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## Agency

### Italian MICE company GVST launches new website

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Created on Tuesday, 22 January 2013 14:44

Straightforwardness, and simplicity are characteristics qualifying the new website created by GVST Event Management, an Italian company specialised in MICE, strongly committed to sustainability emphasised through its brand ‘ Friendly EnVent ‘. The concept is to inspire GVST and its clients on how to handle the services during the events aimed at reducing CO2 emission in different areas, ranging from food&beverage to energy consumption, from transport to waste management.

GVST’s new website, [www.gvst.it](http://www.gvst.it) begins with a brief summary of the event management companies ‘mission’, a video representing the spirit which motivates the dedicated GVST staff, whose aim is to fully satisfy the client, and at the same time, to provide the ideal combination of creativity and event sustainability. The website, available in both Italian and English, clearly describes all the activities of GVST, a professional trader strongly oriented towards social responsibility, attentive in organising events based on the right balance between quality and ecology.

In recent years GVST has received international awards including three European Incentive and Business Travel Market (EIBTM) awards. Recently GVST has begun a collaboration as a Corporate Golden Donor of FAI (the Italian Foundation for the protection of the Environment and National Heritage), as well as supporting AIESEC Roma Tre University and Mastergem, a Master addressed to training future green economy managers.

“ With this website – says Andrea Vernengo, Managing Director of GVST - we intended to gain a more readable display on an international level, in order to illustrate all our activities, and highlight the core values that we have always expressed in everyday life and within the working group. At the same time, we wanted to enable an interaction with the new social network, aiming at strengthening the dialogue with potential international partners of Mice “

In the immediate future, GVST Event Management - who has already worked for prestigious companies such as A.T. Kearney, Toyota Financial Services, the Italian Stock Exchange, the Aspen Institute Italy and Samsung, aims at expanding its activities in new markets.

