

19 - 22 November 2025
Fiera Milano (Rho)

STATISTICS

FOR
WORK IN PROGRESS



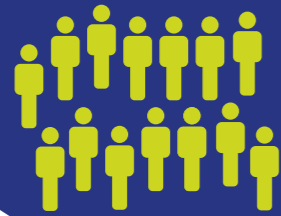
co-located with:

MIBA

MILAN INTERNATIONAL BUILDING ALLIANCE



FIGURES OF MIBA EXHIBITORS



1,350 Exhibitors



42 Countries of origin

(25% internationalities)

TOP 5

-  **Italy**
-  **Germany**
-  **Spain**
-  **France**
-  **China**

Also:
USA, Austria, Holland, Poland,
United Kingdom, Turkey and Ukraine

MADE expo is part of **MIBA - Milan Innovation Building Alliance** - which brings together four events dedicated to the sustainable and smart evolution and innovation of buildings and cities.

MIBA

MILAN INTERNATIONAL BUILDING ALLIANCE



FIGURES OF MIBA VISITORS



80,000 Visitors



111 Countries of origin

TOP 10

- | | |
|--------------------|-----------------------|
| Switzerland | Germany |
| Spain | Turkey |
| France | Poland |
| Romania | United Kingdom |
| Greece | China |

TYPE OF VISITORS

- Design/architecture studios
- Construction companies
- Window and door fitters
- Plant engineering/installation/maintenance companies
- Retailer/distributor/wholesaler/importer
- Production companies
- Engineering and contracting companies
- Other professionals (system integrator, facility manager)
- Services and consultancy firms
- Showrooms
- Public administration, trade associations, law enforcement
- Decorators and construction painters
- Vocational institutes and universities

POSITION AT COMPANY

More than 74% of visiting operators have significant decision-making power

74%

- Owner/CEO/Managing director
- Director/Manager
- Sales manager
- Purchasing manager
- Research and Development manager

26%

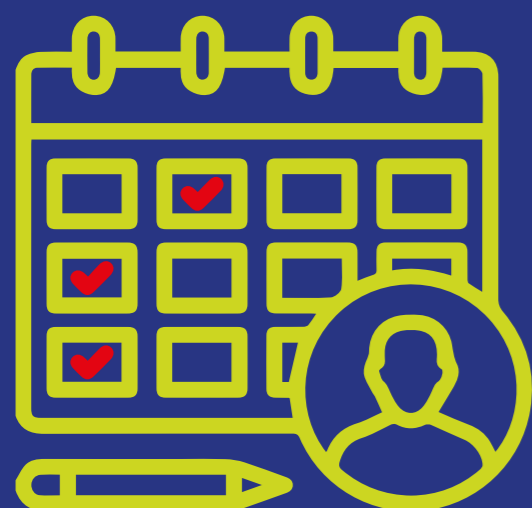
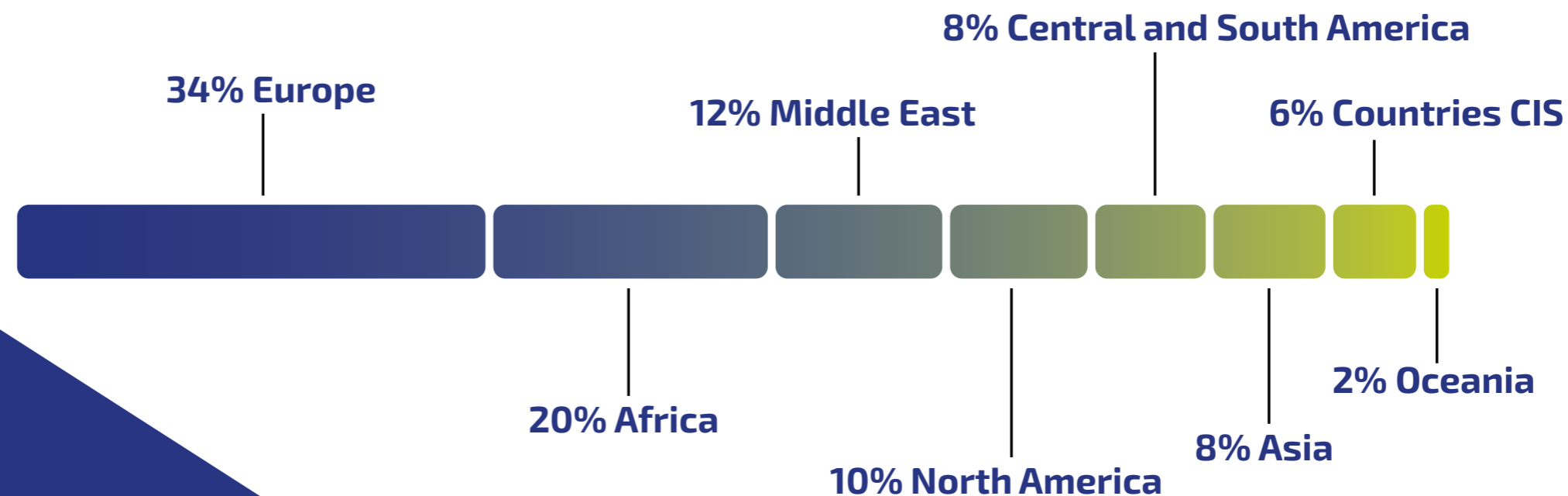
- Employee/Technical staff
- Training manager
- Trainer

HOSTED MIBA BUYERS



**427 BUYER
72 COUNTRIES**

BUYERS FROM:

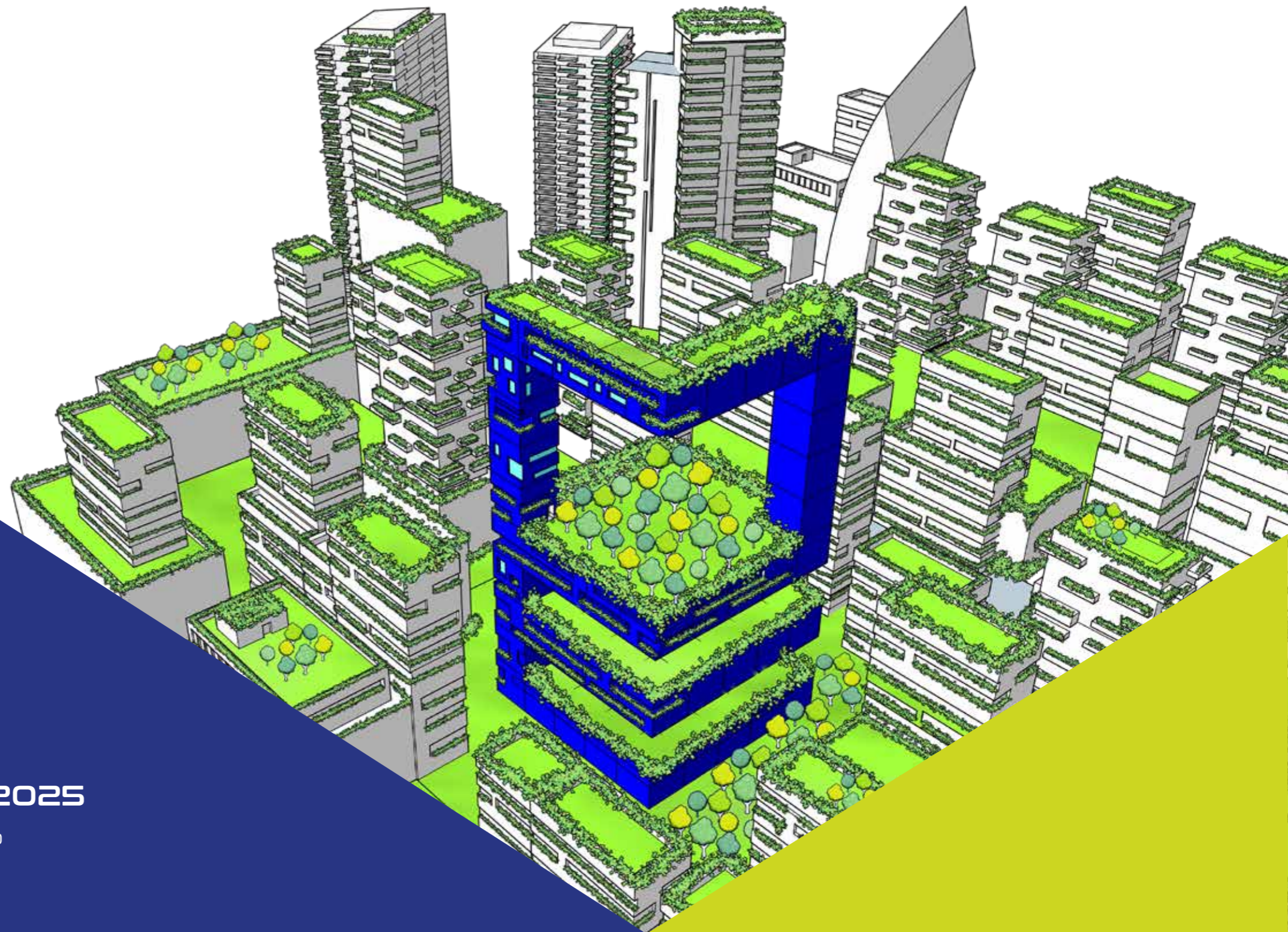


More than 6,182 appointments made at the event



Matchmaking is an improved system that allows exhibitors and buyers to search for operators and producers of interest to them and make appointments before the start of the event, thereby offering concrete business opportunities.





19_22 Nov 2025
fieramilano Rho

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madeexpo.it/en

co-located with:

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