



PRESS RELEASE
FOR IMMEDIATE RELEASE

MCI EXPANDS TO SÃO PAULO AND RIO DE JANEIRO

Rio de Janeiro, Brazil – September 3rd, 2009. MCI, a global leader in association, event and communications management, will expand its global presence with new offices in São Paulo and Rio de Janeiro. “We have increasing interest from clients to serve them in Latin America. Brazil is a key growth economy and the main economic motor of Latin America. São Paulo and Rio de Janeiro host some of the leading companies’ regional headquarters and several of MCI’s institutional clients have expressed an interest to expand in Brazil.” says Roger Tondeur, President and founder of MCI.

Ricardo Ferreira, Managing Director of MCI in Brazil and senior partner of Grupo Alatur, says: “Our ambition in Brazil is to be the leader in the meetings & events industry, and I believe this is the perfect timing for MCI to enter the Brazilian Market. Today our event market is mainly logistic-driven, however more and more companies need strategic partners to help them achieve event return on investment (ROI)”.

The MCI São Paulo office will mainly develop the corporate side, focusing on the Healthcare sector, whilst MCI Rio de Janeiro will be the centre for association clients, with a strong focus on Association Management. Moreover, as Rio de Janeiro is one of the main destinations in Brazil for incoming groups, Ovation Brazil, the destination operation, will be strategically based in that city.

ABOUT MCI

MCI is a globally integrated association, communication, and event management company. For over 20 years, MCI helps companies, governments and associations bring people together to create meaningful connections and win.

Our combined expertise helps clients to outperform by offering strategy, creativity and execution in the fields of Association Management & Consulting (AMC), Performance Improvement, Professional Congress Organisation (PCO), and Meetings & Events. Our support services, which include Global Destination Management (DMC) in 17 countries and Audio Visual & Staging solutions, “make it happen” by connecting the best people in the right places.

MCI has 37 offices in 20 countries and employs 800+ professionals worldwide.

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