of a top-tier panel which delved into all aspects of horizontal and vertical mobility within buildings and cities. Architect Alessandro Scandurra defined a smart building as “a building capable of creating relationships between things, and relationships between people and things. Increasingly, it’s about parts interacting with the individual. A smart building must have sustainability-related characteristics, be economical and solve problems without calling attention to itself.”

“A smart building – and therefore the technologies that it features – must age well; in fact, it must hardly age at all. No part of the building has a motive for being there if it fails to dialogue with the ‘whole’,” added Emilio Faroldi, Professor at Politecnico di Milano, referring to what the lift represents today and what it will increasingly become in the future. “Smart refers to working intelligently, and doing so over time.”

The topics of changing client needs and maintenance are also key. Francesco Burrelli, National Chairman of ANACI, highlighted the different requirements that revolve around installing new technologies in new and existing buildings: “To date, very little has been done about ageing installations. We may have seen incentives to upgrade in many industries, but never in lifts. A high percentage of these installations roundly fail to comply with current standards.” Maintenance and the deployment of new technologies are vital, as indeed are many of the solutions on show at the E2 Forum Milano.

Technical sessions held over the two-day event covered fascinating issues concerning how our cities will be and look in the future. “To design the cities of the future it is essential to involve all the players in the market and create a new and visionary cultural base” said Daniele Magni of thyssenkrupp Elevator Italia. “E2 Forum Milano is a milestone for thyssenkrupp Elevator Italia's growth and development strategy. The ideal place to deal with the challenges we will face in terms of mobility, safety, innovation and energy”.

CEI (Italian Electrotechnical Committee) staged a conference on important topics: an examination of regulatory requirements, and the functional needs of smart electric installations. Furthermore, Il Quotidiano Immobiliare magazine presented case histories in real estate field during the seminars “People as pro-active drivers of shopping mall” and on the second day “Building and the needs of innovative technologies”.

The program also featured a highly-topical workshop on BIM and product digitalization organized by Archiproducts (Edilportale). “Slow Moving Landscape 2.0” conference - held by Paysage Topscape magazine - attracted a large crowd and contributed to the debate between public administrators and designers. Two meetings reserved exclusively for condominium administrators and property managers (ANAPI and ANAPIC) concluded the busy two-day forum programme.

Costantino Aldé, Managing Director of Otis stated: “the conferences of E2 Forum Milano helped to outline the long term development of our industry, through the contribution of the leading companies attending the event. For Otis, the focus was on the investments in innovation for new systems for energy saving, accessibility and safety, units connectivity

and digital transformation of services. A pleasant opportunity of meeting and sharing the continuous development of the vertical transportation industry".

Background information on E2 Forum Milano

Within Messe Frankfurt's trade event portfolio for technology industries, the E2 Forum Milano is one of three conference and exhibition forums for the elevator and escalator industry alongside the IEE Expo in Mumbai, India, and the E2 Forum Frankfurt in Germany.

Meet the industry next at:

International Elevator and Escalator Expo: Mumbai, 27 – 29 February 2020,

www.ieeexpo.com,

E2 Forum Frankfurt: September 2020, www.e2forum.com

E2 Forum Milano: www.e2forum.it

Further information on the web at: www.building-technologies.en.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

ANIE 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.–

<http://assoascensori.anie.it/> – stampa@anie.it

E2 Forum Milano
Milano, 24-25 October 2018