



PRESS RELEASE
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MCI SIGNS LONG-TERM CONTRACT WITH EFORT FROM 2012

Geneva, Switzerland – 30th November 2010 MCI is pleased to announce the signing of a long-term congress management partnership with EFORT (European Federation of National Associations of Orthopaedics and Traumatology). This ensures that MCI is the sole provider of Professional Congress Organizing (PCO) services to EFORT. The congress attracts more than 8'000 experts and key opinion leaders in the field of orthopaedics and traumatology and is considered the preeminent congress in this field in Europe. This new contract signals an important collaboration with EFORT to enhance the future success of the Federation. It will build on MCI's proven methodology and industry-leading technology to improve learning and networking abilities for all stakeholders.

EFORT (www.efort.org) is the parent organization linking Europe's leading national orthopedic associations from twenty European countries and works on behalf of the European Orthopaedic & Traumatology community to secure mobility, musculoskeletal health, and quality of life. Founded in Italy in 1991, today it comprises 42 national member societies from 40 member countries, as well as six associate scientific members. Professor Miklós Szendrői, President of EFORT 2010-2011, hailed the new agreement as opening a new chapter for development and growth that will enable the Federation to achieve ambitious goals in the coming years.

Commenting on the partnership, Richard Torriani, Vice President of Global Congress Management said, "Signing a long-term congress management partnership with EFORT for the organization of their future conferences allows us to work in close collaboration to develop new ideas and use innovative new technologies to enhance the mission of the Federation and to embrace change & shape the future".

ABOUT MCI

MCI is a globally integrated Association, Communication and Event Management Company. Since 1987, MCI has created corporate events, meetings and incentives; association and governmental conventions, congresses, exhibitions; and managed and provided consulting to associations. MCI's mission is to help companies, governments and associations bring people together to create meaningful connections and win.

MCI provides many stand-alone solutions designed for those who only need a specific service to complete their projects such as Destination Management, Sustainability Services, Technical and Creative Production, Event Hospitality, Event Furniture and Decoration and Registration Technology.

With offices currently in 44 cities in Europe, the Middle East, Asia, Oceania and South America, MCI is a thought leader in building community around brands, products and services for companies and institutions. MCI's 900 plus employees represent 35 different nationalities and speak 50 different languages offering local knowledge in a completely international team.

Visit our website: www.mci-group.com For further information, please contact:

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