

THE WINDS OF RECOVERY ARE BLOWING ACROSS MCE - MOSTRA CONVEGNO EXPOCOMFORT

The exhibition registered the participation of more than 150 thousand trade visitors, confirming its world leadership in domestic and industrial installations

Milan, 29th March 2010 - MCE - Mostra Convegno Expocomfort has closed its doors registering an all-time best for visitor numbers and a renewed optimism for market recovery, confirming initial expectations. MCE 2010 recorded over 150 thousand professional trade visitors with major increase numbers from Europe (France, Germany, Greece, Spain and Switzerland) and Mediterranean Countries (Algeria, Israel, Morocco, Tunisia and Turkey), including China and Russia. Italian visitors convened from all over the country.

Confident mood pervaded MCE: exhibitors were extremely satisfied with new business contacts developed during the exhibition, in general. Attendees expressed high levels of interest and enthusiasm for new products and solutions on display, and designed to deliver high performance and minimal energy consumption.

"The positive response received by MCE", declared Massimiliano Pierini, Exhibition Director MCE "confirms the exhibition is seen as a fundamental point of reference for domestic and industrial installations and air-conditioning market. There are initial signs of a recovery, and MCE is the ideal opportunity for re-energizing business".

The rich conference programme, which has always played an important role at MCE, together with events organized by Next Energy attracted large audiences. Showroom Stereo3D showcasing innovative and technological solutions in the bathroom world attracted also real interest. Collaboration with the major trade associations in the reference sector (namely Anima and Angaisa) has been of fundamental importance for the great success of the exhibition.

"Again this year, Mostra Convegno Expocomfort has shown the importance of HVAC, plumbing and sanitary ware industries for the "Made in Italy", confirming its leading role in the sector, a must-visit business appointment on the Italian trade fair calendar". – declared Sandro Bonomi, chairman of ANIMA – "Members of our association exhibiting at the trade fair, have found important many business opportunities with a large attendance of foreign buyers. This gives a very positive signal to Italian companies in the mechanical industry that get over 50% of their total revenue from exports."

The organization has already started working on the next edition, scheduled for March 2012.