

Host 2017: The Gelato-Pastry selection gets wider within a synergistic concept with figures constantly on the rise

A series of activities and an innovative training initiative for future Masters will make the experience of ice-cream makers and confectioners more effective



Hybridization is making business opportunities grow significantly thanks to a macro-area in which the Gelato-Pastry sector joins forces with the Coffee and Tea, Bars, and Coffee and Vending Machines sectors in an event full of training programmes. So far, this formula has led over 1,400 exhibitors (41% of whom are from overseas) to confirm their presence.

Are ice-cream makers and confectioners the rising stars of food-and-cooking shows? Figures and trends observed by HostMilano – the world's top event for equipment, coffee and food – confirm so. And not just because they are ever more often the stars of TV cooking shows.

A recent survey carried out by Statista in the USA has revealed some facts on eating-out behaviour in the U.S. The favourite dessert for 71% of Americans is homemade

ice-cream and for 40%, Italian gelato. And the record of Italian ice-cream machines confirms this success. ANIMA-Assofoodtec has estimated a 2016 turnover equal to Eur 325 million (+1.2%), 245 million of which from the export business alone (+2.5%). Moreover, innovative trends are opening up new prospects. Ice-cream parlours and pastry shops are increasingly providing a home delivery service through the most popular apps, and mini-portions are leading to new consumption opportunities.



The most effective formula for future markets

A challenging scenario where ice-cream and pastry masters must also be entrepreneurs and managers. They must be able to combine technology, creativity, and high-specialisation, and have an overall picture of the latest food trends. They must always be focused on what happens worldwide, as trends and tastes have become global phenomena.

This is why ice-cream makers and confectioners will find new professional opportunities at Host 2017 - Fieramilano, from 20 to 24 October. This international event, the only one in Italy of its kind, is divided into three macro-areas, which open up to new business opportunities, combining vertical

specialisation and continuous interactions and exchanges with related sectors. In particular, the Gelato-Pastry industry is included in a synergistic macro-area with the Coffee and Tea, Bars, and Coffee and Vending Machines sectors.

The success of this concept lies in the figures. Currently, 1,437 companies, of which 41% from overseas, have already confirmed their presence. Exhibitors will come from all over the world. This year's newcomers will be Belarus, Serbia, and Liechtenstein from Europe, and South Africa and Egypt from Africa, the market of the future. In fact, according to ONU's estimates, in the near future, Africa's GDP will increase with rates higher than 5% per year, whilst energy needs are increasing by 38%. This means that both industrial activities and

consumption are increasing. As for the countries with the largest presence, on the podium we have Germany with 86 companies (+26% compared to 68 in 2014), Spain, France, and USA, followed by the United Kingdom, Greece, Switzerland, Netherlands, Portugal, Austria and Sweden.

The United States will participate with 44 companies (+47% compared to 30 in 2014), of which 9 will be taking part for the first time. The trend has been consistent in the last editions, thanks to the agreement with Commercial Service, the trade promotion arm of the U.S. Department of Commerce, which confirms its official certification.

Confectioners, ice-cream makers, and chefs: the new stars

Due to hybridization between different formats, the industry players are required to be expert selectors of top-quality raw materials, to mix different culinary traditions, and to be the "archaeologists" of traditional local flavours. Consumers have been acknowledging the chefs' authority for a long time now, and they are extending it also to master confectioners and ice-cream makers, three professional figures that sometimes tend to mix and merge.

Host 2017 will focus especially on these categories. A series of activities and a training programme called "Obiettivo Apprendistato," (Objective Apprenticeship) will make the experience more effective. In fact, with this programme, HostMilano, together



with APCI (Association of Professional Italian Chefs), aims to help aspiring chefs and hotel school students qualify for their future job. This project involves 100 schools and at least 1,000 hotel school graduates, and will select the most talented ones for internships in the most prestigious kitchens.

The coffee sector holds a special place among the hybridization opportunities provided by this macro-area. A whole area, SIC - Salone Internazionale del Caffè (International Coffee Trade Fair) will be dedicated to this business. For 24 editions now, this event has been the point of reference for the entire supply chain - from the producers to the distributors of green coffee, through to roasters and manufacturers of coffee machines - presenting innovation and top level training. Success is guaranteed by the associations involved - Altoga and Fipe, International Hub for Coffee Research and Innovation, Scae and Wce - as well as by the exhibitors, from large companies to small roasters. This is an important resource to counter the crises of generalist bars. These see quality, innovation, and specialisation as the key

to face the challenges posed by the modern consumer.

Championships, courses and cooking shows will season the event

Professional visitors (150,968 in 2015, from 172 countries) will find plenty of business and training opportunities and will be able to attend high-profile events. So don't miss out on the Cake Designers World Championship and World Trophy of Pastry, Ice Cream and Chocolate in collaboration with FIPGC - International Federation Pastry Ice Cream Chocolate. In the catering industry, CHIC - Charming Italian Chef - will talk about sustainability in all the stages of the supply chain. Identità Future, in collaboration with Identità Golose, will also make a comeback. Finally, don't miss out on the European Pizza Championship organised by Pizza e Pasta Italiana.

The two contests organised in collaboration with POLI.design, a consortium at Milan's Polytechnic

University, have been confirmed once again this year: SmartLabel, the coveted prize awarded to products that stand out for their innovation within the professional hospitality business; and HOSThinking, a design award, now at its third edition. With the title 10 Designers for 100 Products, young designers will develop futuristic hospitality innovations live at the show. The 10 most innovative products will be selected.

HostMilano is the perfect place where you can discover new food, hospitality and retail trends. A world that gathers in the pavilions of fieramilano every two years, but that continues to improve and develop during the two preparatory years, with web and social events at which industry players can meet and interact.

For more information about HostMilano visit, www.host.fieramilano.it