

VISCOM ITALIA 2020 IN-PERSON EVENT TRANSFORMS TO VIRTUAL

Press Release

The global impact of Covid-19, along with disruptive market uncertainties, have obliged Viscom Italia to postpone the face-to-face event to October 2021. This setback will not halt the 2020 visual communication event from taking place; the in-person gathering will be transformed into a virtual one. "Viscom Italia – Hyper Reality", its first digital format will aim to re-launch the market, develop new networking experiences and create winning business challenges.

Milan, 10th September 2020 - Viscom Italia today announced the postponement of the face-to-face event. The leading visual communication market's 32nd edition will now be held on the **14th to 16th October 2021** at Fiera Milano, hall 8/12.

Massimiliano Pierini - Managing Director of Reed Exhibitions Italia announced, *"The continuous spread of the COVID-19 virus throughout the world requires us to postpone the in-person Viscom Italia event until next year. We have carefully evaluated the impact related to this decision but our main priority at this moment in time is to protect the well-being of our exhibitors and visitors. In consultation with our stakeholders, we have made the difficult decision to postpone. We want to give everyone in the sector the opportunity to physically come together soon, exchange ideas with one another and create the conditions so that the entire visual communication sector can restart even stronger than before".*

In these trying months of lockdown and social distancing, Viscom Italia has strived to keep its community connected and be a reference point for providing added value and meeting the sector's needs. The event-planning team has tenaciously continued to set up seminars and online events, create initiatives to publicise the latest sector news, to bolster companies' visibility and help them not feel isolated and always being able to count on Viscom Italia's precious support.

And it was precisely the networking value offered by digital platforms that inspired Viscom Italia to seize new opportunities and offer a brand new virtual event for all sector operators. With that in mind, the *"Viscom Italia - Hyper Reality"* event has been conceived and will kick off on the **November 17th to 18th, 2020** new date. The goals are to foster new networking experiences, present technological innovation insights, showcase the most creative applications and, enable everyone to go back to business in their specialized fields, this time digitally connected.

The virtual event will be a vehicle to help amplify the knowledge of the visual communication market. Showcasing companies' products, and giving visitors from all over the world the opportunity to network and build business relationships, through virtual meetings with exhibitors, and keeping each other updated in real-time. All thanks to a rich program of discussions and events, dealing with new development opportunities and future market scenarios.

Cecilia Montalbetti Exhibition Manager Viscom Italia pointed out *"This event for more than 30 years has been a showcase of international excellence, a business facilitator for the market, uniquely leveraging on the importance of supply and demand relationship building. In a new scenario that imposes travel restrictions, our role as innovators has inspired us to come up with an alternative digital opportunity to facilitate exhibitors' business as well as overseas participants' visits, which is the event's core strategic goal and point of great strength."*

Follow us on our business portal www.viscomitalia.it and on our social networks Facebook, Instagram, LinkedIn to discover all the news and be kept informed about the latest digital happenings dedicated entirely to the visual communication.

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For more information please contact:

Press Office Manager – Nicola Mirizio – Reed Exhibitions Italia - T. + 39 0243517061 – nicola.mirizio@reedexpo.it

organised by



REED EXHIBITIONS ITALIA S.r.l.

Via Marostica, 1
20146 Milano – Italia
Tel. +39 02435170.1
Fax +39 0243517065
www.reedexpo.it

Capitale Sociale Euro 20.000 i.v.
Partita IVA 09918270159
Codice Fiscale 09918270159
REA 1330371

Società soggetta all'attività di direzione e coordinamento di Reed Expositions France S.A.S.