



E. J. KRAUSE &
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SMAU EXPO COMM 2012: The leading event for Unified Communication & Collaboration in Italy

Bethesda, Maryland July 6, 2012 - SMAU EXPO COMM the international exhibition and conference dedicated to Information & Communication Technology will be held in Milan at Fieramilanocity October 17-19, 2012. Organizers are SMAU Servizi and E.J.Krause & Associates, Inc.

The 2011 event had 52,486 attendees and more than 600 exhibitors. The attendee analysis of the 2011 edition clearly demonstrated that management applications, mobile & wireless solutions, cloud computing, software as a service as well as tablet and smartphone for business ranked on the highest positions of interest.

SMAU EXPO COMM is designed to bring together national and international suppliers of ICT solutions with entrepreneurs, corporate and public administration decision makers and ICT channel operators. On this platform the cutting-edge technological novelties and benefits for business deriving from adoption of digital technologies will be presented.

"The participation of Telecom Italia at **SMAU EXPO COMM 2011** shows the path of development taken by our company to provide not only telecommunications network infrastructure, but also new IT services through the Italian Cloud" stated Pietro Labriola, Director of Corporate Business Unit.

SMAU EXPO COMM follows two major lines which are:

SMAU Business – dedicated to corporate/public administration managers and decision makers

SMAU Trade - dedicated to ICT channel operators (vendors, independent software vendors, value-added resellers, system integrators, software houses)

"Unified Communication & Collaboration" and "ICT Security" will be the main topics of the high level conference which will take place during SMAU EXPO COMM. In addition a program of workshops with case studies of the exhibiting companies will be presented to the business professionals attending the event.

SMAU EXPO COMM is offering a variety of participation options for exhibitors and sponsors who want to join this prestigious event. Companies who just start business or want to strengthen their market position in the Mediterranean area can take advantage of special packages which include exhibition space and a variety of promotional items.

For further information and press contacts of participants please contact the organizer.

For more information please visit: <http://expocomm.com/italia/>

Founded in 1984, E.J. Krause & Associates, Inc. (EJK) is one of the largest privately owned exhibition management companies in the United States and is recognized worldwide as the organizer of the EXPO COMM series of ICT events. EXPO COMM is the global series of exhibitions and conferences servicing the telecommunications, wireless, broadband, and networking industries in Europe, Asia, and Latin America. The EXPO COMM series attracts the highest quality buyers by addressing the needs of network professionals who require the most up-to-date technological developments covering Broadband, convergence networks, mobile Internet, ICT, and unified communications.