



PRESS RELEASE

GECO EXPO RETURNS. BIGGER AND BETTER THAN EVER.

NOW PRESENTING "GECO FOR SCHOOL" AND EXPANDING OUR BUSINESS EXPO.

The first edition of our 3D, virtual trade show on sustainability was a huge success and our virtual platform has grown. In this second edition, participants will be able to create personalised avatars to interact with exhibitors, visitors, and buyers, and take part in panels. We also added new themes, contests, networking events for companies, and training events to raise awareness around the Green New Deal among the younger generations.

Milan, 14 July 2021. **Geco Expo is back.** The second edition of the **3D virtual trade show on sustainability** will be held from **March 1st to 4th, 2022**, with a packed programme of events exploring five thematic areas (*Renewable energy; Sustainable mobility; Ecofood; Slow and local tourism; Circular economy*) under the motto '**Green together**'. Our goal is to broaden the community's focus on sustainability, doubling the number of members (we registered 4.000 attendees in January 2021) and looking abroad to create new synergies.

Geco Expo will feature **workshops** with success stories linked to sustainable ideas, products and services presented by companies, and **round tables** on the main themes with around eighty experts. For the first time, we will also be presenting books on environmental issues. In addition, we will once again host a **Smart Talks Contest**, with two different categories: one for new start-ups and research groups linked to universities; the other for start-ups with a market-proven product. Last year's contest was won by green entrepreneurial products such as *Biova Beer*, a beer made by recovering unsold bread to prevent food waste; *EcoAllene by Ecoplasteam*, a non-plastic obtained by recycling poly-coupled packaging that was previously impossible to separate, and the *Filo&Fibra Cooking Box*, which uses wool recovered from farmers to cook food at low temperatures. Our main goal hasn't changed: **we want to raise awareness and increase environmental culture.**

Expectations are high. At the next **Geco Expo**, we are planning to welcome more than 200 exhibitors and 750 buyers, and to double the number of attendees. In the meantime, we will be setting the course with a **cycle of business webinars** on sustainability and, **from October 18th to December 18th**, we will hold **Geco for School**, an appointment **to support high school teachers** interested in working with their students on environment issues, in a virtual space that will allow **10,000 students** to embark on a fascinating journey (in which they will be exploring our online platform using their avatars and visit interactive booths and take tests and quizzes). We designed this experience specifically to help students learn about environmental issues and the **Green New Deal**.

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*"Geco Expo was created during the pandemic precisely because of the need for companies and buyers to meet each other despite the restrictions. - explains **Daniele Capogna, founder of Geco Expo** - A 100% sustainable platform, capable of providing a realistic experience through the use of 3D avatars. Our event will stay hybrid: we do not intend to revert to a standard in-presence experience even after the pandemic. Our way of doing business needs to be redesigned and hybrid events not only have a lower carbon footprint, but they are also more accessible internationally, thus expanding the potential for professional connections around the world. This is why we are translating our website into five languages."*

INFO: <https://www.gecoexpo.com/en/>
<https://www.gecoforschool.com>

SMART EVENTI

Smart Eventi is a Milan-based events and marketing agency with 10 years' worth of event planning experience. It comprises several Business Units and organises institutional events such as meetings, conventions, gala dinners, fashion and beauty events, luxury events for international audiences, team building events, and travel incentives. Over the years, the agency has built up a database of over 300 locations and a network of indexed web portals that it uses to organise over 200 events every year.

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