



**GECO**  
THE SUSTAINABILITY EXPO

THE VIRTUAL FAIR  
ON SUSTAINABILITY

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

## PRESS RELEASE

### **THE THREE-DIMENSIONAL GECO EXPO FAIR WARM UP THE ENGINES: REGISTRATION FOR THE SMART TALK CONTEST IS OPEN FOR STARTUPS AND ENTERPRISES**

***Only a few weeks to go to GECO Expo, the virtual 3D fair on eco-sustainability, characterized by a highly immersive, customizable and interactive environment. Applications for the Smart talk contest for the most innovative green products are open until February 8.***

Milan, 12 January 2022 - We are working at full speed to get to the start date of **GECO Expo**, the three-dimensional eco-sustainability fair that will return **from 1 to 4 March on the virtual platform** created during the pandemic. Until February 8<sup>th</sup> applications are open for the **Smart Talk Contest**, a space dedicated to sustainability and biodiversity projects, divided this year into two categories: the first for startups and ideas to support, the second, for startups that have already started and companies with a product already validated on the market. A video contest that last year was won by entrepreneurial products such as Biova Beer, the beer made by recovering unsold bread to combat food waste, and EcoAllene by Ecoplasteam, the non-plastic obtained from the recycling of poly laminate packaging previously impossible to separate.

This is one of the main events of the second edition of the Fair which has chosen "Green Together" as its slogan and to which it will be possible to participate with your avatar, visiting the pavilions in 3D to meet innovators and avant-garde entrepreneurs and dialogue with the most interesting and disruptive experts on industry trends.

Geco Expo's goal is to **raise awareness and increase environmental culture**, giving life to a real community of activists, influencers and speakers, who have embraced and are committed to promoting a green lifestyle. And arriving to double the attendance of the first edition which, in January 2021, saw 4,000 subscribers, over 50 exhibitors and 7,000 business cards virtually exchanged.

*"Geco Expo was born during the pandemic precisely from the need of companies and buyers to meet despite the various lockdowns. We have developed a **100% eco-sustainable platform**, able to give an experience very close to reality thanks to customizable avatars, three-dimensionality and high interaction. - explains the founder **Daniele Capogna** - The pandemic has forced us **to rethink the way of doing business** and a virtual event not only pollutes less, but is able **to cross national borders more easily**, exponentially multiplying the number of business connections in all. the world."*



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Numerous news of this second edition: in addition to **the new avatar interaction functions**, with a series of gestures typical of the events in the presence, **new outfits** have been added in the dressing room able to represent, for example, participants of Islamic origin, and **LGBTQ + avatars** have been activated to make the platform more inclusive. **Immersive and multimedia rooms** have been developed for companies, fully customizable, ideal for presenting products or organizing exclusive parties, including DJ sets.

You can then also subscribe to the **GECO Green Talks** and the **GECO Educational Talks**. The former will host companies and startups wishing to make known their innovations in the green economy field, and the latter are designed for writers or teachers who want to present their own study or editorial product on green topics. **The round tables** on five thematic areas are also returning: from renewable energy to sustainable mobility, from slow & local tourism to the circular economy, passing through eco-food, which will see around 80 speakers alternate, including the journalist Cristina Gabetti, the general coordinator Cetri-Tires Antonio Rancati, the environmentalist Anna Donati.

**INFO:** <https://en.gecoexpo.com/>

**Registration for the Smart Talk Contest** by 8 February 2022 [here](#).

#### **SMART EVENTI**

Smart Eventi is an events and marketing agency based in Milan that has been operating on the national territory for over 10 years. Structured in various specialized Business Units, it delivers institutional events such as meetings, conventions, gala dinners, fashion and beauty events, luxury events for foreigners, team building and incentive travel, promotional marketing campaigns. Over the years, the agency has built a database of over 300 locations and networks of indexed web portals, thanks to which it organizes on average over 200 events a year.