

Press Release

MCE - MOSTRA CONVEGNO EXPOCOMFORT LAUNCHES MCE LIVE+DIGITAL 2021, THE ON-LIFE EXPERIENCE

A digital and live special event scheduled for 8- 9 April 2021 at MICO, Fiera Milano Convention Centre that will continue virtually until 16 April 2021.

Milan, 30 October 2020 – Today, the new event **MCE LIVE+DIGITAL** under the umbrella of MCE - MOSTRA CONVEGNO EXPOCOMFORT, the world's leading biennial exhibition dedicated to residential and industrial installations, HVAC&R and renewables postponed to March 2022, has been presented online via a webinar.

MCE LIVE+DIGITAL, which combines a “live” in-person event with a “virtual” online component, will take place on 8 – 9 April 2021 at MICO, Fiera Milano Convention Centre, where the physical experience will be supported by a virtually rich online platform for new integrated ways of meeting. The online component will add added value to provide better connections and create a seamless event experience for visitors and exhibitors.

MCE LIVE+DIGITAL boasts a unique digital platform – selected at international level by Reed Exhibitions, organiser of MCE - MOSTRA CONVEGNO EXPOCOMFORT – intuitive and straightforward, based on AI technology that perfectly matches the new needs of the trade fair business and events.

“**MCE LIVE+DIGITAL** will blur the lines between the digital and the physical declared Massimiliano Pierini – Managing Director di Reed Exhibitions Italia –. We have chosen this type of format to continue offering business opportunities to our entire value chain, the manufacturing and distribution industries and of course to a variety of qualified professionals who need to meet, confront and interact, even more in this new normality. A hybrid format where the digital component has a crucial role in integrating and increasing meeting in-person, which remains and will always remain irreplaceable, socialisation, is intrinsic to human nature. Digital services will also accompany us in the future. For this reason, we have devised an appropriate support model for our exhibitors to explain different ways of communication available, so that they can be well prepared for the show and take advantage of this opportunity, which I hope will give a new impulse to the whole sector.”

Concerning exhibiting companies, multiple participation options have been investigated that provide a wide selection. From physical booths, with size options and turn-key set up, or raw spaces, together, of course, or digital visibility opportunities, to virtual participation only, in particular for foreign companies that will be unable to attend, up to the ideal choice of both solutions.

More particularly, there are a vast array of visibility and networking tools available in the virtual suite **MCE LIVE+DIGITAL**: from the opportunity to enrich the company profile, to photo and video galleries of products, recommendations and matchmaking functionalities, chat, and lead generation. From networking to one-on-one meetings, and those with everyone, from digital catalogue including company events, live streaming attendance, to a rich calendar of appointments.

All this will be extremely effective thanks to the potential of Artificial Intelligence capable of analysing behavioural data of exhibitors and visitors and allowing further business meetings. Moreover, real-time data checks is granted to each exhibitor about his participation, the team activities involved, and the return of investment. Furthermore, the online platform of **MCE LIVE+DIGITAL** will be available until 16 April 2021, thus offering more business contacts.

Plus, professionals will have free access to the event. The virtual platform of **MCE LIVE+DIGITAL** will offer all professionals a wide range of services, from meeting up with companies attending the event, to the registration to business Webinar, conferences and seminars on-site – organised in collaboration with the leading trade associations that have always been partners of MCE. The strength of **MCE LIVE+DIGITAL** rests on the opportunity to plan in advance your own personal meeting agenda both physical and virtual, and

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of course, the opportunity to visit the event in complete safety and respecting the rules of social distancing thanks to the comprehensive package of measures adopted by MICO complying with current regulations.

MCE LIVE+DIGITAL will be supported by a targeted communication campaign, via all channels of MCE and of various Partners; to involve a target of Italian and international qualified professionals. In particular, we will select foreign delegates who will attend the event in partnership with PROMOS and Agenzia ICE.

MCE LIVE+DIGITAL will link to MCE - MOSTRA CONVEGNO EXPOCOMFORT rescheduled from 8 to 11 March 2022, with the aim of accelerating business opportunities for all industries in the reference sectors.

MCE LIVE+DIGITAL is an event organised under the umbrella of MCE – MOSTRA CONVEGNO EXPOCOMFORT is owned by Reed Exhibitions, a leading global events business. It combines face to face with data and digital tools to help customers learn about markets, source products and complete transactions at over 500 events in almost 30 countries across 43 industry sectors, attracting more than 7 million participants. Events organised by 35 global offices, leverage industry expertise, large datasets and technology to enable our customers to generate billions of dollars of revenues for the economic development of local markets and national economies around the world. Reed Exhibitions is part of RELX Group plc, a global provider of information and analytics for professional and business customers across industries.

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