

EXPO

BEYOND COMFORT

*hydrogen
hub*



12-15 .03.2024

43^ MOSTRA CONVEGNO EXPOCOMFORT

fieramilano

HYDROGEN HUB

MCE – Mostra Convegno Expocomfort traditionally represents all the solutions for living comfort, which largely contribute to the total CO2 emissions and in recent years has widely supported the development of renewable energies, innovation and technological efficiency, as well as the electrification to facilitate the necessary energy transition.

Therefore, **components and technologies linked to hydrogen embody a perfect evolution** of the sectors represented by MCE, which has the ambition to oversee the entire Italian hydrogen supply chain being created and to **open new channels and international relations** thanks to the proven RX Group's worldwide experience in the energy sectors.

HYDROGEN HUB – PARTNER

ANIMA Confindustria already brings together a large part of the components supply chain for both hydrogen production and consumption plants. From this project comes the possibility of bringing together the entire hydrogen technological chain, from production to transport to consumption.

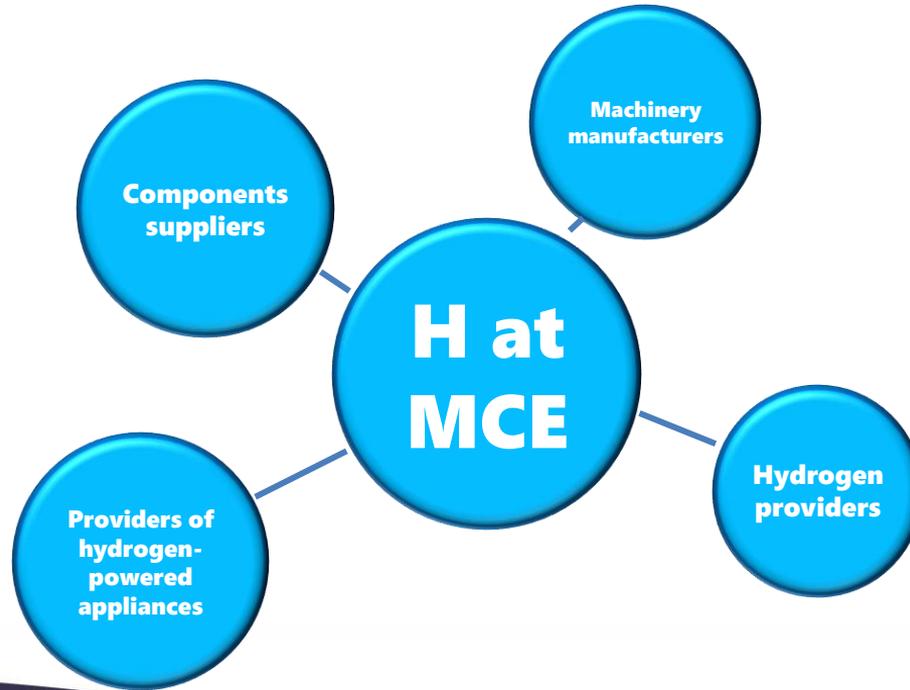
All these sectors are strongly interconnected and the ability to interact with each other within the same Federation and to communicate common needs could be an added value for each of these parts.

ANIMA is also building relationships with specific institutions in order to acquire authority and support at a governmental and institutional level.

AiCARR (Italian Association of Air Conditioning, Heating and Refrigeration) guarantees a large international network of experts in the energy field, as well as an academic and scientific support, already focused on hydrogen development issues and opportunities.

Energy & Strategy Group – Politecnico University of Milan provides research insights and support from both institutions and companies, guaranteeing high-level content, market analysis and forecasts.

HYDROGEN HUB – CLUSTER



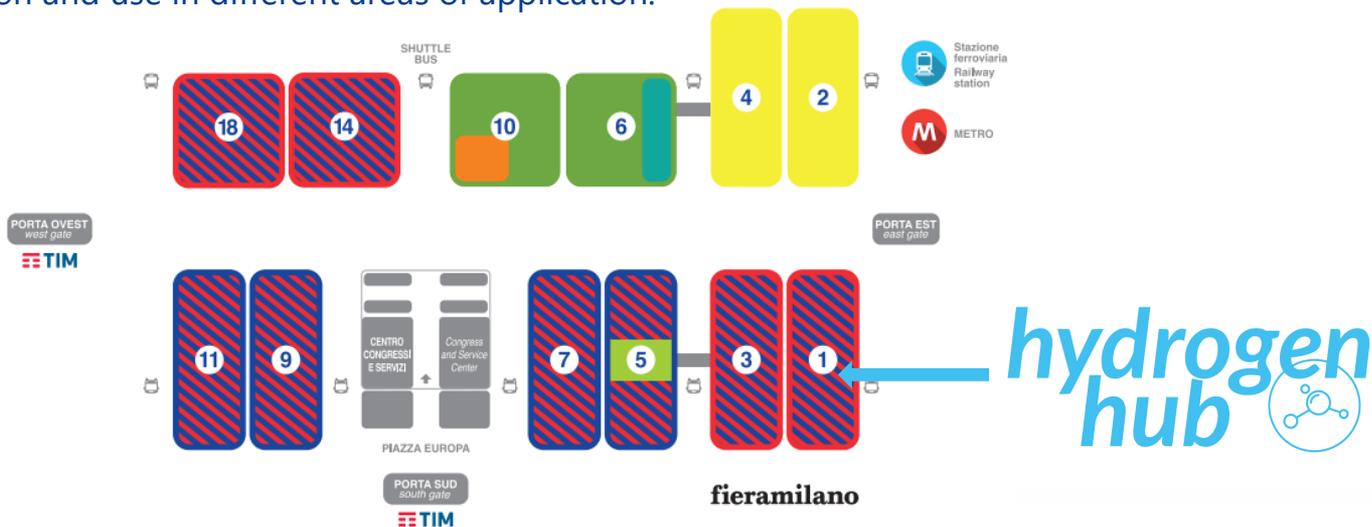
HYDROGEN HUB – TARGET

Specific communication initiatives will be activated towards **all areas involved in the development of the new hydrogen supply chain:**

- + FUEL CELL MANUFACTURERS
- + MANUFACTURERS OF ELECTRONIC COMPONENTS
- + ELECTROLYZER MANUFACTURERS
- + OIL&GAS COMPANIES
- + RENEWABLE ENERGY COMPANIES
- + STORAGE OPERATORS
- + GOVERNMENT AND MUNICIPALIZED BODIES
- + HYDROGEN PROVIDERS
- + MANUFACTURERS OF COGENERATION PLANTS
- + PLANT ENGINEERING COMPANIES/CONSULTANTS
- + ENERGY PRODUCTION/DISTRIBUTION COMPANIES
- + INVESTMENT GROUPS
- + TRANSPORT COMPANIES

HYDROGEN HUB AT MCE 2024

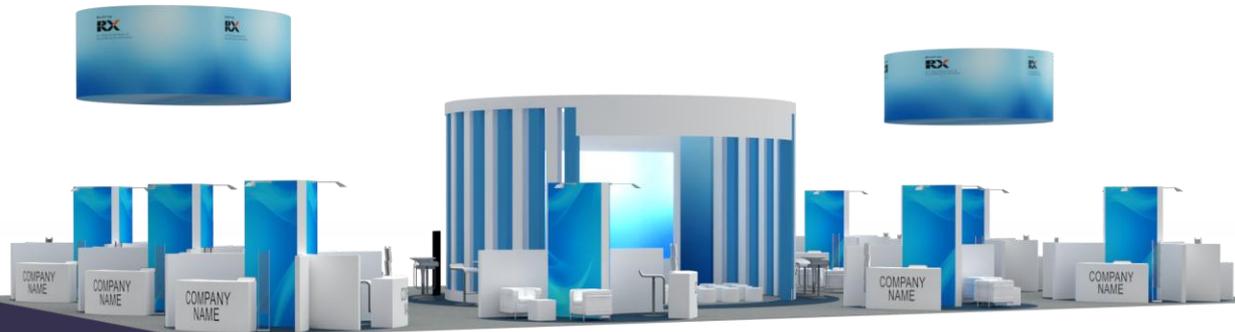
The heart of the project will be a **common area, point of convergence of the 4 clusters**, which will highlight the complexity of the technologies aimed at enabling the new energy vector, along the chain that leads from production to distribution and use in different areas of application.



HIDROGEN HUB – EXHIBITING PROPOSAL

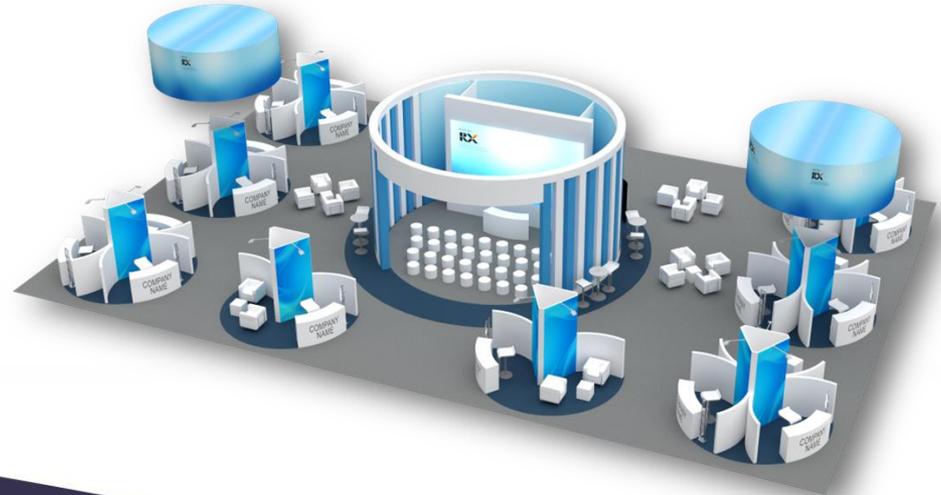
The event area will consist of **customizable turnkey desks**, a **networking area** and a **workshop area** where institutional and market sessions and company case history presentations will be organized.

Companies already registered in MCE with their own traditional stand in other halls can be **sponsor** of the event through the presence of their **logo** on a dedicated totem inside the area, **with reference to the company stand** and the participation in the workshop programme.



HIDROGEN HUB – THE OFFER

- Presence at the event area with unit booth or digital totem
- Speech/presentation/case history in the dedicated workshop area
- Visibility with Company logo in the dedicated section on the website www.mcxpocomfort.it
- Visibility with Company logo in dedicated communications to MCE visitors database
- Visibility in the online Catalogue
- Placement in the printed Exhibitors Catalogue
- Visiting path in the Pocket Guide
- Visibility on MCE Social Media channels
- N. 100 Client Invitation codes
- N. 4 Exhibitor's badges



HYDROGEN HUB – BOOTH UNIT



6 SQM BOOTH UNIT € 5.000,00

- carpet colour blue
- walls h 3m
- partitions h 1,5m
- curved reception desk
- 1 stool
- 1 brochure holder
- 1 LED spotlight 50W
- 1 power strip CEE 220V
- 1 company name on desk
- 1 graphics on wall cm 140x300h



12 SQM BOOTH UNIT € 8.000,00

- carpet colour blue
- walls h 3m
- partitions h 1,5m
- curved reception desk
- 1 stool
- 1 brochure holder
- 2 armchairs
- 1 small table
- 2 LED spotlights 50W
- 1 power strip CEE 220V
- 1 company name on desk
- 2 graphics on wall cm 140x300h

HYDROGEN HUB – DIGITAL TOTEM



DIGITAL TOTEM € 2.000,00 (for MCE exhibitors only)

- professional full hd 16/7 display
- safety glass
- 10-point IR ledcell touchscreen
- built-in computer intel i5,8Gb RAM, 128Gb ssd, usb, rj45, wifi
- OS Windows 10pro
- removable shell

Possibility to customise the totem with specific graphics. Cost at exhibitor's charge.

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Contacts

Barbara Mauri

barbara.mauri@rxglobal.com
02.43517035

Federica Merlo

federica.merlo@rxglobal.com
02.43517020

Valentina Busico

valentina.busico@rxglobal.com
02.43517086

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