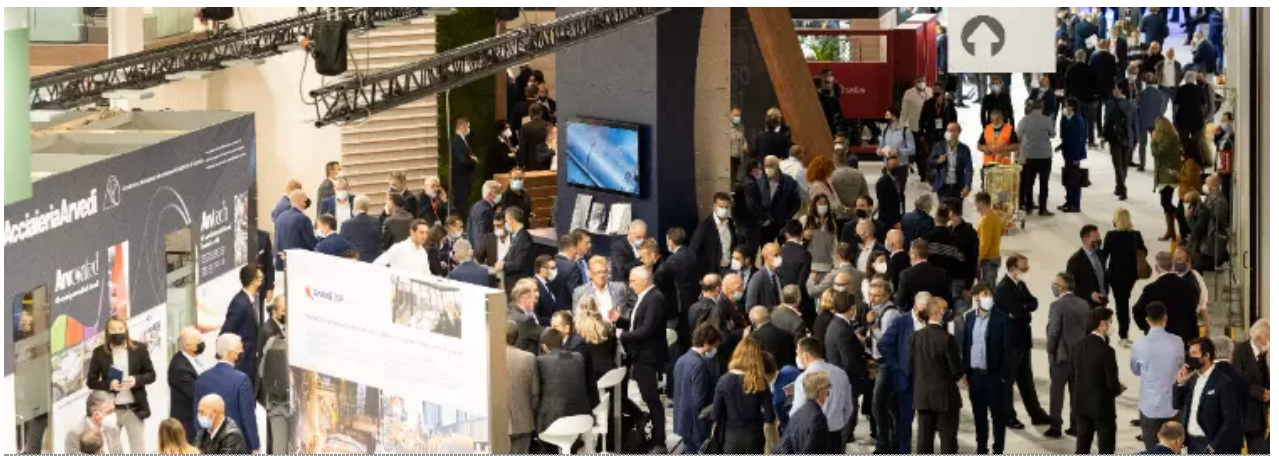
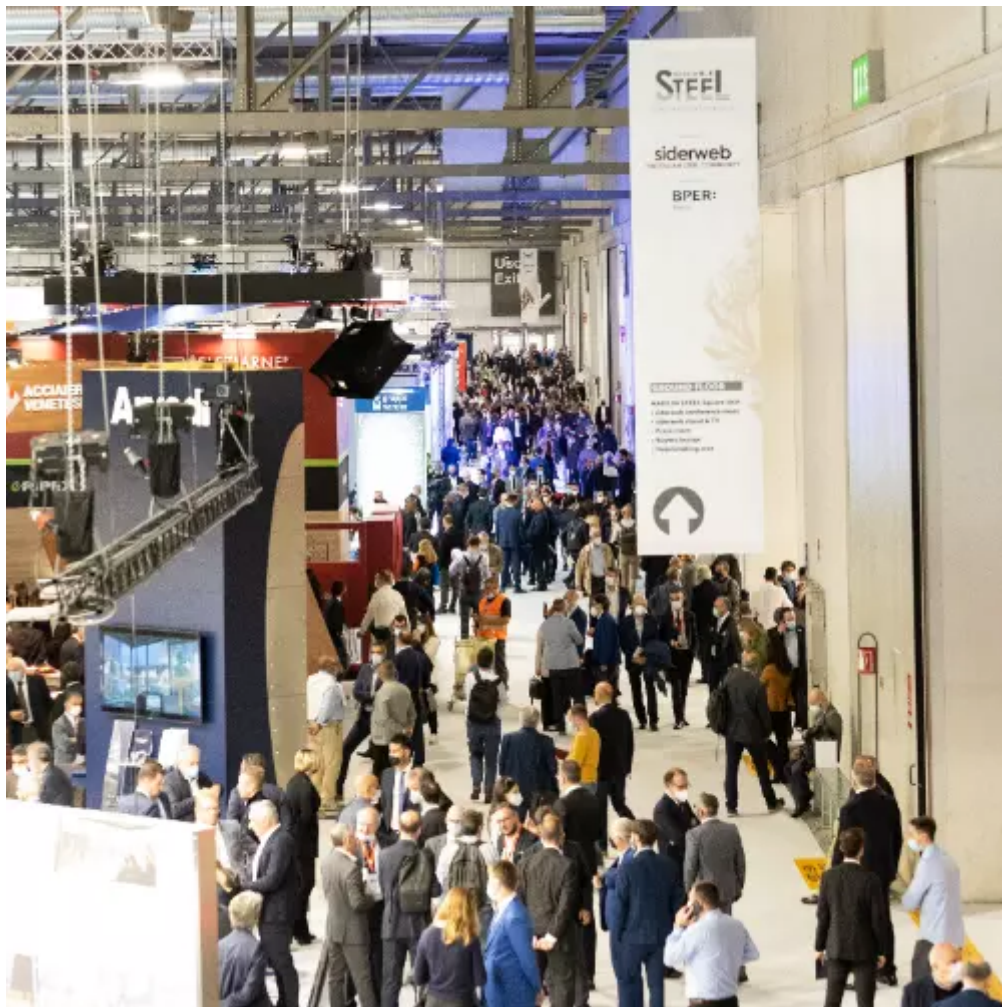


# Made in Steel 2021 beyond expectations: steel reborn and restarted

Attendance at 13,505. Business, conferences, live events for the steel "renaissance".



13 ottobre 2021



With

**13,505 visitors from 68 countries**, the 2021 edition of **Made in Steel** went beyond expectations. And these are not the only positive figures that characterise the Conference & Exhibition that closed on Thursday at fieramilano Rho: from 5 to 7 October, pavilions 9 and 11 welcomed **184 exhibitors**, 22 of whom from abroad, on an **exhibition area of about 10,000 square metres**. A total of **15 countries** were represented by the exhibitors.

**Digital MIS - Expoplaza**, Made in Steel 2021's digital platform supporting business, a virtual meeting place for visitors and exhibitors, and the [www.madeinsteel.it](http://www.madeinsteel.it) (<http://www.madeinsteel.it>) website, were used by a total of **42,679 users**, generating **134,086 page views**.



"The

numbers speak for themselves and this turnout surprised me," said **Emanuele Morandi, president and CEO of Made in Steel** (*pictured above*). "It was an exciting three days: there was great expectation and a great desire to meet, but also a desire to understand where the steel sector is going. The sector is at the centre of an earthquake, with rising prices, a shortage of raw materials, soaring energy costs and tariffs. These are all issues that we have explored in depth during this ninth edition of Made in Steel. Once again, the event proved to be a safe harbour for operators in the supply chain, where they can do business and exchange views: it is a compass to orientate oneself amidst the violent waves that are shaking our market, a radar to intercept the trends of the future".

The performance of the event's social channels (**Facebook, Instagram and LinkedIn**) was also very positive, generating more than **80,000** total **views** over the three days of the event.



siderweb

**TV**, the channel created specifically for this edition of Made in Steel, broadcast live streaming of **more than 20 hours** of conferences live from the siderweb Conference Room, interviews with the protagonists of the steel supply chain, in-depth analysis and institutional videos by exhibitors. The siderweb YouTube channel was **viewed** more than **7,000 times**.





Made in

Steel was the first international event in presence for steel in the world since the outbreak of the pandemic. It offered the protagonists of the steel industry, operators, exhibitors and visitors a **rich calendar of high-level conferences**, with **over 30 speakers** from Italy and the world, including Alec Ross, innovation advisor to the Obama administration. On Wednesday 6 October, Made in Steel hosted the annual meeting of **Federacciai**.

The **tenth edition** of Made in Steel will be held in **2023**.

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