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Secretary General AssoAscensori





DO YOU KNOW WHO INVENTED SKYSCRAPERS?





THEY WERE INVENTED IN ITALY!!

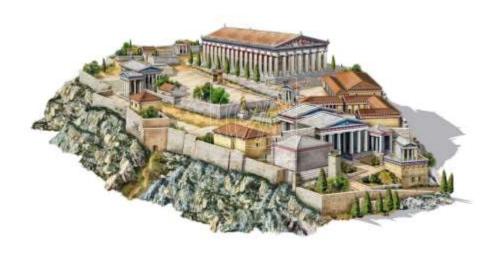
THAT'S TRUE

This sentence has its origin in town plannings and history*





GREEK AESTHETICS LIKED ACROPOLIS



Where the temple picked up!







PAX ROMANA DESIGNED PLAN SQUARE TOWNS



Ancient
Romans liked
small buildings
and villas





BUILDINGS BECAME TALLER IN MEDIEVAL TIMES



In Italy

San Gimignano









and population increased....

WHEN

...walls reduced areas

Bologna







ITALIAN TOWNS DEVELOPED A NEW CONCEPT OF BUILDING



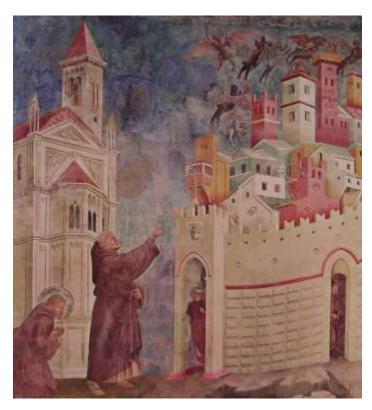
THE SKYSCRAPER







GIOTTO'S COLOURED TOWERS



GIOTTO: Devils expulsion from Arezzo

had the same scope of Manhattan skysrapers

REDUCE THE USE OF LAND





AND WHAT ABOUT THE FIRST EXAMPLES OF LITS IN HISTORY?



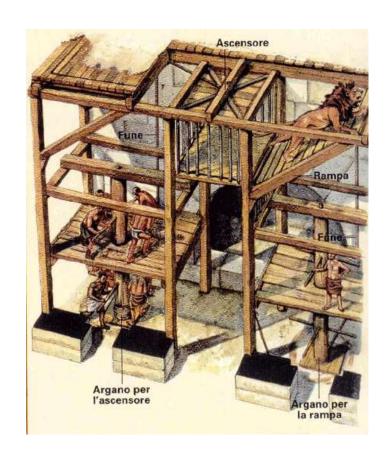




THE COLOSSEUM



And it's lift







Even some nobiliary palaces during the Renaissance had rudimentary lifts



Quirinal Palace - Rome

chairs with rope, that the aristocratic families used instead of going up the stairs





Having nearly 1 million of existing lifts, Italy has the largest number of installed lifts in Europe, second only to China worldwide.





Italian existing lifts represent 20% of the European park and 10% of the current global park.



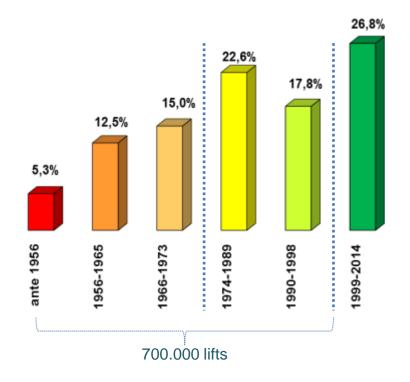






EXISTING LIFTS IN ITALY

Share of existing lifts in Italy according to year of installation



Source: ANIE/AssoAscensori





WHAT DO STRONG TRADITION AND HIGH EXPERIENCE MEAN?





Quality and flexibility, timeliness in deliveries, high standards of quality and safety





ABOVE ALL, STRONG EFFORT TO GRANT SAFETY FOR USERS AND WORKERS





Safe means of transport... Safer than train...

Safer than a autobus...

Safer than car...





Lifts are among the most durable and reliable transportation means and usually are main service for decades before upgrading or replacing.

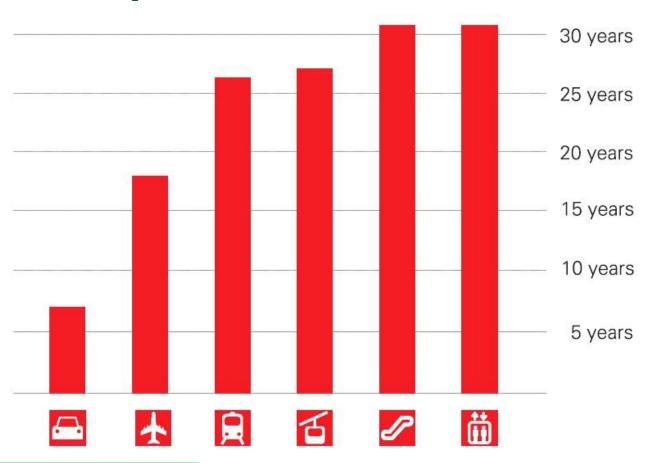








Average life cycle of transportation means







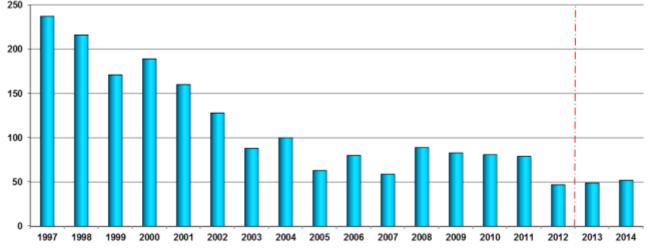


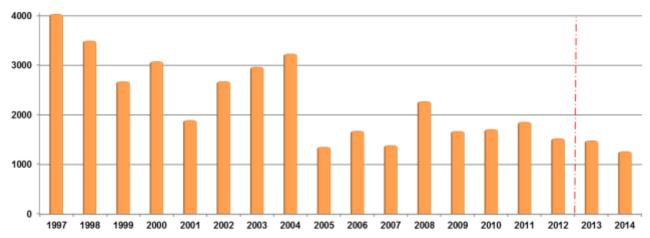
WORKERS' ACCIDENTS IN ITALY

Number of accidents 1997-2014 (Lifts and escalators)



Number days lost for accidents - 1997-2014 (Lifts and escalators)





Source: ANIE/AssoAscensori













USERS' ACCIDENTS IN ITALY

Number of accidents 1997-2014

(Lifts)

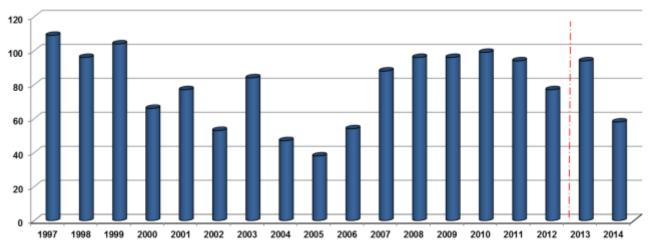


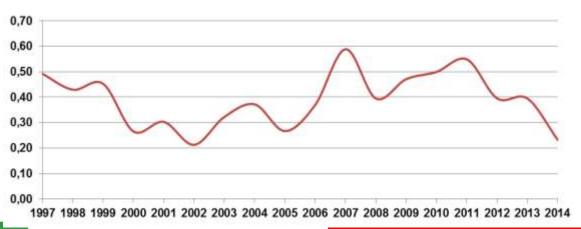
Index of of accidents 1997-2014 (Lifts)

Number of accidents

----- x 1000

Number of lifts







THANK YOU