Energy is evolving.
Infinitely.

mce

mostra convegno®
expocomfort

07/10
MARZO
MARCH
2028

FIERA MILANO RHO

45° Mostra
Convegno
Expocomfort

Built by RX In the business of building businesses

WHERE THE MARKET MEETS AND NEW OPPORTUNITIES BEGIN.

MCE *brings together the entire* **HVAC+R, ENERGY AND WATER ECOSYSTEM, CONNECTING COMPANIES** *with the professionals who design, specify, distribute, install and purchase technologies and solutions for buildings and industry.*

FOUR DAYS *to meet customers and prospects,* **DEVELOP NEW BUSINESS OPPORTUNITIES** *and position your company at the heart of a changing market.*



MCE 2026 FIGURES

1,648 EXHIBITORS

964 INTERNATIONAL EXHIBITORS

51 COUNTRIES REPRESENTED

120,622 VISITORS

42,217 INTERNATIONAL VISITORS

124 COUNTRIES REPRESENTED

SATISFACTION	EXHIBITORS	VISITORS
Satisfied overall	79%	92%
Satisfied with business activity at the event	70%	94%
Intend to participate in the 2028 edition	77%	85%

NUMBERS THAT TURN INTO MEETINGS, RELATIONSHIPS AND BUSINESS OPPORTUNITIES.



AUDIENCE

MCE connects technology providers with professionals and decision-makers across the entire value chain.

DESIGN & SPECIFICATION
Engineers · Architects · Professional Offices

DISTRIBUTION
Distributors · Wholesalers · Retailers · Buyers

INSTALLATION
HVAC Installers · Refrigeration Technicians · Electrical Installers · Maintenance Professionals

MANAGEMENT
Energy Managers · Facility Managers · Property Managers · Building Managers

END USERS
Industry · Data Centres · Hospitality · Retail · Healthcare · Real Estate

**FROM DESIGN TO PURCHASING DECISIONS:
MEET YOUR MARKET AT MCE.**









SECTORS

Technologies, solutions and expertise shaping the future of the built environment.

INDOOR CLIMATE
Heating, Air Conditioning, Heat Pumps, Ventilation, Refrigeration, Solar Thermal, Geothermal, Cogeneration

WATER SOLUTIONS
Plumbing and Sanitary Technology, Water Treatment, Taps and Fittings, Bathroom Accessories

PLANT TECHNOLOGIES
HVAC Components, Tools and Equipment, Insulation, Design Services

THAT'S SMART
Smart Home & Building Automation, Renewable Energy

ONE ECOSYSTEM. EVERY TECHNOLOGY.









BUILDING REPOWER

New energy for buildings.

Upgrading the existing building stock means improving efficiency, performance and value by modernising existing systems and technologies. Building Repower highlights solutions that bring new energy to buildings through an open, technology-inclusive approach.

- **HEATING**
- **COOLING**
- **HIGH-EFFICIENCY SYSTEMS**
- **HYBRID SOLUTIONS**
- **COMPONENTS**
- **CONTROLS**
- **RENEWABLE GASES**
- **SYSTEM INTEGRATION**

REFRIGERATION HUB

The meeting point for refrigeration.

Refrigeration plays an increasingly strategic role in industry, food, retail, logistics and emerging applications. Refrigeration Hub is the new dedicated space within MCE where technologies, expertise and the market come together.

- **INDUSTRIAL REFRIGERATION**
- **COMMERCIAL REFRIGERATION**
- **COMPONENTS**
- **REFRIGERANTS**
- **CONTROLS**
- **COLD CHAIN**

FOCUS MCE 2028

WATER SOLUTIONS

Every drop counts.

Efficiency, quality, safety and reuse are transforming the way water is managed in buildings. Water Solutions showcases leading solutions for smarter, more efficient and sustainable water resource management.

- **WATER TREATMENT**
- **EFFICIENCY**
- **REUSE**
- **MONITORING**
- **DISTRIBUTION**
- **SMART WATER MANAGEMENT**

START NOW

MCE connects companies and markets through content, relationships and opportunities that engage the community in the lead-up to the exhibition and beyond.

GENERATE BUSINESS: *Meet new customers and prospects.*

BUILD RELATIONSHIPS: *Strengthen connections with customers and partners.*

SHOWCASE INNOVATION: *Present technologies and solutions to a professional audience.*

SHARE KNOWLEDGE: *Join the conversations shaping the industry.*

STAY CONNECTED: *Engage with the MCE community before, during and after the event.*

DISCOVER THE JOURNEY TO MCE 2028

www.mcexpocomfort.it

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2028



YOUR MARKET WILL BE HERE. WILL YOU?

MCE 2028 *will bring together companies, professionals and decision-makers shaping the future of* **HVAC+R, ENERGY AND WATER.**

SHOWCASE YOUR TECHNOLOGIES. MEET NEW CUSTOMERS. BUILD NEW RELATIONSHIPS. GROW YOUR BUSINESS.

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