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MARZO
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2028

FIERA MILANO RHO

45° Mostra
Convegno
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Built by RX In the business of building businesses



REFRIGERATION HUB

IT'S COOL

REFRIGERATION HUB – IT'S COOL

MCE REFRIGERATION HUB is the dedicated space within MCE – Mostra Convegno Expocomfort that celebrates the world of industrial, commercial, and data center refrigeration.

It is tailored for **manufacturers of components, systems, refrigerants, system integrators, OEMs, and service companies** that aspire to position themselves as leaders in the energy transition, connecting with a highly qualified audience including refrigeration specialists, plant designers, energy managers, and key decision makers.

Exhibiting here means gaining access to an internationally visible showcase, a lineup of valuable technical content, a network of key industry associations, and a multichannel promotional strategy designed to generate tangible leads and measurable business opportunities.

MCE REFRIGERATION HUB is a strategic trade platform and a global meeting point for all the leading figures in the refrigeration sector.

Vision and contest

Refrigeration is today one of the most dynamic drivers of industrial innovation.
From production plants for industrial applications to commercial and logistics buildings, and even data centers, the challenges are clear: efficiency, performance, reliability, and energy control are no longer options - they are necessities.

It is in this context that **MCE REFRIGERATION HUB** is born: a central, vibrant, and collaborative space created to give voice to a rapidly evolving sector within MCE - Mostra Convegno Expocomfort, the international benchmark for energy efficiency.

This is a specialist hub where technology, expertise, and market vision come together to create real value and unlock new business opportunities.





Value and contents

A schedule of high-value content designed to inspire, inform, and connect:

- **Real-world case studies** and cutting-edge technology solutions
- **Market Analysis** and emerging trends to stay ahead of market changes
- **Strategic synergies** between companies, professionals, and industry players

Thematic Focus Areas:

- ☞ F-Gas and the Future of Refrigerants
- ☞ Cryogenics
- ☞ Data Centers
- ☞ European regulations & standards
- ☞ Natural gases
- ☞ Preservation, transportation, logistics
- ☞ Future of FMCG and retail
- ☞ Training & competencies

This is a pivotal opportunity for those looking to innovate, grow, and convert connections into measurable results.

Academic Research

With the scientific consultancy of **Energy & Strategy Group from Politecnico di Milano**, the value of academic research is applied across various target markets, providing data, scenarios, and strategic analyses for a long-term vision of development opportunities based on technological, regulatory, and economic trends related to the ecological and energy transition.

A wealth of expertise that ensures high-caliber content, international visibility, and credibility.





Network and credibility

The strength of MCE REFRIGERATION HUB also lies in its network: a solid and authoritative alliance built in collaboration with the leading Italian and international associations in the industry, including:

- **AREA** - European Association of Refrigeration, Air Conditioning and Heat Pump
- **ASSISTAL** Confindustria
- **Assofrigoristi**
- **Associazione Tecnici del Freddo -** Centro Studi Galileo
- **CNA Impianti**
- **EUREDIA** - European Refrigerants Distributors and Reclaimers Association
- **EUROVENT** - European Industry Association Heating, Ventilation, Cooling, Refrigeration
- **GBCI** - Green Building Council Italia
- **IDA** - Italian Datacenter Association
- **IIR** – International Institute of Refrigeration

Target audience

A communication strategy that speaks to the right audience

MCE REFRIGERATION HUB carefully selects the most relevant sectors and the key decision-makers in industrial refrigeration needs:

- Refrigeration technicians
- Designers
- Energy managers
- Production managers
- Specialized technicians

A unique meeting point that brings together the expertise of producers, plant designers, installers, and professionals.





Promotion and visibility

To effectively engage professionals in the refrigeration sector, MCE REFRIGERATION HUB implements a multichannel promotional strategy that includes:

- Targeted email campaigns utilizing highly segmented database
- Dedicated social media campaigns
- Public relations activities
- Advertising in specialized publications and portals
- Experiential events developed in collaboration with key exhibitors

Every initiative is designed to maximize visibility, engagement, and the quality of contacts, creating a truly impactful experience for the target audience.

Opportunities and connections

MCE REFRIGERATION HUB is much more than just an exhibition space:

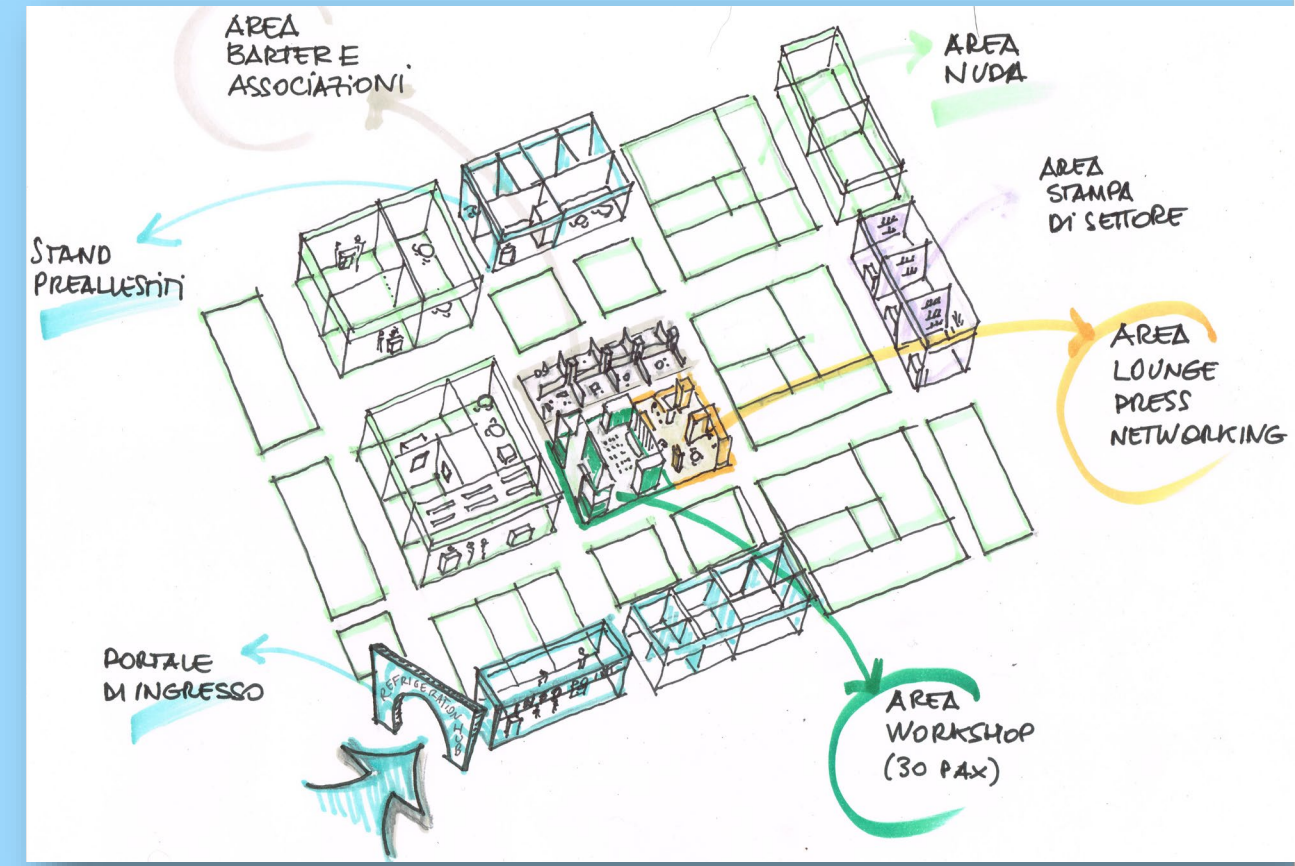
- **Targeted Networking**: The meeting point for key industry players.
- **Technological Showcase**: Presenting cutting-edge solutions for real market needs.
- **Business Development**: Opening direct commercial channels with international markets.
- **Continuous Training**: Hosting technical workshops with top industry experts.
- **Visibility**: Positioning your brand as a benchmark in the industry.
- **New Leads**: Generating highly targeted commercial contacts.

The exhibition journey

- **Bare Stand Area**
  Experience the ultimate freedom of customization. Ideal for companies that want to showcase their identity through the space's architecture.

- **Preconfigured Stands**
  Turnkey exhibition solutions that are both functional and elegant, designed to optimize preparation time while delivering an immediate, powerful presence.

- **Lounge Area**
  The networking hub—an exclusive and comfortable environment perfect for deepening contacts, advancing negotiations, and cementing strategic partnerships.



The exhibition journey

- **Associations Area**
  A dedicated space for dialogue, designed to outline future market scenarios and define strategic guidelines.
- **Workshop Area**
  The hub for sharing insights and staying updated, featuring discussions led by influential industry thought leaders.
- **Press Area**
  A fully-equipped space reserved for journalists and media partners, perfect for conducting interviews, premiering new releases, and sharing real-time event news.

A dynamic platform to share visions and ignite powerful synergies.





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