

# MOSTRA CONVEGNO EXPOCOMFORT 2022

## SOUTHEAST ASIA

# LAUNCH WEBINAR



**16 NOVEMBER 2021**

9:30 AM



4:30PM



3:30PM



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**MCE EXPOCOMFORT 2022** is the unique marketplace and the global event where companies in the **HVAC+R, renewable sources and energy efficiency sectors gather and showcase the latest technologies, solutions and systems for smart buildings in commercial, industrial and domestic residential sectors.** At MCE you launch products and services on a global scale, you build effective business relationships while strengthening strategic alliances with engineers, specifiers and installers who implement solutions and systems for smart buildings. MCE increases your brand recognition and the perceived image of your organisation, thus supporting your future strategies. Take advantage of the new digital platform to promote your brand and products ahead of the show and optimize your ROI by meeting onsite the most interesting professionals!

## Programme

Moderator: Filippo Fusaro, Trade Commissioner, Kuala Lumpur, Malaysia - Italian Trade Agency

- 03:30PM: - Representative of the Italian Ministry of Foreign Affairs and International Cooperation (MAECI)  
- Representative of ICE Italian Trade Agency (Rome)  
- Bruno Fierro, Vice President for Internationalization, Federation of Italian Associations of Mechanical and Engineering Industries (ANIMA)  
- Massimiliano Pierini, Managing Director of Reed Italia

04:10PM: Testimonies of Exhibitors

04:20PM: Questions from the public

04:25PM: Closing remarks



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PLANT TECHNOLOGIES



WATER SOLUTION



BIOMASS