

NEW INITIATIVES OF MCE, MOSTRA CONVEGNO EXPOCOMFORT AND EXPOBAGNO FOCUSED ON THE GREEK MARKET

FROM 11TH TO 15TH MARCH 2008 AT THE NEW FIERAMILANO EXHIBITION CENTRE

Athens – 22nd March 2007. New initiatives aimed at specific targets for MCE Mostra Convegno Expocomfort, the leading international event for domestic and industrial plant engineering and for Expobagno the exhibition dedicated to the bathroom world taking place at the same time.

The 2008 edition of the biennial international exhibition – organized by Fiera Milano International – will show as usual the new trends in its four main sectors: heat (Heating; Components for Plants; Implements – Tools), energy (Photovoltaic-Solar thermal; Bio-fuels-Cogeneration; Insulation), cold (Air-conditioning; Ventilation; commercial and industrial Refrigeration), and water (Plumbing technology; Water treatment).

The essential target of MCE 2008 – which will be held **from 11th to 15th March 2008 at the new FieraMilano exhibition centre in Rho** – is to further increase quality and presence of Italian and foreign professional visitors compared to the excellent results obtained in 2006. The last edition achieved a record turnout of about 170,000 professional visitors, 30,000 of whom came from 134 different countries (+ 22% compared to 2004) and saw the consolidated participation of 2,750 exhibiting companies (+ 37% increase in net exhibiting space compared to 2004).

As for south-eastern Europe, the Greek market, in fact, represents one of the key targets for the forthcoming 2008 edition. In this connexion, a series of initiatives have been promoted such as this special meeting. The aim of the initiative is to improve the presence of media, trade visitors and exhibiting companies that in 2006 recorded a 4% increase in numbers against 2004, and a 20% increase in terms of exhibition space compared to the 2004 edition.

MCE 2006 also achieved a turnout of 1,500 professionals such as buyers, design engineers, heating and plumbing distributors and wholesalers, general contractors, and agents coming from Greece, (+ 11.57% compared to 2004) confirming the role of the exhibition as a driving force for the development of business contacts at an international level and a reference point to the market able to anticipate trends.

Novelties of MCE 2008

MCE 2008 will offer a series of special initiatives with a rich calendar of conferences to debate industrial and technical issues, increasing new business contacts between professional trade operators and exhibitors and promoting new ideas and events.

MCE 2008 will be not only an exhibition but an integrated system where cultural debate, innovative techniques, new products and solutions will create the **Comfort & Living Technology** itinerary, meaning technology at the service of comfortable everyday living.

The 2008 edition will feature new events tackling the issues that matter most to the target visitors and exhibitors. Great emphasis will be given on a side event, based on demo areas, taking place on the trade fair grounds that will give the opportunity to discuss new developments in the field of energy efficiency. This event will join the previous successful initiatives such as the “**Comfort & Design Award**” proposing the most innovative products originating from the identification of new requirements and “**Material Connexion**”, area where innovative materials documentation will be displayed exclusively and there will also be a conference area.

Next Energy 2008

The 4th edition of **Next Energy**, the international exhibition dedicated to energy efficiency and renewable sources will take place in the context of MCE. Next Energy is also a state-of-art exhibition event that, alongside its rich conference programme, showcases the most innovative, high-efficiency products and solutions available today on the market. It is the two-yearly event for investigating the key issues in the research and application of energy efficient technologies and renewable sources characterized by low energy consumption.

Expobagno 2008

After the success of the 1st edition, Expobagno, the international exhibition dedicated to the bathroom world – ceramic sanitary ware, taps and fittings, wellness facilities, bathroom accessories and finishes – will be staged parallel to MCE 2008. Expobagno 2008 will present new products and trends with their technological and aesthetic solutions. **Expobagno 2008** will be an even more prestigious showcase further enriched with theme events to enhance industrial segments and improve the number of exhibiting companies and the calibre of Italian and foreign professional visitors. **Expobagno 2008** will develop with a free flow of creativity and innovation. Technology, well-being, and design will alternate in a dedicated exhibition area within the show. Famous architects and designers will be invited to interpret and give form to the bathroom space through installations designed with absolute creative and expressive freedom and without pre-established schemes or models.

MCE

MCE – Mostra Convegno Expocomfort

Mostra Convegno Expocomfort is the international biennial exhibition of Comfort & Living Technology dedicated to domestic and industrial plant engineering - heating, air-conditioning, refrigeration, valves, plumbing technology, water treatment, renewable energies and services – organized by Fiera Milano International, a company formed by a joint venture between Fiera Milano Exhibitions and the British multinational Reed Exhibitions.

Set up in 1960 as the first specialised fair to be held in Italy, MCE has been a leader in the sector for over 40 years thanks to its proven capability to follow the evolution of the reference markets, creating opportunities for meetings and comparisons as well as technical, cultural and political debate. The 2006 edition achieved a record turnout of over 170,000 visitors, 18% of whom came from 134 different countries, and saw the consolidated participation of 2,750 exhibiting companies, including all the market leaders with a 22% increase in foreign exhibitors compared to 2004. The 36th MCE will take place from 11th to 15 March 2008, at the new FieraMilano trade fair grounds in Rho.

EXPOBAGNO

Expobagno is the international exhibition dedicated to the bathroom world – ceramic sanitary ware, bath tubs, wellness facilities, bathroom accessories, taps and fittings, tiles and coverings. Expobagno 2008 will be further enriched with theme events where technology, well-being and design will alternate in a dedicated exhibition area within the show to improve the calibre of professional visitors. Expobagno 2008 will open its doors to end consumers on Saturday 15th March.

All the latest updates on MCE, Mostra Convegno Expocomfort and Expobagno are available online at:

www.mcexpocomfort.it and www.expodelbagno.it

For further information

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