

PRESS RELEASE**BOLOGNAFIERE: GOOD RESULTS FOR SAIE 2011**

The Italian building industry had 200,000 visitors and 200,000 m² of exhibition space at CERSAIE and SAIE in Bologna. BolognaFiere will see you again at SAIE and CERSAIE 2012.

BolognaFiere achieved good results at SAIE 2011, International Building Exhibition, from 5 to 8 October, held for the first time simultaneously with MADE in Milan.

As Duccio Campagnoli, President of BolognaFiere, explains, "With regard to construction, machinery, technologies, materials, yards and yard services, SAIE was again confirmed the Italian exhibition of reference, with 1,044 exhibitors, over 70,000 m² of utilised space (200,000 m² total), and 85,000 visitors (including almost 5,000 from foreign countries). Disputes and wars of numbers are certainly not needed by an industry in crisis due to a lack of serious stimulus policies, such as those requested by ANCE and again by President Buzzetti at SAIE. The only numbers that everyone should consider are the -40% in business and the -30% in public investments in the last 3 years. But if we want to talk seriously and honestly about numbers, we have to say that SAIE in Bologna had at least twice the exhibition space and exhibitors as those that Federlegno Arredo and partners, the organizers of MADE, wanted to add to their traditional exhibition of interior finishings (floors, doors, locks, frames), presenting itself (surprisingly) in competition with SAIE as an architecture and building trade show. But if we put it all together and talk about exhibition poles, we have to say that Bologna offered CERSAIE and SAIE in two weeks, with 200,000 m² of exhibition space, 2000 exhibitors, and 200,000 visitors, once again making it the largest exhibition pole for the Italian building industry."

"As always," he continues, "SAIE was a valuable and important initiative for the industry, as demonstrated by the presence of so many associations in addition to ANCE, such as ATECAP (concrete) ANDIL (brick), ANFIA and UNACEA (machines, cranes, scaffolding), CONFINDUSTRIA MARMOMACCHINE, and major companies offering software and services for designing and building. The event was equally important for Bologna, with the organization, in cooperation with government offices and the Orders of Architects and Engineers of Bologna (which we thank very much!) of SAIE Off and SAIE in the City, which presented over 40 events and discussions on city planning, sustainable urban redevelopment, and energy efficiency,

including (speaking of great architecture) the *lectio magistralis* by Oriol Bohigas and the international design award for young architects.”

“BolognaFiere is already planning the future of SAIE, which will be held next year from 18 to 21 October. We believe in a trade fair policy and in specialized exhibitions, and hope that this choice is supported and guaranteed by the authorities and by industry associations, which we ask to promote discussions to achieve effective coordination of exhibitions.

As for Expo and relations between it and the building industry (which some Milanese organizers seem to intend to appropriate, at least in their advertising), the time has come for the organizers of Expo to clearly explain how the entire country will be called to achieve success and, above all, how to set a course to resolve the critical issues and concerns recently expressed by the Mayor of Milan.”

Bologna, 11 October 2011