



PRESS RELEASE

GECO - Green Tourism, Mobility & Energy Expo: starting on 28/01 the first virtual fair on sustainability with an international scope

From 28 to 30 January it will be possible to attend online the fair dedicated to sustainable energy, tourism and mobility, interacting with 3D avatars, in an immersive experience to discover the latest green trends.

Milan, 25 January 2021 – Everything's ready for the **first edition of Geco**, the **Italian virtual fair on sustainability** which - from **28 to 30 January 2021** - will collect and compare on our **3D platform** www.gecoexpo.com some of the most authoritative green voices of the Italian institutional panorama, business stories and *innovative best practices* at an international level, as well as offering strategic meeting opportunities for companies that are protagonists of the sustainable revolution who will participate as exhibitors or buyers.

Renewable energy, green tech, innovation and smart mobility, new development models for experiential tourism and business travel. It is on these topics that the three days of online fair will focus on, whose entrance is free and open to the public, upon registration on the fair website <https://www.gecoexpo.com/en/visitors-and-buyer/>

The initiative is organized by the agency **Smart Eventi** under the patronage of the **Municipality of Milan** and **ENIT - Italian National Tourism Agency**, with the contribution of **MAZDA**, the adhesion of **Regione Veneto** and the partnership, among others, of **FAI**, **Legambiente**, **Kyoto Club** and the **National Sharing Mobility Observatory**.

An event that, thanks to the collaboration with the virtual events platform **Hypersmarter**, has been able to transform the obstacles of Covid related restrictions into the opportunity to **reinterpret the fair experience in a virtual and safe logic, creating the most eco-friendly fair ever**, consistent with the central theme of the event.

*"The goal we set ourselves was to allow companies and organizations to continue to promote business relationships with an innovative way of meeting. - explains **Daniele Capogna**, executive manager and co-founder of Smart Eventi – the gamification transforms the fair experience into an exciting and fun journey, changing the way of conceiving the events sector. We want to convert this crisis into an opportunity to rewrite the future in a sustainable perspective, focusing on the issues that will have to define the industrial agenda in the years to come and on the ways through which technology and innovation can be integrated into our experiences and business models to help us along the recovery process. "*



THE AGENDA

After the **kick-off** on **Thursday 28 January at 9.30 AM** - with remarks by Daniele Capogna and Roberta Guaineri, Tourism & Sport & Leisure Councilor of the Municipality of Milan - the event will be officially opened by the round table "**Climate action and energy transition: the challenge is underway**", which will be attended by, among others, the Scientific Director of Climate & Energy WMO (World Meteorological Organization) Roberta Boscolo. The day continues with a focus on **experiential and biodiverse tourism** - in a historical moment in which the sector is called to question itself and deeply review its strategies - and on **bikeconomy**, a sector worth over 500 billion, protagonist of the Recovery Plan that has allocated 32 billion on sustainable mobility.

Friday 29 January will be opened by the round table "**Mission: electric mobility, a look at the near future**" focused on the new challenges and solutions related to electric mobility looking forward to 2030, with the presence, among others, of Roberto Pietrantonio, CEO of Mazda. The day will go on focusing on **business travel** - with the preview presentation of the results of the Alma Travel research "The ecological footprint of Italian companies in business travel" in the meeting moderated by Rosemarie Caglia, CEO of Travel for business -, on the state of the art in Italy of the so-called "**Smart Cities**", on the link between the promotion of **soft mobility and tourism**.

The three-day event will end on **Saturday 30 January**, at 10.00 AM, with a focus on **digital and sustainable transformation** and, at 17.00 PM, with the **award ceremony of the best "Smart Talks"** that have participated in the contest proposing projects on sustainability and biodiversity.

Together with the rich calendar of activities you will discover **virtual spaces and 3D stands**, where it is possible to organize appointments through the configured avatars that can, as in a video game, teleport to the area of interest and interact with the virtual assistants.

Among the confirmed exhibitors, **Slowfood**, **Eso Recycling** and **Lifegate Energy**, and numerous international institutions, such as the **Abu Dhabi Convention and Exhibition Bureau**, **Visit Finland**, the **Spanish Tourism Office** and the Israeli National Tourism Office - **Go Israel**.

SMART EVENTI

Smart Eventi is an events and marketing agency based in Milan that has been operating on the national territory for over 10 years. Structured in various specialized Business Units, it delivers institutional events such as meetings, conventions, gala dinners, fashion and beauty events, luxury events for foreigners, team building and incentive travel, promotional marketing campaigns. Over the years, the agency has built a database of over 300 locations and networks of indexed web portals, thanks to which it organizes on average over 200 events a year.