

First highlights from MCE - Mostra Convegno Expocomfort 2012

THE LEADING EXHIBITION DEDICATED TO DOMESTIC AND INDUSTRIAL INSTALLATIONS AND HVAC LOOKS AHEAD TO ITS 2012 EDITION WITH A NEW IMAGE AND NEW DURATION

Milan, 12th July 2010 – Preparations for the 38th edition of MCE - MOSTRA CONVEGNO EXPOCOMFORT 2012, the leading International trade exhibition dedicated to domestic and industrial installations and HVAC - are in full swing. Organized by Reed Exhibitions Italia, every two years this worldwide event brings together the manufacturing and distribution arms of the plumbing, heating, sanitary ware, renewable energies, air-conditioning, refrigeration, sanitary technology, hardware, water treatment and bathroom sectors.

MCE 2012 benefits from the excellent numbers recorded by the 2010 edition: 157,447 professional trade visitors, 33,383 of whom coming from 138 countries outside Italy; usual visitors, and new emerging professional figures such as Energy Managers (2%) and a large audience composed of architects, surveyors, engineers, condominium administrators, design engineers (14,9%), the real protagonists of a market that is witnessing an increasingly intimate relationship between a building and its installations.

MCE 2012 scheduled for **27th- 30th March 2012 at Fiera Milano Exhibition Centre in Rho**, will offer novelties of great interest.

Amongst the key features proposed for MCE 2012 is the duration of the exhibition, namely 4 days instead of 5. MCE has been a leader in the sector for over 50 years thanks to its proven ability to satisfy the real needs of exhibiting companies and encourage all professionals to develop their business potential.

“In this context – declared Massimiliano Pierini, Exhibition Director MCE – the up-coming edition will take place during weekdays. The new arrangement – explained Pierini – is another important feature of our strategy in the market-focused business that is in perfect agreement with the worldwide panorama of trade exhibitions. MCE 2012 will be the most outstanding point of reference for all professionals in the sector, a useful tool to satisfy their requirements, and a unique opportunity not to be missed, to showcase products and solutions, bring negotiations to an end, develop business agreements with partners, and increase their visibility with prospects”.

Moreover, MCE 2012 has been renewed in its image and graphic by Allea Comunicazione, one of the most renowned integrated marketing communications agencies in the market, with a valuable creative support provided by Carmi & Ubertis. A “friendly” image, full of colours, energy and technology. The different core themes of the exhibition - heating, cooling, water and energy – will transform Mostra Convegno Expocomfort from a trade show into an integrated system, which represents its added value. The pay-off of the forthcoming edition, “Human Comfort Solutions” stands for excellence in innovation, centrality of man and attention on the environment that are the essence of an exhibition anticipating the future lifestyles. An ad hoc advertising campaign, promotional and advertising materials, a website re-styling, www.mcexpocomfort.it, an online point of reference for all professionals, will introduce the new-brand image of the 38th edition of MCE.

MCE 2012 will continue to explore the new frontiers of planning and installation solutions, creating a unique opportunity dedicated to comfort, energy efficiency, and synergy between the environment and man’s activities. Once again the common thread will be innovation as the driving force to develop all sectors of the exhibition that will showcase cutting edge technology solutions and products for living more sustainably. MCE 2012 has become the most effective platform, which provides multipurpose business facilities for companies and the market, in general, a four-day exhibition dedicated to solutions ensuring comfortable living for a sustainable future.

MCE - Mostra Convegno Expocomfort

Mostra Convegno Expocomfort is the biennial International exhibition dedicated to domestic and industrial installations: heating, air-conditioning, refrigeration, hardware, valves, sanitary technology, the bathroom, water treatment, tools, renewable energies and services. Mostra Convegno Expocomfort is owned by Reed Exhibitions, the world leading organizer of exhibitions, tradeshow, and conferences, whose current portfolio includes over 440 events in 36 countries, which attract over 6 million buyers. Reed Exhibitions has 35 branches around the world serving 44 industry segments, as well as a network of offices and promoters in 93 countries. Established in 1960 as Italy's first trade exhibition dedicated to the industry, MCE has been a leader in its sector for 50 years thanks to its proven ability to follow the evolution of its reference markets, creating opportunities for technical, educational and political exchange and discussion.

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