



In the business of  
building businesses

## DECLARATION OF INTENT AND VALUES

RX Italy has defined its fundamental principles of sustainable development in this 'Declaration of intent and values', aimed at guiding the activities of the Organization itself in the context of sustainable planning and production of events, such as VISCOM ITALIA and MCE.

The general principles that inspire this strategic goal consist of:

- **Management** → The achievement of our Organization's objectives is conveyed through responsibility and awareness of sustainable development.
- **Inclusion** → All stakeholders are treated fairly without discrimination based on gender, race, language, religion, taking into consideration stakeholder expectations in respect and application of the fundamental principle of universal accessibility, as stated in the United Nations Convention on the Rights of Persons with Disabilities, article 3.
- **Integrity** → RX Italy applies ethical principles and codes of conduct in line with the directives of the Group and of the Organization itself.
- **Transparency** → All our activities are conducted through honest, timely, clear, accurate communications and addressed to everyone without discrimination.
- **Legacy** → Our Organization maintains its focus on reducing physical, economic, environmental impacts and on increasing the impact and diffusion of the acquisition of knowledge and competencies, best practices and skills for its employees and for all the stakeholders concerned in the achievement of corporate objectives.

In detail and as per the Group CSR Report, RX strengthens communities, improving productivity and efficiency, focusing on SDG 11 (Sustainable Cities and Communities) by enhancing the sustainability of trade show events. Such actions are reflected in RX's crucial role in forming communities, convening exhibitors and attendees, industry experts and others."

Each event thus becomes a dynamic context that improves market efficiency and promotes the sharing of knowledge towards widespread sustainability.

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