



## WHO WE ARE

Made in Steel is **the most important event in Southern Europe dedicated to the international steel industry**. It is organized by **siderweb - The steel community**, the main body of information, analysis and consultancy specialized in the steel sector in Italy. The event has a duration of three days and takes place every two years.

Made in Steel is **Conference & Exhibition**. The event offers both **business** opportunities and **in-depth analysis of key issues for the steel industry**, encouraging **competitive collaboration**.

Made in Steel is a consolidated module, with characteristics that are profoundly different from other trade fairs in this sector, stimulating synergies between players operating at different levels of the steel value chain. Its first distinctive feature is the **logic of participation** which is not focused on the product, but on the entire steel supply chain (production, processing, distribution and use). The second distinctive trait of the three-day event fashioned by siderweb zeros in on the precious dissemination of **culture and information**, with focus on an in-depth analysis of the sector's specificities.

## OUR FIGURES

With **constant growth since its inception in 2005**, Made in Steel has become an eagerly awaited appointment for steel professionals over the years.

The **2019** edition was the most successful ever with more than 300 exhibiting companies (+15% compared to 2017); more than 16,500 attendees (+12%) and more than 40 conference speakers from all over the world. Foreign exhibitors also grew by 56% compared to the previous edition, accounting for 23% of the total.

## THE 2021 EDITION

The **ninth edition** of Made in Steel will be held at **fieramilano Rho from 17 to 19 March 2021, for the first time in pavilions 5 and 7**.

It will be dedicated to the "rebirth" of the Italian and European steel industry, after the world economic shock caused by the Codiv-19 pandemic. Hence its title:

**"RENAISSANCE - Here begins the steel rebirth"**. In the aftermath of the health emergency, compliance with safety and hygiene regulations will be even stricter.

Made in Steel 2021 will also take place in the same week - and with some overlapping days - with three other B2B events: **Lamiera**, the international exhibition of sheet metal forming, cutting and working machines, automation and related technologies (17-20 March 2021); **MADE expo**, the leading exhibition for the construction and design sector (17-20 March 2021), and **Transpotec Logitec**, the leading exhibition in Italy in the transport and logistics sector (18-21 March 2021). Visitors and exhibitors will be able to access all four events, taking advantage of business and cultural exchange opportunities, generated by the contamination from related sectors.