

Press Release

MCE – MOSTRA CONVEGNO EXPOCOMFORT 2020 GOES AHEAD BRISKLY WITH THE UNANIMOUS SUPPORT OF THE MAIN TRADE ASSOCIATIONS TOWARDS THE SEPTEMBER EDITION THAT MARKS THE RELAUNCH OF THE INDUSTRY AND THE NATIONAL ECONOMIC SYSTEM.

Shortly after announcing the decision to postpone the exhibition until September, MCE the world's leading exhibition dedicated to residential and industrial installations, HVAC+R, and renewables gains full support of all the main trade associations, with a common goal to put on a new edition that can contribute significantly to the support and growth of the national economic system.

Milan, 18 March 2020. The organisation is moving up into high gear for MCE - MOSTRA CONVEGNO EXPOCOMFORT, rescheduled in the new calendar of **Fiera Milano from 8 to 11 September 2020**, running alongside BIE – BIOMASS INNOVATION EXPO, together with the leading trade associations in the reference sectors: from industrial production to distribution, from planning to installation. A collaboration that will deploy on the frontline: **AICARR**, Italian Association for Air-conditioning, Heating and Refrigeration, **ANGAISA**, Italian Dealer Association for Plumbing and Sanitary Equipment, HVAC, Flooring, Tiles and Bathroom Fixtures and Fittings, **ANIMA**, Confindustria Meccanica varia, with its associations, **Assotermica**, **Assoclima**, **Aqua Italia**, **Avr** and **Assopompe**, **ASSISTAL**, Italian Manufacturers' Association of Technological Installations, Industrial Assembly, and Energy Efficiency Services (ESCo) and Facility Management.

MCE – MOSTRA CONVEGNO EXPOCOMFORT represents the HVAC+R value chain for the construction industry that has generated revenues of up to 128 billion Euros, comprising approximately 182,000 local units with over 760,000 employees, distributed across industries and manufacturing laboratories, retailers, installers and designers (source: Cyclical Report on the Market of Domestic and Industrial Installations 2020-2023 by Cresme). Technological innovation for better comfort in the built environment both industrial and residential, are the driving forces behind an industry that is at the forefront in taking on the new challenges of this country about energy efficiency in the built environment, environmental sustainability and respect for the environment.

“At this critical juncture on a global scale, which carries severe economic implications, the full cohesion with our reference Associations, declared **Massimiliano Pierini**, Managing Director of Reed Exhibitions Italia, organiser of MCE and BIE – is a clear demonstration of how “teaming up” is the only strategy to strongly draw the attention of international markets over our industry. Exhibitions such as MCE and BIE, with more than 2,000 exhibitors, over 160,000 visitors from all over the world, can now be an essential platform to help support not only our entire industry sector and satellite activities, but also to enhance the economic system of our country”.

ASSOCIATIONS STATEMENTS

Francesca Romana d'Ambrosio, Chairperson of AiCARR – Italian Association for Air-conditioning, Heating and Refrigeration: *“Mostra Convegno Expocomfort is the international benchmark exhibition for our associates who are professionals, researchers and leading companies in the HVAC+R industry. AICARR, which has always collaborated, closely with MCE applaud the decision responsibly taken by the organiser to postpone the exhibition until September, even before the coronavirus epidemic appears to be spiralling out of control. We are all indeed confident that this decision will lead MCE to success, for the umpteenth time, and that it will be more successful than in previous editions: Mostra Convegno Expocomfort will be one of the drivers that will contribute significantly to our country's economy undoubtedly weakened by the recent events”.*

Enrico Celin, Chairperson of ANGAISA – Italian Dealer Association for Plumbing and Sanitary Equipment, HVAC, Flooring, Tiles, Bathroom Fixtures and Fittings: *“Over the past few days, the health emergency has been a testbed for everyone: families, businesses and the whole country. Even in the HVAC+R and sanitary ware industries, where ANGAISA's associated companies operate, now more than ever it is and will be crucial to further strengthen synergies among different players in the supply chain. However, we must look to the future in a constructive spirit, safe in the knowledge that to overcome the new emergency each of us has got a part to play responsibly, including who rule us. I am confident that the next edition of Mostra Convegno Expocomfort will be for all players in the sector, not only a prestigious international showcase dedicated to*

comfortable living solutions but also a firm intention to relaunch the industry sector under the banner of innovation and enterprise culture. We will be there! ”

Marco Nocivelli, Chairperson of ANIMA - Confindustria Meccanica Varia: *“We all hope to overcome this difficult situation as soon as possible, but we believe that the exhibition success and the support of the government to bring the highest number of buyers from abroad to Italy, it’s a fact that requires all our efforts – stated Marco Nocivelli, Chairperson of ANIMA Confindustria –. Federations such as ours, the Government, the Authorities, and the Organisations in charge should ensure that MCE - Mostra Convegno Expocomfort – is successful as usual, even for 2020, which will require a much greater commitment than in the past. We will have to work hard acting appropriately to counter the public health emergencies that occur nationally and to prevent the damage to our image and help to relaunch our country. It is essential to get back to normal life, with people enthusiastically participating in such an important exhibition as Mostra Convegno Expocomfort. We must team up to make sure the exhibition is a success – concluded Nocivelli -. For this reason, we believe that it is of fundamental importance to invest in campaigns to promote the show abroad and to contribute to the recovery MCE’s image and at the same time of Italy itself.”*

Alberto Montanini, Chairperson of Assotermica – The Manufacturers’ Association of devices and components for heating systems: *“Assotermica is totally at MCE’s side, an exhibition that has contributed to create and develop thanks to the constant participation of its associates – declared Alberto Montanini, Chairperson of Assotermica”. “Manufacturers, installers, distributors, designers, architects, assemblers, all those who belong to the HVAC+R and sanitary ware industries need to exchange ideas and discuss over an object on display. Here the relationships we form with other people strengthen by talking about a product, looking into each other’s eyes and shaking hands, when it will be possible again. In addition, MCE for those who do business is just that. The place where we exchange mutual trust and gain respect even between competitors. Individuals with their own actions can make the difference, every day every moment, - stated Montanini -. This is why it is important to be there, especially for the 2020 edition.*

Roberto Saccone, Chairperson of Assoclimate – The Manufacturers’ Association of heating systems: *“At this particular moment of a global health emergency, it is of fundamental importance to focus our attention on how to protect the future of companies once the health crisis had been overcome. The HVAC+R sector is essential to meet the Energy and Climate Plan targets for the years 2020-2030. Increases in energy efficiency and, the use of renewables, the reduction in energy consumption and pollutant emissions are everyone’s big target for the next decade. Therefore, - said Saccone – although postponed to September, Mostra Convegno Expocomfort is an undisputed appointment not to be missed, dedicated to promoting HVAC+R technologies. A valuable occasion to meet national and international customers face-to-face, and the ideal platform to showcase a dazzling array of novelties offered by our companies”.*

Ugo Pettinaroli, Chairperson of AVR – The Manufacturers’ Association for valves and taps and fittings: *“As a reference association for manufacturers of valves, taps, actuators and fittings we consider it necessary to support MCE effectively, so that the 2020 edition of the exhibition becomes the emblem of how Italy is able to deal with crises, fight them and get back in the game stronger, more authoritative and determined than before, – declared Ugo Pettinaroli, Chairperson of AVR -. Not only do we have the moral duty to contribute to the recovery of the Made in Italy reputation, but also the moral duty to the success of world’s leading exhibitions such as Mostra Convegno Expocomfort. A platform of Italian technological excellence built in the early 1960s in full partnership between the industrial sector and trade show organizers, - said Pettinaroli – that represents a heritage for enterprises and for the country to be protected, strengthened and promoted especially these days.”*

Stefano Sampaolo, Chairperson of Assopompe – The Manufacturers’ Association of pumps: *“Assopompe fully supports the approach that envisages a postponement of this unmissable opportunity to meet all industry sectors including residential and industrial installations, HVAC+R and renewable energy sources. – declared Stefano Sampaolo, Chairperson of Assopompe – At this critical time for everyone, individuals, families and businesses, we intend to focus our attention on the continuous and correct information to our associates and on the widespread dissemination of ministerial guidelines for protecting people’s health in workplaces. We believe that a unanimous and structured approach is the best way to get back to normal in a short time and*

reorganize ourselves in the best possible way - explained Sampaolo – to be ready in September showcasing the most advanced technologies at MCE, confirming its leading role in the international panorama of trade shows.”

Lauro Prati, Chairperson of Aqua Italia – The Manufacturers’ Association of primary water treatments: *“As an Association we have all embraced the postponement of the exhibition to September – stated Lauro Prati, Chairperson of Aqua Italia. – We are confident that it will be one of the critical factors in promoting economic revitalization after this challenging time and will be able effectively to demonstrate the return to normality and the recovery of our country. Aqua Italia companies will participate in MCE with even more enthusiasm and professionalism than usual, gaining the many advantages of one of the largest events in the sector at an international level.*

Angelo Carlini, Chairperson of ASSISTAL – Italian Manufacturers’ Association of technological Installations, Industrial Assembly, and Energy Efficiency Services (ESCo) and Facility Management: *“Once the state of emergency comes to an end, which is particularly weighing on our businesses, we will have to relaunch the whole industry sector. The objectives set to reduce energy consumption and expenditure for households, enterprises and public administration are of fundamental importance for our industry that stands as testimony of a strong commitment by all stakeholders. The MCE appointment is a unique opportunity to actually “systematize” all the elements that constitute real excellence for our country.*

It’s full steam ahead for MCE – MOSTRA CONVEGNO EXPOCOMFORT and BIE – BIOMASS INNOVATION EXPO, with the full support of Reed Exhibitions Group – to reschedule each initiative trying to avoid any possible inconvenience caused to exhibitors and visitors alike and being able to put on stage a 2020 edition in line with the highest expectations of all players. “The support of our associations together with the valuable public support to promote our events abroad by the **Ministry of Foreign Affairs and International Cooperation (MAECI)** and the **Italian Trade Agency ICE** that I would like to thank for the support and the organisation of the critical mission for incoming operators from all over the world – declared **Pierini** – are a further sign of how a collective and shared commitment is the right way to guarantee prompt answers, quality and excellence that have always distinguished not only our exhibition but also our country”.

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