

**VISCOM ITALIA AND INPRINT MILAN TOGETHER:  
A STRATEGIC AGREEMENT  
TO DEVELOP NEW INDUSTRY SYNERGIES**

*Press Release*

Milan, 12th November 2019, **Viscom Italia** – International Exhibition and Conference on Visual Communication – and **InPrint Milan** – International Exhibition of Print Technologies for Industrial Manufacturing – come together in a single Milanese appointment.

**Reed Exhibitions**, which is part of the British RELX Group and the world's leading organiser of trade fairs, has taken over the compatriot **Mack Brooks Exhibitions** (organiser of InPrint Munich and InPrint Milan) with the purpose of developing new growth prospects and thus expanding the B2B portfolio with more than 30 events in 14 countries.

This synergy, aimed to develop new competitive business projects, will allow the companies taking part in the two exhibitions to meet new professionals in search of technology solutions and innovative applications for visual communication, digital communication, 3D, design, retail, fashion and manufacturing industries.

*"The agreement with Mack Brooks Exhibitions - declared Massimiliano Pierini, Managing Director Reed Exhibitions Italy - fits into our overall strategy aimed at enhancing two leading exhibitions in the field of international production - Viscom Italia and InPrint Milan- and boosting innovation in an increasingly creative, cutting-edge and ever-changing industry."*

Nicola Hamann, Managing Director of Mack Brooks Exhibitions, said: *"We are very excited by the opportunity to use the synergies of our exhibition portfolio to take forward the InPrint and Viscom Italia brands in Italy. With the co-location of the two shows, we will be able to offer the print tech sector a powerful combination of events in the Italian market. Our attendees, both exhibitors and visitors, will benefit from added value and the highest level of customer service."*

To achieve this important goal, the organisers of the two exhibitions will work side by side to enrich the experience and *know-how* of trade professionals and companies operating in their respective sectors.

The first formal collaboration will take place during the next edition of Viscom Italia, from **22nd to 24th October 2020** at fieramilano hall 8/12.

Viscom Italia and InPrint Italy are getting ready to offer an unmissable appointment, full of innovation and planning ability to expand the visual communication industry and to enhance new business horizons.

*Viscom Italia is a trademark of Reed Exhibitions, the world's leading organiser of trade and consumer exhibitions, special events and conferences managing over 500 events in 30 countries with an overall attendance figure of more than 7 million participants in 2018. Reed Exhibitions has 38 branches worldwide serving 43 industry segments. Reed Exhibitions is part of RELX Group plc, the leading provider of professional information and workflow solutions in the business sector.*

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