

May 8, 2026

Minister Liisa-Ly Pakosta
Minister of Justice and Digital Affairs
Government of Estonia

Dear Minister Pakosta,

On behalf of the Consumer Technology Association (CTA)®, we are pleased to invite you to join us as a VIP guest at **CES® Unveiled Milan 2026** in **Milan, Italy** and **CES® 2027** in **Las Vegas, Nevada, USA**.

CES Unveiled is heading to Milan this year, elevating European innovation and creating a powerful platform for industry leaders to connect, build visibility, and engage with top-tier global media. From startups to scale-ups, European innovation will take center stage, highlighting the region's contributions to the future of technology with exhibitors across verticals like Aerotech, AI, agritech, digital health, luxury tech and more. A pitch competition and conference programming will explore emerging trends, scaling globally, and the region's evolving policy landscape. As a VIP guest, you'll receive an exclusive early preview of CES 2027 while networking with fellow industry leaders, investors, media, and government representatives shaping the future of technology.

CES is the world's most powerful tech event, convening more than 148,000 attendees from around the globe, including over 7000 media. More than 52% of CES 2026 attendees were senior-level executives, reinforcing the event's status as a premier gathering for industry leaders and decision-makers. With more than 55,000 international attendees, CES brings together global leaders, startups, and policymakers to spotlight the technologies that will define the next decade of economic growth and competitiveness. From the world's most recognized brands to more than 1200 startups, CES is where innovators show up to connect, collaborate, and tackle the world's most pressing challenges.

CES is an industry only event and Italy is a strong contributor to innovation at the show. At CES 2026, 699 Italians traveled to Las Vegas, including 58 press attendees. Additionally, over 58 Italian companies exhibited. We expect a similar presence at the 2027 edition, which makes your participation even more relevant.

CES 2027 will feature four days of conference programming on issues relevant to the technology industry and an exhibition that showcases global innovation. During your visit, you will have exclusive opportunities to engage with top industry executives, explore the CES show floor, and immerse yourself in the global tech community. You will receive VIP tickets to our mainstage keynotes, VIP lunch passes, an invitation to the Leaders in Technology Dinner, and personalized support from our team to help plan the trip to Vegas.

We hope you can join us at both events.

CES Unveiled Milan: **October 21, 2026**
CES 2027 in Las Vegas: **January 6-9, 2027**

Please let us know if you can accept our VIP invitation by contacting Janenne Remondino, Senior Director of International Programs, at jremondino@cta.tech.



Kinsey Fabrizio
CEO & President
Consumer Technology Association



Gary Shapiro
Executive Chair
Consumer Technology Association