



**Friday 12th of
September
2025**

**UFEMAT's 65th Annual
Conference:
Digitalisation, Artificial
Intelligence and Building
Materials in Europe**





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September
2025**

MILAN, ITALY



Luca Berardo – President of Sercomated



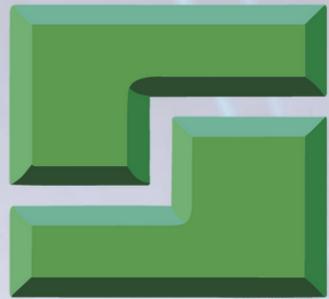
**The Sercomated projet:
a special form of industry / distribution
collaboration for the diffusion of AI**



09h45 – 10h00



**65° UFEMAT CONGRESS -
MILANO**



SERCOMATED

Centro studi e servizi per le imprese della distribuzione edile

**Driving Innovation
in Construction Distribution**

**LUCA BERARDO
PRESIDENT OF SERCOMATED**

About



SERCOMATED

Centro studi e servizi per le imprese della distribuzione edile

Sercomated is a service hub for the construction distribution sector, founded by Federcomated with the support of Confcommercio.

It brings together producers and distributors to provide strategic services ranging from logistics and consulting to innovation and training.

Mission and Goals



**FOSTER
COLLABORATION
BETWEEN PRODUCTION
AND DISTRIBUTION**



**PROVIDE CONSULTING
ON CONSTRUCTION
SYSTEMS, LOGISTICS
AND INNOVATION**



**SUPPORT COMPANIES IN
EVOLVING FROM SIMPLE
RESELLERS TO
RELATIONAL HUBS**



**PROMOTE CULTURAL
AND
ENTREPRENEURIAL
DEVELOPMENT**

Governance

- **Balanced governance with equal representation of producers and distributors.**
- **Ensures shared vision and strong market alignment.**

The board of directors includes the leading companies in both production and distribution.



Strategic Areas & Key Projects

01

DIGITALIZATION

DPrice – digital platform for price lists.



02

STANDARDIZATION

ETIM Italy – adoption of ETIM standards in construction.



03

CIRCULAR ECONOMY

REC Consortium – turning warehouses into recycling hubs.



04

TRAINING

Progettista Sistemico: training professionals to manage the distribution chain.

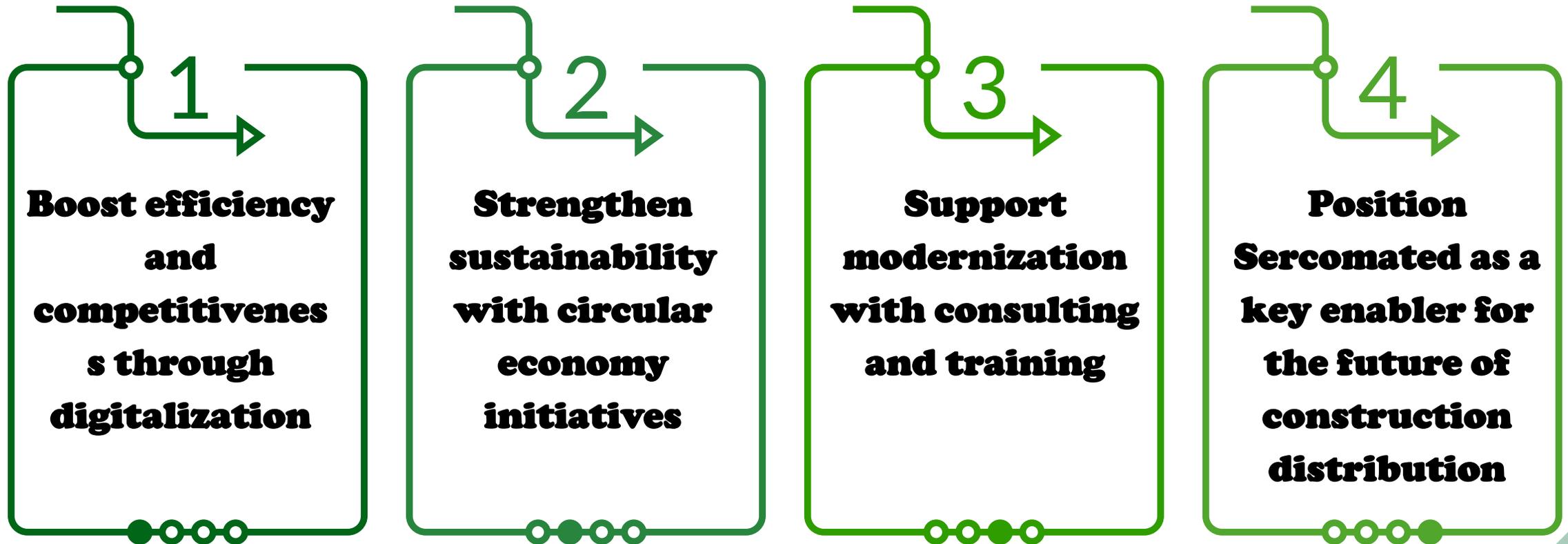


Events & Conferences

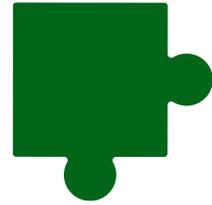
For over a decade the Sercomated conference has been ahead of the curve, anticipating and shaping the trends that drive the industry forward.



Impact & Future



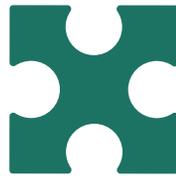
Collaboration in Construction



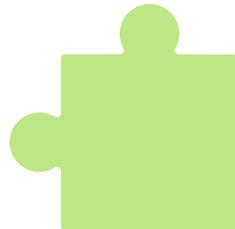
Collaboration between production and distribution is vital for efficiency.



Enhances supply chain integration and reduces fragmentation.



Promotes innovation through shared knowledge and resources.



Strengthens relationships across the construction ecosystem.

Benefits of Collaboration



**IMPROVED
LOGISTICS AND
FASTER DELIVERY
TIMES**



**GREATER
TRANSPARENCY IN
PRICING AND
PRODUCT
AVAILABILITY**



**JOINT
DEVELOPMENT OF
SUSTAINABLE
PRACTICES**



**BETTER
CUSTOMER SERVICE
AND PROJECT
OUTCOMES**

From Competitive to Collaborative

- **The construction supply chain must evolve from competition to collaboration**
- **Traditional competitive models create fragmentation and inefficiencies**
- **Collaborative approaches enable shared growth and resilience**
- **Building trust and partnerships is key to future success**





Strategic Importance

- **Collaboration creates a stronger, more competitive market**
- **Encourages long-term partnerships instead of short-term transactions**
- **Essential for digital transformation and adoption of new standards**
- **Drives the transition towards circular economy models**

Conclusion



is a key facilitator of transformation in Italian construction distribution, driving growth and innovation through digitalization, sustainability, and training



THANK YOU