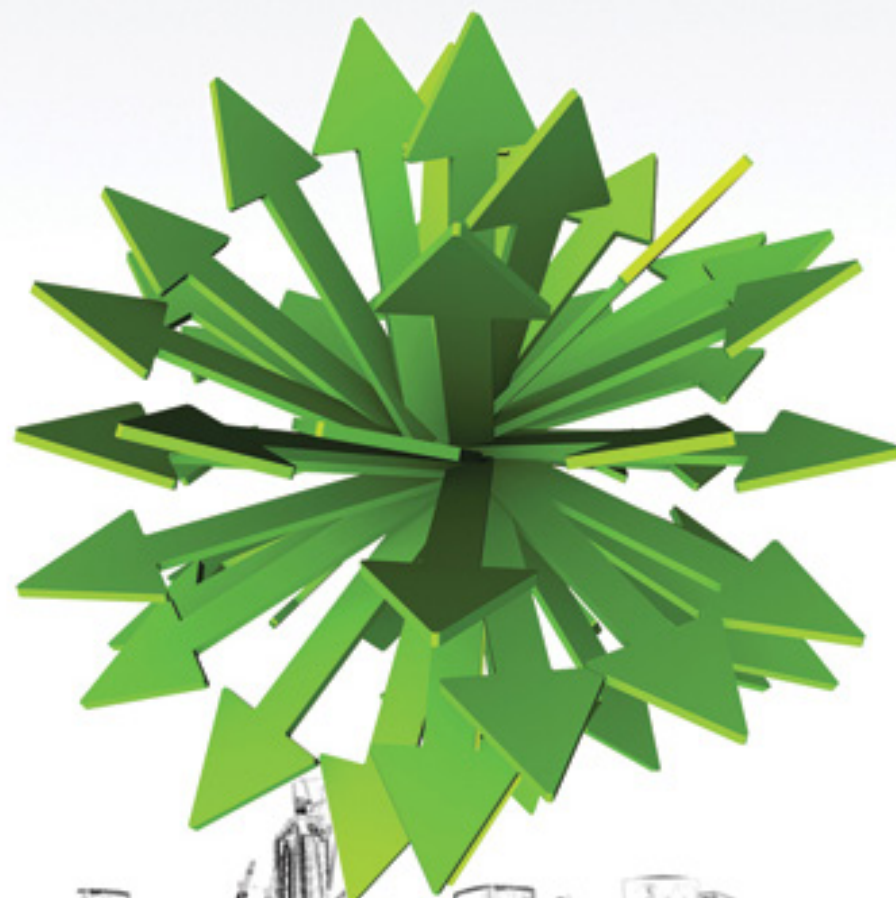




FUTURE
EXPO 2014 **BUILD**
SUSTAINABILITY TRADE SHOW

13/16
FEBRUARY
2014

PLAN THE
SMART CITY:
FROM WORDS
TO DEEDS



FIERE DI PARMA

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FUTURE **BUILD** EXPO 2014 SUSTAINABILITY TRADE SHOW

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PROJECTS AND TECHNOLOGIES **FOR THE CITIES OF THE FUTURE**



Towards an Italian model that regenerates our architectural heritage and saves land

The historic characteristics of our cities necessarily require a different architectural and structural vision from that adopted by other countries. In Italy, the urban development processes must opt for city planning projects that do not take up new land and that "regenerate" the existing buildings, with the historic town centres as their starting point, i.e. retrofit upgrades for future energy efficiency in buildings, new green areas within the walls, a new concept in transport and innovative services to give our cities a new lease of life.

Eco-neighbourhoods: not just energy saving

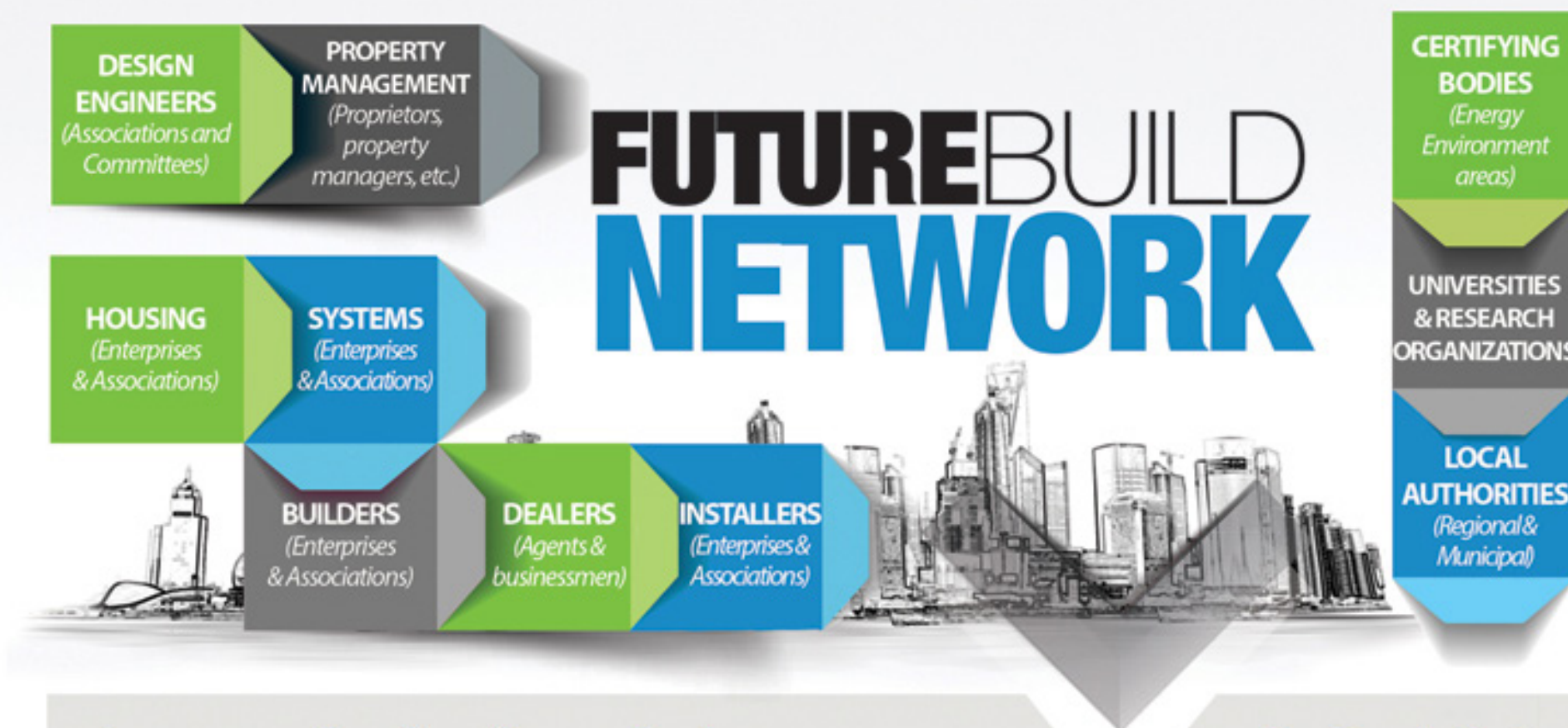
New districts must be created with a new sort of building that takes a great many factors into account, i.e.: rational

use of energy: use of techniques for saving and producing energy; global management of resources such as drinking water; use of environmentally friendly building materials, long lasting and adaptable constructions; quality housing as to acoustic performance; technical solutions for improving indoor healthfulness and user safety; traffic management within the neighbourhood.

Safeguard the pleasure of life and wellbeing

Nowadays, a town planning project must be based on values with a wider scope than mere building in the stricter sense. Values that include the ability to interact with the quality of the natural resources, social sustainability for a participative approach to city life. It must be able to improve the quality of life, thereby guaranteeing a high level of wellbeing for the population.

All sector players are involved **IN THIS GREAT EVENT**



A permanent and well-organized network of interrelations and synergies

Future Build - Salone della Sostenibilità is organized with the involvement and co-operation of all building industry players, individuals and groups that are frequently part of a network, often created to suit specific requirements.

Future Build involves all such players in a coordinated way, with the intention of creating a permanent and organized network of interrelations and synergies: from design engineers, to product research & development specialists and naturally property owners.

A network that creates a "system"

Future Build - Salone della Sostenibilità is an unbreakable engagement for companies in the sector; not merely with respect to their marketing actions, but as an important chance to meet all the other stakeholders: suppliers, designers, researchers, representatives from the authorities, etc. Teaming up, strengthening synergies and relationships and exchanging know-how are now essential if the domestic and foreign markets are to be faced in a more incisive way.

3 GOOD REASONS FOR TAKING PART

1 Future Build intends to create job opportunities

Well aware of the difficulties that the entire building industry is experiencing at the present time (constructors, manufacturers of materials, products and systems, design engineers, artisans, etc.), Future Build intends to promote the "City Re-development Plan" at all levels so as to be, along with the exhibitors, a protagonist of this project. It also intends to act as a link with other European countries and the Mediterranean area, where the building sector is now developing.

2 Parma: nation-wide reference point for Innovation & Research

Future Build intends to acquire nationwide importance as to Innovation and Research in the building and town-planning sector.

THE FIRST EDITION BY NUMBERS



2013 TRADE SHOW DATA

2013 TRADE SHOW ATTENDANCE:
12,000 VISITORS

Thursday: 2,000 visitors
Friday: 3,500 visitors
Saturday: 3,500 visitors
Sunday: 3,000 visitors

TYPE OF PUBLIC:

70% stakeholders in the industry: designers, construction companies, installers, etc.
30% private individuals

CONFERENCE ATTENDANCE:

Over 1,500 persons registered with conferences



This is why the trade-show will act as a showcase for new products and building systems, as well as a venue where design engineers, researchers and enterprises can meet to discuss the most advanced techniques. Thanks to its central position in Northern Italy and the services offered, Parma's Exhibition Centre is the ideal logistic solution for a prominent event.

3 The most important enterprises on show at the fair

The most important Italian "Manufacturers" have been a feature of Future Build right from the very first edition. These are companies that are more deeply committed to upgrading our present building system.

The event has become an unbreakable engagement and an opportunity for leading-edge companies in the building industry.

FUTURE BUILD_ SMART CITY

THE CITY REDEVELOPMENT PLAN

During the next few years, re-development and regeneration of our cities will become an emergency in our country if we are to prevent our housing areas from turning into slums. Building restoration, retrofit upgrades to improve energy efficiency and neighbourhood sustainability are the guidelines on which the future urban development processes must be based. Only a well-structured project able to provide concrete solutions to these problems will allow Italy's construction sector to get moving again. This is why Future Build will be presenting the "City Redevelopment Plan", indicating the guidelines and awakening the awareness of those concerned so that the right political decisions are taken in that sector.

FUTUREBUILD_ LAB

DEMO AREAS FOR PRODUCT APPLICATION

As well as the exhibitor areas, the trade show will also include dedicated "demo and interactive areas" where technical and practical information will be provided about the systems and products, with simulations and implementations. These areas will host workshops and brief courses for installers and designers organized by enterprises that intend to promote a more active participation in the event by presenting practical solutions.

FUTUREBUILD_ EUROPE

ACQUIRE JOB ORDERS FROM ABROAD

Looking beyond the national borders in search of new job orders and new customers is certainly an opportunity and, in many cases, a necessity. To do this, one must first understand the state and trend in the building industry of other countries, firstly in Europe. Secondly, one must have references and contacts. Future Build will be inviting international business-men and buyers to the event and will be organizing meetings dedicated to such issues.

FUTUREBUILD_ SMART FORUM

A FAR-REACHING CONFERENCE PROGRAMME

Experts from universities, research centres, professional people and representatives from the institutions will exchange ideas in the "Future Build Smart Forum", a comprehensive programme of Conferences and Seminars of absolute value. The Forum will involve and will be sponsored by Associations, Authorities, Federations, Professional Orders and Committees from various regions and cities. As occurred in the 2013 edition, Future Build Smart Forum will attract over 2000 of the sector's design engineers and technicians.



ISSUES *in the* **FOREFRONT**



FUTURE BUILD

EXPO 2014

SUSTAINABILITY TRADE SHOW

INFO

TAKING PART

All the documentation is available in the trade show website www.futurebuild.it

OPENING HOURS

THURSDAY	9:30 - 18:30
FRIDAY	9:30 - 18:30
SATURDAY	9:30 - 18:30
SUNDAY	9:30 - 18:30

CONTACT US

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