



CONNEXIA

Creativity in Love with Data and Technology

Canon picks Connexia. The start-up of live corporate communication activities.

*The leading manufacturer of imaging solutions
has chosen Connexia's creative talent to produce and coordinate
Canon Italy's Kick Off 2020.*

28 January 2020 — [Canon Italy](#), the historic Japanese brand, has been a key actor in shaping the history of photography and revolutionising the world of digital imaging. After **considering five candidates**, they've selected **Connexia** to carry out the design and organisation of Kick Off 2020, Canon Italy's annual business meeting.

Innovation, sustainability and creativity are the driving concepts that Connexia has looked to and brought together for the Canon meeting. The event will roll out in two different places, the Palazzo Mezzanotte in Piazza Affari, central Milan and the Ara Pacis in Rome. 500 participants will be involved in the challenge captured in the slogan, "Together we can".

"Canon Italy has entrusted Connexia with the design and organisation of **Kick Off 2020 and its corporate events**. Connexia is focusing on having an innovative format and creative approach, confirming their role as one of the most interesting players in Italian live communication. Connexia offers services that round out our 'full thinking' approach and reiterate our ability to continually respond in a better and more integrated way to the communication and business needs of companies," — says **Felice d'Entice, Live Communication Director** and head of Connexia's Rome headquarters.

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



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Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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