

Promotion, communication and events

3,000,000
euros invested

Ho.Re.Ca. Observatory Information network

A point of reference in the Ho.Re.Ca. world, it is a must for all industry operators.









It monitors the status of the entire supply chain, providing a strategic insight into the changes, consumption patterns and new formats of the hospitality sector.

Events

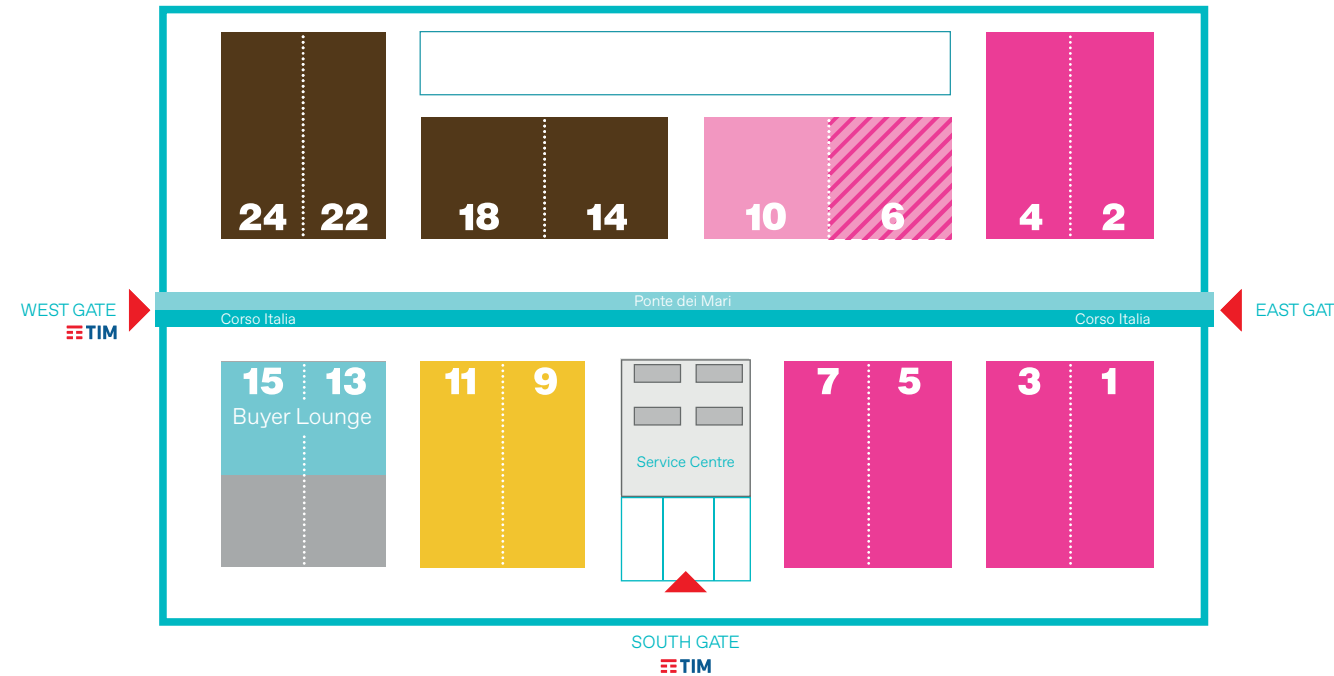
Business and training

800 events: techno-cooking sessions, performances and competitions with a highly innovative and artistic content, with the participation of well known chefs and leading exponents of the coffee, gelato, chocolate and pastry-making fields.


Evolution, research, trends and style of design highlight the innovative value and creativity of the products displayed in the furniture, technology and tableware sectors.

-  34 Newsletters
-  Social network ads
-  Website
-  Interactive app
-  800 Events
-  International media planning
-  Social media and community management
-  Google and retargeting campaigns

The place to be HostMilano 2021





MACRO AREA


 Furniture, Technology
Tableware



MACRO AREA


 Coffee, Tea
Bar, Coffee machines, Vending

 Gelato, Pastry

 Gelato, Pastry, Bakery,
Foodservice equipment



MACRO AREA

 Foodservice equipment
Bakery, Pizza, Pasta



host | **Milano**

INTERNATIONAL
HOSPITALITY EXHIBITION

22-26
OCTOBER
2021

fieramilano

NEW SHAPES OF
HOSPITALITY

host.fieramilano.it



ITALIAN TRADE AGENCY



Highlight figures

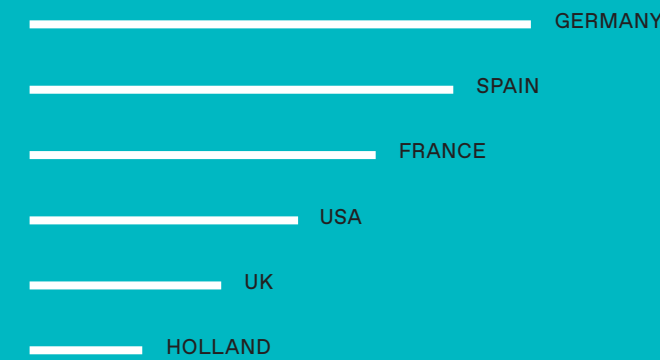
Exhibitors

2,249
from 55 countries

+3.8%
compared with
the previous edition

40%
international

Top 6 countries



3 macro areas

The best domestic and international suppliers of machines, equipment, furnishings, contract, complements, semi-finished products and technologies for these sectors:

- 1 Foodservice equipment / Bakery, Pizza, Pasta
- 2 Coffee, Tea / Bar, Coffee machines, Vending / Gelato, Pastry, Bakery
- 3 Furniture, Technology / Tableware

5 days. The right marketplace for:

Meeting decision-makers from 171 countries.

Talking with professionals who are always focused, demanding and seeking new formulas for doing business.

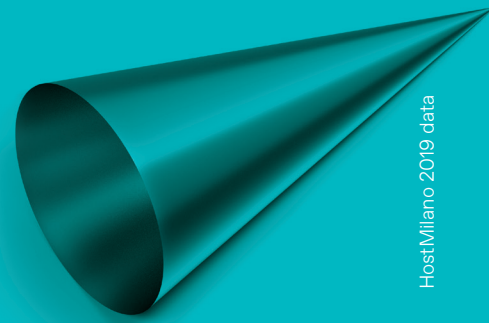
Trendsetting.

Assessing how the domestic and international markets are progressing.

Benchmarking against the competition.

Loyalty enhancement of customers and doing new business.

Learning and becoming informed.



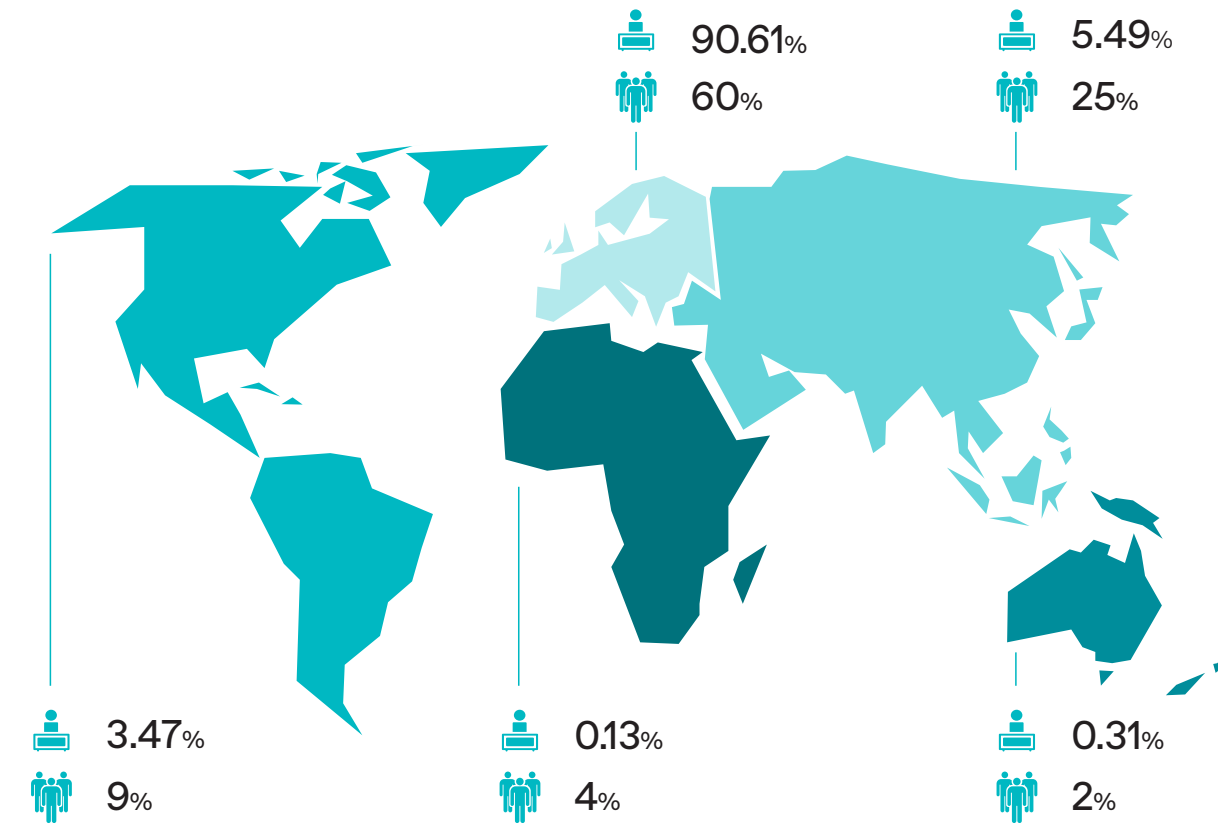
HostMilano 2019 data

Meet the World

Innovation, internationalization, quality

171
participating countries

Exhibitors
 Professional visitors



Highlight figures

Professional visitors

over
200,000
from 171 countries

+8%
compared with
the previous edition

40%
international

Target

Distributors - resellers - exporters - importers.
Restaurants - pizzerias - kebabs - fast food - street food.
Self service - company canteens - hospitals - cinemas - museums.
Bars - pastry-makers - gelato parlours.
Mass retail - shopping centres - convenience stores.
Architects - designers - contractors.
Chefs.
Butchers - charcuteries - bakers.
Installers - engineers.
Hotels - hotel chains - accommodation - cruise industry - airports - stations.
Wellness centres - gyms - spas.
Consulting firms - services.

Hosted buyers

950 from 80 countries

Decision-makers profiled and selected in the Ho.Re.Ca. sector thanks to meticulous scouting. Dedicated hospitality programme for profiled buyers to ensure that their days at the Fair are an optimally-organized experience.



Calendar of planned and targeted meetings before the event to ensure business opportunities on Fair days.

Top 10 countries



HostMilano 2019 data