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Press Office

GEE - GLOBAL ELEVATOR EXHIBITION THE EVENT DEDICATED TO HORIZONTAL AND VERTICAL MOBILITY

- Elevators and Escalators represent an important sector in Italy: the industry is worth 2.3 billion euros.
- The industry is also constantly evolving: a "smart" elevator can save up to 50 percent on energy consumed.
- The event will be held from November 15 to 17, 2023 in conjunction with MADE EXPO, SICUREZZA and SMART BUILDING EXPO.

Milan, June 13, 2022 - A key industry, an international event. GEE, the Global Elevator Exhibition, is an event entirely dedicated to horizontal and vertical mobility.

It takes place at **Fiera Milano (Rho) from November 15 to 17, 2023**: GEE serves as a European meeting hub for the elevator, escalator, travelator and component industry, representing and promoting safety, quality and the highest technical standards.

"The sector is calling for an international event that can accompany companies in the development of the 'smart city' concept that has been taking shape in recent years," says **Luca Palermo, CEO and General Manager of Fiera Milano**. "Inaugurating this event in Milan is of significant importance since Milan is a cosmopolitan city and a connecting hub. Thus it is the perfect place to bring to the world progress through an event that wants to become a reference one for Italy and Europe. With GEE, we want to offer an international scope event that looks at this sector as part of a complex system. That is why GEE will be joined by other events in an expanded supply chain approach that focuses on the smart city and the new technological models it brings."

According to the most recent European Lift Association (ELA) data for 2021, there are **6.4 million elevators in Europe** (142,000 new elevators in 2021) with nearly 148,000 employees. There are more than 157,000 escalators with more than 3,000 new installations in 2021.

While **in Italy, the Elevator and Escalator industry is worth 2.3 billion** and sees our country second in exports in the world after China with 42 percent of turnover coming from foreign sales. **Italy is the second largest country in the world in terms of elevators**, with nearly 1,000,000 installations making nearly one hundred million rides every day. More than 70 percent of the

elevators in service in our country, however, have been in operation for more than twenty years and nearly 50 percent for more than thirty years (Source ANIE-Assoascensori).

As the **smart city** becomes more and more real, since many cities, Milan in the lead, are rapidly evolving in that direction, the event is as an unprecedented showcase on one of the segments most sensitive to the changes taking place and the most interesting for urban renewal and energy cost reduction.

An efficient elevator consumes 27% less energy, but a system, made with ultra-light materials, smart electronics that put it on standby if not in use, and equipped with systems that recover energy during braking, can save up to 50% in energy.

To deal with the issue of plant safety, an indispensable requirement for their functionality, there are certification bodies that stand alongside companies in the sector through various activities: certifications to export products abroad, verification and control actions according to standards such as the recent EN 10411, which is pushing the entire sector to evolve and renew itself, and training opportunities on the sector's regulations.

The event wants to help to bring urban mobility and accessibility toward a more sustainable future where industrial progress fits seamlessly into the development of cities. GEE is for an audience of architects, designers, construction companies, real estate and maintenance professionals, facility managers, and condominium managers, as well as distributors and installers of these technologies.

GEE will be held concurrently with **MADE expo**, Italy's leading event for the construction industry; **SICUREZZA**, the biennial international event in the security & fire sector; and **SMART BUILDING EXPO**, the home and building automation and technology integration event, thus expanding a synergy that has already proven successful in 2021 and offering a further opportunity to integrate technologically advanced systems for the connected building and city.