



The 4th edition of the EVER Monaco trade show set to open its doors on 26th March 2009

Capitalising on the increasing success of previous editions, Miti and Mc2d have announced the official opening of EVER Monaco 2009

Paris, November 13, 2008 – EVER Monaco 2009 will be held at the Grimaldi Forum from 26th to 29th March 2009 in an atmosphere that is, after all, optimistic, dynamic, and geared towards a pronounced eco-friendly approach. This 4th edition will allow manufacturers and exhibitors to make a firm commitment to the environment by presenting their latest innovations and technological advances in the areas of mobility, energy, and sustainable development.

Backed by the success of previous editions, EVER is expanding its offer and moving in new directions with the following events:

Ever Ahead

This medical conference is intended for medical practitioners and scientists from around the Mediterranean region and will address diseases and conditions linked to air quality, such as respiratory illnesses and cancer, as well as its effects upon health of our hearts, skin, eyes, etc.

Thus, on 27th March 2009, EVER AHEAD will serve as a medical conference attracting general practitioners, ENT specialists, allergists, lung specialists, toxicologists, and cardiologists, as well as scientists and academics, who, together, will report on diseases and conditions linked to air quality.

For the duration of the trade show, one exhibition will be reserved for physicians only, and an information area, located in the entrance hall, will be set up for visitors to test their hearing and breathing free of charge on a walk-in basis.

Challenge Performance

For the first time, EVER Monaco is organising a *Challenge Performance* for two-wheel transport. Reserved for trade show exhibitors only, this contest, which will be open to standard vehicles and prototypes, will allow for the judging of various vehicles based on three tests: autonomy, acceleration, and manoeuvrability. Upon completion of this brand-new Challenge, every participant will receive a prize. *(Rules and conditions of participation are available upon request).*

FASHION PLANET: a space dedicated to fashion and interior design

The result of a competition honouring various types of creative expression, this new space is dedicated to top-of-the-line, certified green products in the areas of fashion, home furnishings, accessories, and wellness. This space will display a vast range of high-quality, innovative, and eco-friendly products that will contribute to conservation efforts for our planet.

In keeping with today's burning environmental and political issues, EVER Monaco 2009 will once again be able to make a lasting impression with such "must-see" highlights as:

- The 3rd Monte Carlo Rally for Alternative Energy Vehicles

During the exhibition, and in partnership with the Automobile Club of Monaco, the 3rd Monte Carlo Rally for Alternative Energy Vehicles will be held from 26th to 28th March. A real sports event that will serve as an opportunity to confirm the potential of these vehicles in terms of fuel consumption and environmental-friendliness.

- 5th Edition of the Monaco "Youth and Sustainable Development" Meetings

Organized by the MC2D Association in close collaboration with the Ministry of Public Education, Youth, and Sport, the Finale of the 5th Edition of the Monaco "Youth and Sustainable Development" Meetings will be held while the EVER trade show is taking place.

The objective of this event is to increase young people's awareness of the concepts behind sustainable development in order to help them gain a better understanding of the effects of humankind's encroachments upon nature.

- Conferences and round tables

A series of round tables and conferences will punctuate the various exhibitions on a daily basis and give key players in the areas of politics, economics, science, and technology the opportunity to share their opinions regarding general issues pertaining to sustainable development.

- Last but not least, the "Ride & Drive" area will be set up for road tests for all types of two- and four-wheel vehicles.

The organizers of the EVER trade show now invite you to Monaco for the 3rd edition of the event, which will be held from 26th to 29th March 2008.

**Please submit your request for accreditation at
http://www.ever-monaco.com/accreditations_1_us.htm**

Press contacts

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