

Messe Frankfurt increases its presence in Italy with FESI, a new trade fair for sustainable and integrated building technology

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The new trade fair for intelligent building technology, FESI – Fiera dell’Edificio Sostenibile e Integrato (Trade Fair for Sustainable and Integrated Construction) – will be held on the exhibition grounds in Bologna between 14 and 16 October 2025. The event will give a comprehensive overview of innovations – from building automation, IoT integration, climate and heating systems, energy management solutions, building security, electrical and lighting systems all the way to smart and vertical mobility.

As Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, explains: “With our two strong trade fair brands, ISH and Light + Building, Messe Frankfurt already has the leading trade fairs for networked buildings, energy management and sustainability in its portfolio. We are very pleased that this new event will now allow us to bring together selected product areas from both of these trade fairs. This new format will make it possible for us to meet the needs of the Italian market.”

FESI is geared towards all building construction and renovation professionals, the real estate sector and providers of advanced and technological solutions for energy efficiency and sustainability. The target groups are designers, engineers, architects, building contractors, public administrators and facility managers. The aim is to promote the introduction of innovative and sustainable solutions that can meet the ecological and technological challenges of the future.

Donald Wich, CEO of Messe Frankfurt Italia, adds: “With FESI, we are responding to the new needs of the Italian market, which are changing rapidly following the recent European guidelines. Legislation is prescribing stricter energy and environmental standards for buildings with a view to reducing carbon emissions and improving energy efficiency by 2030. After holding discussions with key sector players and associations in recent months, we saw that there is a clear need for a platform like FESI that would serve as a contact point for all sector players and offer specific, innovative solutions for the challenges associated with this important transformation.”

Messe Frankfurt: years of expertise in intelligent building technology

With over 60 years of experience organising technical trade fairs around the world, Messe Frankfurt is the undisputed market leader in the field of intelligent and sustainable building technologies. Given its comprehensive international network that covers over 180 countries and includes events in Europe, Asia, the Middle East and South America, Messe Frankfurt is a strong partner for the intelligent building technology sector. The launch of FESI in Italy is a direct response to the growing demand for sustainability and energy efficiency solutions in line with European legislation. With its dynamic growth in

this sector, Italy is the ideal location for an event that combines innovation, technology and environmental awareness, further strengthening the country's role in promoting green building transformation.

Focus on training and networking

The trade fair will offer a full programme of conferences and workshops for which participants will receive training credits (CFUs). These will be centred on areas like digitalisation, Building Information Modelling (BIM) and using new technology such as artificial intelligence. Successful case studies will also be presented to illustrate the impact of intelligent building technology in the residential sector. In this way, FESI offers a unique platform for establishing interdisciplinary contacts in the field of intelligent building technology.

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