



**NH President and Nhow unveiled its new High Tech service**

**NH President and Nhow** unveiled today its new service, **High Tech Made Easy**, designed to provide its customers with cutting-edge technology which ensures high-performance and high-impact meetings and events.

This new service adds innovative and sector-pioneering technology solutions to the Group's current value proposition. The new range includes telepresence systems which combine the best in videoconferencing with interactive collaboration solutions and 3D holographic projection technology, which is being made available on the premises on a permanent basis in a world first for the sector.

High Tech Made Easy also encompasses **3D holographic technology**, which NH also installed in a hotel **for the first time** on a permanent basis. This technology makes it possible to be truly present at an event or celebration even when physical attendance is not possible. Thanks to three-dimensional holograms, customers can tap their creativity and make presentations in a very high-impact setting.

The holographic telepresence technology will be available at **Nhow hotel in Milan** in next months. This move makes NH Hotel Group the first hotel chain in the world to implement this **revolutionary hotel system**. The new High Tech Made Easy service is part of NH Hotel Group's recently-presented offer for the meetings and events segment.



**UNA Hotel Scandinavia Expo 2015 Special Promo**

**15% off the Best Flexible Rate in Milan.** Rates **include:** buffet breakfast, wi-fi and 1 daily underground ticket per person.

For **reservations** visit [www.unahotels.it](http://www.unahotels.it) and insert C-EXPO2015 in the Promotional Code field.

**Validity:** stays from 01/05/15 to 31/10/15 at UNA Hotel Scandinavia Minimum stay 3 nights.

UNA Hotels & Resorts is the **Italy-wide chain** – with 7 hotels in Milan – that offers its guests an opportunity to savour the unique atmospheres of Milan. UNA Hotels & Resorts is the voice of Made in Italy; with its beautifully designed hotels, attention to detail, and outstanding service it embodies the essence of Italian hospitality.



### Wow Effects by Ramada Plaza Milano!

Ramada Plaza Milano **offers a new way of meeting** in the city of Expo 2015. Discover with us all the extraordinary offers of the **Roof Lounge terrace and our 3000 sqm Summer Garden**.

During your event take advantage of the **"Spa by Angelo Caroli"**. The staff is ready for the creation of special wellness packages and treatments. A **20% discount** is guaranteed on the price list.

This urban resort satisfies even more classic needs with **full-day meeting packages** including various services from € 54,00 per person for a minimum of 30 participants: - Modern Technical equipment in full HD with the possibility to record your event - Free internet wi-fi overall in the hotel - Free parking for each participant - Registration desk - Equipped Cloakroom area - Rental of the meeting space, exhibition area, internal and external spaces - 2 coffee breaks and a light buffet lunch.

For further information write to [conference@ramadaplazamilano.it](mailto:conference@ramadaplazamilano.it) or call +39 0228854833.



### Discover the Milan Marriott Hotel close to MiCo and Expo 2015

The Milan Marriott Hotel, a prestigious 4 star hotel is located **in the heart of Milan**, at a short distance from **MiCo** and from the **site of EXPO 2015**, in an elegant residential area of shops, clubs, theaters and museums.

The **Congress Centre of over 2300sqm** boasts 20 multifunctional rooms and a plenary for **1200 delegates**, ideal to organize all kinds of banquet, conference and event. 321 rooms, a garage for 400 cars, gym and restaurant will ensure our guests every comfort.

You will find an elegant and reserved atmosphere in our restaurant **"La Brasserie de Milan"** that will fascinate and delight you with the regional and Mediterranean cuisine.

During Expo 2015 the Milan Marriott Hotel will boost its banqueting proposals by creating **wellness and vegetarian high level menus** for each type of service: from welcome cocktails to business dinners. **Veggie and Healthy** will enrich your experience with style, lightness and health.

### Incoming Partners' quality commitment for Expo Milano 2015

Expo Milano 2015 will be the largest worldwide event focused on **scientific, economic and cultural issues about food**, with plenty of opportunities for the Mice market.



Well-established DMC in Milan, **Authorized Reseller and supplier of Expo Milano 2015** official participants, **Incoming Partners** is a qualified partner for the organization of corporate tours and events for companies, professionals and institutions.

Incoming Partners' commitment towards this important event is devoted to the **development of proposals** focused on Expo Milano 2015 themes, for example **study tours in the business sectors related to Expo themes**, like agriculture, farming, food industry, energy ... or with **solutions for meetings and events** with locations, set-up and activities reflecting Expo themes and values.

More information at [www.incomingpartners.it/expomilano2015](http://www.incomingpartners.it/expomilano2015)



### With Studio Esse at La Scala Theater

**Studio Esse**, thanks to the well established **collaboration with the Teatro alla Scala**, offers to its clients **unique and special evenings** within the most fascinating Theater of the world.

During the six month Expo special opening, Studio Esse will **organize exclusive events** built to let the clients live an unforgettable and not purchasable experience, inside the Theatre, the Theatre Museum and the Production Workshops. Studio Esse will propose to its Guests **Experiential VIP Packages**, privatized and customized, through which they can attend the shows on the bill, including **Operas** among the most famous in the world, **Ballets** directed and played by great Étoiles, **Concerts** performed by prestigious Philharmonics.

They can also appreciate the prestigious collections enshrined inside the Theatre Museum, one of Europe's most important museum Theater, step on the Scala stage and discover the secrets behind the scenes, **visit the Production Workshops** where The Scala sets are born. Thanks to Studio Esse, it will be possible to organize charming events, gala dinners, cocktail and press conferences in the Foyer of the Theater and in the Museum or in the heart of the great "performance factory". Everything studied with tailor made solutions.

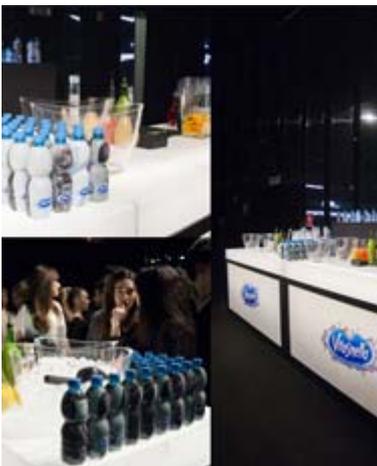


### Milano in the Top 5 World Convention Centers

According to **EuropeanCeo**, the leading print and online publication for business maker, **MiCo Milano Congressi in one of the top 5 Convention Centers in the world** for events, conventions and exhibitions.

MiCo is in the top five of the world's **best conference centres** with The Hong Kong Convention and Exhibition Centre (HKCEC), Dubai International Convention and Exhibition Centre (DICEC), Adelaide Convention Centre and Dusseldorf Exhibition Centre.

"Located just five minutes from the city centre, the MiCo can hold up to 18,000 visitors across its 70 conference rooms, with facilities which manage to draw in **prolific events and exhibitions** from all over the world time and time again".



### MCM Comunicazione for Vitasnella Water

MCM Comunicazione for **Vitasnella Water** during the Milan Fashion Week Vitasnella Water - official partner of **Milano Moda Donna** - the National Chamber for Italian Fashion - has supported the project Next Generation, the contest promoted every year for the young talented stylists, producing a mini collection for them presented during the **Milan Fashion Week**.

On 24th February, in the venue Teatro Vetra, the best emerging fashion stylists have opened the Milan Fashion Week with a special catwalk. Vitasnella offered during the after show a selection of organic **cocktails made with its own water**.

**MCM Comunicazione** has designed and built this special cocktail list, very close to the female world of Vitasnella Water, with natural ingredients and a stylish presentation.

MCM has also took care of the service during the after show.

[www.mcmcomunicazione.com](http://www.mcmcomunicazione.com)



## **The Internet of Food at the center of "Seeds & Chips" with Triumph Group International**

As part of a gradual approach to **Expo Milan 2015**, a new challenge is ready to be launched in the city of Milan: **Triumph Group International** has become technical partner of "Seeds & Chips" event in Milan, at the MiCo Milano Congressi, from **March 26th to March 29th, 2015**.

Seeds & Chips is the first international exhibition and conference dedicated to digital startups and companies operating in the **agriculture, food & wine industry**: a real encounter between **food and digital technology**, an exhibition area and a program of conferences to present, describe and discuss issues, models and innovations that are changing the way food is produced, processed, distributed and consumed.

One month before the opening of Expo Milan 2015 and fully in line with its central theme, Seeds & Chips is an important event for this new field ("**Internet of Food**" or "Food Tech ") that is expected to grow exponentially in the coming years. The Seeds & Chips event is a great opportunity for visibility, thanks to a series of initiatives that are tied directly to the Expo Milan 2015.