

Live Marketing Solutions

In the 2019 financial year, MCH Live Marketing Solutions AG and the MC² Group took charge of a total of 3,770 projects. Of these, 420 projects (11%) were implemented in Switzerland and 3,464 projects (89%) abroad, including 3,294 in the USA.

The range of events supervised by the Live Marketing Solutions division included corporate events, such as trade fair participations, roadshows and annual general meetings, and also public events in the fields of culture, sport and society. The MCH companies provided comprehensive services here in the fields of strategy and concept and also implementation.



MC² Europe – DB – transport logistic

Details of the live marketing solutions

MCH Live Marketing Solutions AG – MCH Global & Reflection Marketing

Projects supervised 2019

Total	125
in Switzerland	101
abroad ¹⁾	24

1) Austria, China, Great Britain, Hong Kong, UAE, USA,



MCH Global – VW Dub Drive – Dubai

Reference Projects 2019

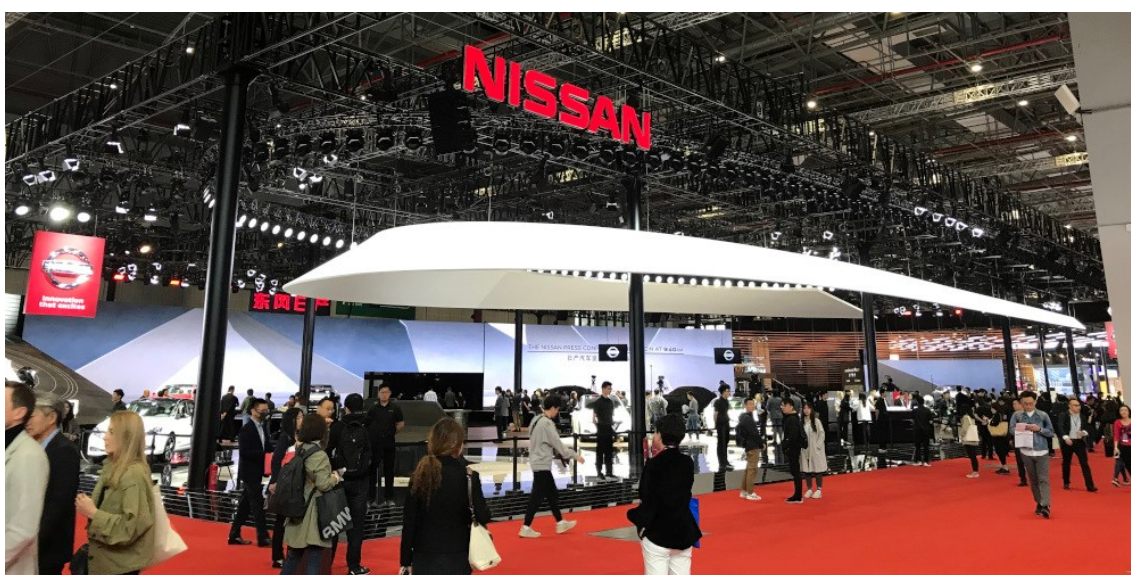
INFINITI Roadshow	UAE Roadshow
BMW Experience Art Dubai	Art Dubai
S-GE-AWF	S-GE Event
McDonald's	Malaga & West Schweiz corp events
CFB	Baselworld 2019
NIKE Mercurial Superfly	Nike Store Dubai Mall Activation
Bayer Innovation Days	Innovation Days, Basel
The Dolder Grand Epicure Festival	Epicure Festival
VW Dub Drive	Dub Drive, Dubai GCC
ZFF	Zurich Film Festival

MCH Live Marketing Solutions AG – Expomobilia

Projects supervised 2019

Total	295
in Switzerland	205
abroad ¹⁾	90

1) Australia, Austria, China, France, Germany, Great Britain, Italy, Spain, Sweden, UAE, USA



Expomobilia – Nissan – Shanghai

Reference Projects 2019 (selection)

IWC	SIHH Gala
Citizen	Baselworld
Kennedy Luxury Group	Kennedy Sponsoring Pavilion
RNPO (Infiniti, Nissan, Renault, Mitsubishi)	Shanghai Motor Show
MGM	Art Basel in Miami Beach
Musée d'ethnographie de la Ville de Genève MEG	Il était une fois 2019
USM	SIBOS
BMW Kinetic Sculpture	BMW Experience Centre
Maurice Lacroix/Geneva	SIHH, Roadshow
Bregenzer Festspiele	Rigoletto

MC² Group

Projects supervised 2019

Total	3 350
USA	3 294
outside the USA ¹⁾	56

1) Australia, Canada, China, Germany, Indonesia, Ireland, Malaysia, Mexico, Netherlands, Norway, Peru, Singapore, Spain, UAE, UK, Vietnam



MC² – Canon – CES

Reference Projects 2019 (selection)

McKinney New York (Samsung), Las Vegas	CES
RAI Trade Marketing Services Company, Atlanta	NACS
Siebel Scholars Foundation, Chicago	2019 Siebel Scholars Foundation
Canon USA, Inc., Las Vegas	NAB
Canon USA, Inc., Nevada	CES
CCA Global Partners, National Harbor	CCA Winter
Energetics Inc., Denver	Energy Exchange
Toyota Motor NA, Las Vegas	SEMA
CCA Global Partners, Aurora	CCA Global Summer
Deutsche Bahn, Munich	transport logistic