

MOSTRA CONVEGNO EXPOCOMFORT: 325,000 SQM OF BUSINESS SPACE

The four-day exhibition recorded over 155,000 trade and professional visitors with a 4% rise in foreign participant numbers. Brazil, Turkey and Poland held pole position

Milan, 30th March 2012 - MCE – Mostra Convegno Expocomfort closed today confirming its world leadership in diverse industry sectors including residential and industrial installations, air-conditioning, and renewable energy. The 2012 edition staged at Fieramilano from 27th through 30th March, has registered the participation of more than **155,000 trade and professional visitors**, with a **4% increase** in international visitor numbers coming particularly from Germany, France, UK, Poland, Israel, Lebanon, Turkey, Morocco and Brazil.

The presence of International exhibitors confirmed the trend of the show of trust by foreign companies in a leading specialized trade fair attracting a broad audience of professionals who turn to MCE as the International benchmark event, an unparalleled showcase for cutting-edge technologies.

More than **2,100** exhibitors, including over **900 foreign exhibiting companies from 58 countries**, with a rise in the number of participants from Turkey, Poland, and Eastern Europe, in particular. In line with the previous editions the presence of exhibiting companies from France, Germany, Austria and UK.

An exhaustive overview of the best-in-class products and ground-breaking solutions available on the market today in terms of technological innovation aimed to highlight energy efficiency and saving. The level of excellence was appreciated in particular by professionals who filled the aisles of MCE 2012 (occupying a total gross exhibition area of **325,000 square meters**), always on the hunt of new products and much more. The success of MCE depended on its proven ability to combine a top-level showcase of solutions with a full conference programme. As a matter of fact, a broad audience of trade visitors attended conferences, events and initiatives providing training and professional development opportunities.

“Over the years MCE”, explained *Massimiliano Pierini, Business Unit Director Reed Exhibitions Italia*, “has reached its goal becoming an international point of reference for exhibitors and visitors, to not only bring together supply and demand, but to create a unique opportunity for in-depth analysis, technical and cultural debate and discussion.

The results achieved at MCE 2012 are even more widely appreciated considering the duration of the exhibition, namely four days instead of five, to satisfy the real needs of exhibiting companies”.

“Again this year at Mostra Convegno Expocomfort Italian companies have shown that HVAC, plumbing and sanitary fittings sector is innovative, productive and able to compete on international markets – declared *Sandro Bonomi, President of ANIMA*. “We are glad to notice that Italian businesses believe in our country and our production capacity. Figures released by MCE represent the driving force focusing completely on our industry sector”.

“Eventually, we see positive signs all over Europe, where Germany and Czech Republic are actually the “drivers” of HVAC, plumbing and sanitary fittings sector – affirmed *Mauro Odorisio*, *President of ANGAISA* and newly elected chairman of FEST. “Mostra Convegno Expocomfort has boosted these fresh signs of confidence, registering an all-time best for exhibitor and visitor numbers to benefit from the opportunities offered to all professionals by the exhibition. Mostra Convegno Expocomfort gave further evidence of renewed optimism and dynamism in entrepreneurial capabilities, financial system development and economic growth”.

“Zero Energy 2020: towards building technology integration” has been the common thread running through MCE 2012, aimed to highlight **27 macro sectors, the excellence in manufacturing sector**, ranging from air-conditioning to refrigeration, heating, implements and tools, sanitary technology, taps and fittings and the bathroom, solar thermal and cogeneration, biomasses and photovoltaic. An atmosphere of great dynamism of the market pervaded the exhibition creating the right conditions to capture international growth.

The organization has already started working on the next edition scheduled for 18 - 21 March 2014, always at Fieramilano.

MCE - Mostra Convegno Expocomfort

Mostra Convegno Expocomfort is the biennial international exhibition dedicated to residential and industrial installations: heating: air-conditioning: refrigeration: hardware: valves: sanitary technology: the bathroom: water treatment: tools: renewable energies: and services. Mostra Convegno Expocomfort is owned by Reed Exhibitions: the world leading organizer of exhibitions: trade shows and conferences whose current portfolio includes over 500 events in 39 countries: which attracts over 6 million buyers. Reed Exhibitions has 33 branches around the world serving 44 industry segments: as well as a network of offices and promoters in 93 countries. Established in 1960 as Italy's first trade exhibition: MCE has been a leader in the sector 50 years thanks to its proven ability to follow the evolution of its reference markets: creating opportunities for technical: educational: and political exchange and discussion.

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