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# The key to a better Italy

*Mz International Group: a holding of specialist companies able to tackle any challenge of the Mice industry. Impressive are its figures: 34 permanent members of staff and an average turnover of 8.1 million euros*

The figures speak for themselves: executive offices of 500 square metres in Milan; 34 permanent members of staff and two outsourcers; two IT consultants; an average turnover of 8.1 million euros; 14 medical/scientific associations based at the executive offices; a provider accredited with the Ministry of Health (accreditation no. 966) for professional development training in the medical field; Iso 9001:2008 quality management certification; more than 700 events organised between 1987 and 2013.

This is the impressive status of the Mz International Group, a holding of several service companies active in all branches of the meeting industry, a practically unique profile in Italy, where events agencies are usually only specialised in one segment.

Mz Congressi in particular, the company of the holding that organises medical training and congresses of professional associations, has been organising congresses for 10 to 10,000 participants, in Italy and abroad, since 1987, steadily increasing its turnover and recognition. In 2015 Mz Congressi will be ready for the epoch-making event, Expo, with two new services.

It will be organising some events on the link between health and nutrition in conjunction with leading international research centres. And it will launch its



agencies

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“experience visit”, drawing on its considerable database of scientists and experts in a whole host of subjects. Foreign visitors will be able to see the Expo site and then go on an exclusive tour of the nearby rice fields in the Vercelli area, led by a rice grower, or take a trip to the wine growing area of Franciacorta with a famous wine expert, or to the countryside of the Lodi area with an outstanding agronomist. So the land, where our food is grown and produced, will directly show the implications of the topics debated at Expo.

