

SAIE3



Bologna: Capital of windows, doors and shutters and finishings for interiors and exteriors

From 28 February to 2 March 2013 the first edition of SAIE3

An investment of €5m, of which €3m on communications

Bologna, 3 May 2012 - The great Italian masters of windows, doors and shutters and finishings for interiors and exteriors are for the first time the main attractions in a large event dedicated to the sector. It will take place in Bologna, at SAIE3, where for 3 days the exposition will present only highly specialised products that are 100% manufactured and finished in Italy.

“The development of industrial and technological and innovative exhibitions is central to the strategic development of BolognaFiere and this is reinforced with SAIE3”, stated the chairman of BolognaFiere Duccio Campagnoli. “The coming exhibition season will open in September with the thirtieth edition of Cersaie (world-leading exhibition for the tile sector), continuing in October with the new SAIE formula based on building renovation and the slogan “Let’s Rebuild Italy” and finishing in the spring with SAIE3, a specialist exhibition for the technological branch of the construction sector, in order to revitalise a sector and companies that have for years been attracting international attention right here at BolognaFiere” concluded the chairman Mr Campagnoli in a press conference.

“We are returning to the exhibition scene with SAIE3 after our experience with Futurshow, which culminated in its final year with an inauguration by Bill Gates”, says Claudio Sabatini, who was the creator and organiser of Futurshow for eight years. “Bologna is the ideal city for SAIE3 and it will be a great stage. It has been the centre of the building trade for 50 years and geographically it is in a strategic location which can easily be reached from any part of Italy and Europe. Furthermore, it has a network of excellent facilities and services”. A stage from which growth in the sector can also be restarted. “This growth”, continues Sabatini, “cannot be left unsupported. That is why we think it is fundamental for the 55% tax allowances to be continued; they are an essential aspect of growth in this sector which represents the key theme of the exhibition”.

“At this critical period in history you need very good reasons for proposing a new exhibition and we have them. What we are proposing”, explains Lucia Alberghini, General Manager of the new Exhibition, “is a completely new formula: 3 exhibitions in one, three days in which the best that the sector has to offer can be accessed in less time and more effectively and a formula which allows a saving to be made of up to 60% of the investment that companies currently dedicate to exhibitions. In producing SAIE3 we have taken the critical issues of other exhibitions and turned them into our strengths”.

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SAIE3 is an exhibition that never ends. “Thanks to the internet portal which is active all year round”, explains the General Manager, “the exhibition will be available before, during and after the main event. Before, the portal will act as a personalised e-diary, thanks to the matching of requests/offers entered in advance by exhibitors and exhibition visitors. For the first time in a construction exhibition, there will be a real e-diary to allow people to make the most of the time spent in the city on the days of the event. During, to keep the user informed of all the exhibition events in real time. Afterwards, the portal will remain active in order to continue to offer exhibitors new business opportunities and thus provide a showcase able to create new opportunities for growth and development”.

SAIE3 will take place in three locations: on the internet; at the exhibition, where sector operators will have numerous opportunities to meet each other and do business with the objective of creating new opportunities for growth but also for updating knowledge and training; and in the city, where the Unipol Arena, the largest theatre in Italy, will be the focus of the events connected to the Exhibition.

“An investment of €5 million, 3 million of which on communications. An ambitious project”, conclude the organisers, “for a city that ought to be ambitious”.

Claudio Sabatini.

Chairman of the Sabatini Group. In 1995, he conceived the “Futurshow” and ran it for 8 years; this was an exhibition of technological innovation, which attracted the attention of all sector experts and which saw Bill Gates open the final edition. In 2003, the Group saved Virtus, Bologna’s historic basketball team, and has been running it ever since. In 2008, it acquired, and has been running ever since, the Palamaguti, now the Unipol Arena (maximum capacity of more than 14,000), and transformed it into the largest theatre in Italy; in November 2011 it hosted the first date of the European leg of Paul McCartney’s concert tour.

Lucia Alberghini.

General Manager of SAIE3 and with more than twenty years of experience in the sector under her belt. Over the years, she has contributed to the success of international events such as SAIE2, EUROPOLIS and MADE expo.