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MCH GROUP AND JUPITER FESTIVAL MIAMI ENTER INTO STRATEGIC PARTNERSHIP

MCH Group is entering into a strategic partnership with Jupiter Festival Miami, creating a new global platform for the media, entertainment and sports industry – a meeting point where the industry converges and sets the agenda for the future of the sector.

Jupiter Festival Miami is a globally oriented industry gathering for senior leaders from the media, entertainment and sports sectors. MCH Group brings its expertise in building international event platforms and its global network to support Jupiter Festival Miami in establishing itself as the central meeting point of the global media, content and entertainment industry. As part of the partnership, MCH Group has acquired a 20% equity stake in Jupiter Festival Miami, with the potential for further engagement going forward.

The premiere takes place from 6 to 9 October 2026 in Miami, Florida. As a business festival of a new generation, it brings together high-calibre insights, curated networking and immersive experiences to drive tangible business outcomes. Andrea Zappia, Group CEO a.i., MCH Group: «Jupiter Festival is an ideal opportunity for us to contribute our expertise in building international platforms – in an ecosystem that is undergoing profound transformation and needs a global gathering point.»

«Building a platform of this ambition requires partners who have done it before at the highest level», says William Mellis, CEO and co-founder of Jupiter Festival. «MCH Group has created and scaled some of the most important cultural and commercial platforms in the world. Their belief in Jupiter Festival is a powerful validation of our vision to create the global meeting place for content – where the industry comes together to do business and shape what's next. Together, we are building something the media, entertainment and sports industries have never had before.»

For further information about Jupiter Festival Miami, please visit www.jupiter-miami.com.

About Jupiter Festival Miami

Jupiter is the global gathering point for those redefining how the world connects – across media, technology, sport, entertainment and culture. Jupiter Festival, making its premiere from 6 to 9 October 2026 in Miami, is more than an event. It is a playground for pioneers, a stage for big ideas and a launchpad for what comes next. Over three electrifying days, the most ambitious thinkers, creatives and leaders in the industry from around the world come together to challenge conventions, forge partnerships and shape the future. From bold mainstage moments to unexpected collaborations, Jupiter is the place where boundaries blur, industries collide and new possibilities take shape.

About MCH Group

MCH Group, headquartered in Basel, Switzerland, is a globally active experience marketing company with a comprehensive service network for clients worldwide. Its core business includes unique community platforms such as the Art Basel shows in Basel, Hong Kong, Paris, Miami Beach and Qatar, as well as nationally significant trade fairs including Swissbau and Giardina. The Live Marketing Solutions division, operating under the brands MCH Global, MC² and Expomobilia offers tailored experience marketing solutions spanning strategy, creation and execution. MCH Group also operates the Messe and Congress Center Basel and Messe Zürich. The company employs more than 800 people, around half of them in Switzerland and the United States.

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