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Gruppo 24 ORE
Via Monte Rosa, 91 - Milano

Press Release

Milan, 19 may 2016

E2Forum, the new forum for elevator and escalator sector operators

The round table discussion on "Elevators and Escalators in the cities of the future," an event preceding the E2Forum Exhibition – Convention to be held in October, will provide a venue for the major players of this sector to express their opinions.

The E2FORUM round table discussion was the first step before the biennial vertical transport event to be held in Milan at **Sole 24 Ore Congress Hall** on **26 and 27 October**. The event was organised by Messe Frankfurt Italia, in cooperation with ANIE - AssoAscensori, in collaboration with ANICA and ANACAM. With **Saverio Fossati, Il Sole 24 Ore** journalist, as moderator, the representatives of some of the most significant companies of the sector, including **Schindler, Stem, Steute, Thyssenkrupp Elevator Italia and Wittur**, who will also be present at the Exhibition in autumn, participated in the round table discussion. They presented their points of view and spoke on very current issues such as regulations, investments, security, innovation and usability.

Comparing opinions

Elevators and other hoisting and vertical transport installations are a fundamental element of the "mobility chain", since they facilitate daily movements, improve the level of comfort and ensure that all public and private buildings are accessible, thereby providing equal opportunities to all in terms of participation in social and economic life. Among the various solutions for improvement of accessibility and safety in the Smart Cities of the future, taking into account the new European regulatory and legislative framework, green technologies, energy savings, sustainability, wireless, interconnection, design and marketing were the keys to a contemporary understanding of the dialogue between the manufacturers, installers, suppliers, building managers and final users.

"This event was strongly welcomed by ANIE and Assoascensori and expresses the willingness to create a virtuous network involving the major players of the sector on the issue of building modernisation, which represents a strategic way to promote

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technological innovation, environmental and economic sustainability" declared **Maria Antonietta Portaluri, General Manager of Anie.**

Donald Wich, CEO of Messe Frankfurt Italia, also expressed his satisfaction, as he believes that the event provided a great opportunity which, in conjunction with the acquisition of IEE — International Elevator and Escalator Expo - India, another exhibition dedicated to vertical transport, strengthens the group's offer in terms of building technology exhibitions. He concluded by underlining the importance of the synergy created by the collaboration between the three major associations.

"Unity among the Italian associations is fundamental for promoting an elevator culture, highlighting manufacturing skills of Italy, the European country with the most installations. We consider it important to disseminate a new sense of civic responsibility, by overcoming architectural barriers and informing the market about safety rules." declared **Roberto Zappa, Chairman of AssoAscensori**, the ANIE Federazione association of sector companies covering over 50% of the market for new installations and approximately 40% of the services in Italy.

"It is important to maintain cohesion among the brands, and work together in these events in order to disseminate our point of view and talk with the entire production chain about safety improvement and new directives" declared **Paolo Vicini, Chairman of ANICA, the National Association of Elevator Component Industries.**

"Another problem is the very low level of civic sensitivity for persons with impaired motor skills, and the very scarce attention we pay to the barriers that we put in place every day" declared **Bruno Forzinetti, Deputy Chairman of ANACAM, the National Association of Elevator Component and Maintenance Industries.**

The presentation by architect **Dario Trabucco of Venice IUAV University**, underscored the need to introduce a broader design concept that takes into account aesthetic rules, regulatory requirements, energy consumption, and technology that is coherent with user safety. "Overlooking the Life Cycle issue is outdated at this point: tastes, market requirements and materials change. Therefore, elevators become obsolete and it would be correct to envisage a beginning but also an end of a product's life cycle in order to create a culture of renovation in Italy as well" concluded the architect.

"E2forum will be an **innovative event** in this area, an **expo — convention** which aims to bring together the entire community that is involved in one of the most common means of transport throughout the world—elevators. Urban planners, technicians, regulators, users, professors and manufactures will come together to discuss and collectively imagine the city of the future and come

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up with solutions that can be used by all. Concurrently, a program of technical-scientific sessions will be focused on design and training, including management and maintenance training for building and property managers" concluded **Francesca Selva, Vice President Marketing & Events Messe Frankfurt Italia.**

Info for journalists

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 — assoascensori.it — 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

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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 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. * preliminary numbers (2015)

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