



GECO: the Italian virtual fair on sustainability

Where and When:

The virtual fair **GECO** will take place on an online platform with an interactive format. On 28, 29 and 30 of January 2021. It will offer to all participants and visitors the complete experience of a real exhibition expo, in a totally virtual and immersive environment.

Event website www.gecoexpo.com

Summary:

The virtual fair **GECO** focuses on the theme of sustainability, involving many partners, players and professionals coming from the energy, experiential tourism and mobility sectors, that have implemented business strategies for a sustainable progress, by adopting a green mindset.

Insights:

Thanks to its thematic areas related to: renewable energies and green technologies, experiential and sustainable tourism, mobility and business travel - **GECO** proposes itself as a landmark and networking base for large and small operators, for companies that have suffered the repercussions of the economic crisis, for newly established brands and those with a great tradition behind them, that wish to project themselves towards a future that **sets sustainability in foreground**.

The target audience will consist of **buyers and sector operators** that are active on the issues of mobility, energy, tourism and green technologies and on the other hand the visitors that we define as travelers, i.e. those who experience **the journey as a transformative experience**, both in the cultural - naturalistic field, and in the conscious choice of a proposal that takes into account the use of sustainable solutions.

Let's give word to the organizers:

"Thanks to Hypersmarter - the new virtual events platform provided by our Smart Eventi agency, one of the leading event agencies in Milan - we are able to create realistic and functional virtual environments, arranging stands, meeting areas and all the other spaces that can't be missing in an exhibition setting. In fact, participants will be able to move within sophisticated **3D environments, using customizable avatars through a simple and intuitive interface, just like in a video game!**



Visitors will be able to explore the stands and interact with each other by creating networking opportunities, exchanging content and business cards or interacting via 1to1 or group chats and calls, all within the platform without having to download any software. Gamification transforms **the fair experience into an exciting and fun journey**, changing forever the way of conceiving the sector's events.

We want to transform this crisis into an opportunity that will let us rewrite the future, while speaking about all the issues that will define this industry in the years to come: **responsible tourism, sustainable mobility, renewable energy** and each and every way of how technology can be integrated into our experiences to help us through this recovery."

Advantages:

A fair like **GECO has no geographical limits**: anyone can participate, without incur in high travel expenses or ship bulky and expensive materials. You can experience a rich and stimulating event without leaving your office or your home sofa. All of this with zero emissions!

CONTACTS

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OFFICIAL HASHTAGS: #gecoexpo #GecoFieraVirtuale

PRESS INFORMATION

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