



# **Host Milan. At 18 months from its launch, 800 companies have already reserved**

*It is to be a highly international show, with four companies out of ten arriving from 38 different countries. Sixteen pavilions are available for show use, two more as compared to the previous edition. The appointment with business, training and trends in hospitality is to take place from 20 to 24 October 2017.*

Ever bigger, international and full of substance, quality and innovation. Host's momentum shows no signs of slowing down, so much so that, at 18 months from the next edition - to take place from 20 to 24 October 2017 in fieramilano - more than 800 companies have already confirmed their participation. Available space is quickly filling up, and when the 40th International Hospitality Exhibition opens its doors, it will occupy 16 pavilions, two more than the previous edition, to cover the entire ground floor of the exhibition centre.

"Host is the jewel in the crown in our portfolio of events, and is a strategic asset for at least three reasons - explains Corrado Peraboni, CEO of Fiera Milano - The first reason is how representative the International Hospitality Exhibition is on the local landscape where it takes place; it is, in fact, an event par excellence that reflects the tradition and the highest level of professional hospitality in Italy, with these characteristics being made the most of for a global audience. The second reason has to do with Host's international positioning as an event where 'the world meets the world,' because Italian and foreign companies that exhibit at the show find that the buyers and visitors to the event are continuously increasing and come from hundreds of countries. Finally, Host is an active player in promoting the culture of hospitality in Italy, able to bring new visibility to key professional figures and products of excellence in the industry, which are deserving - as has already happened for Michelin-starred restaurants

- of garnering the support and appreciation from both professionals as well as the opinion of a public that is more aware and informed."

A leading trade show in products and services dedicated to the incredibly vast world of "outside the home," in which Italy is the third market in Europe, generating 72 billion euros per year and represented by a wide-ranging supply chain that goes from Michelin-starred restaurants to corporate cafeterias, from hotel chains to boutique hotels, from corner coffee bars to gourmet cafes, from gelaterias to bakeries and pastry shops, all the way to the most complex formats that see various food and beverage options in the same place, like in

malls, food halls or food courts in airports. Host has grown over the years to become an international hub for international business where companies from all over the world come to do trade with the entire world. Here high-profile buyers find two elements they deem fundamental: quality along with innovation, and a 360-degree view of the world of hospitality thanks to synergy among the various supply chains and the vertical specialization of dedicated areas. These three areas include: Food Service Equipment - Bread-Pizza-Pasta; Coffee/Tea, Gelato/Pastry; Bars, Coffee Machines and Vending; as well as Furniture and Tableware.

The international feel of this event can also be confirmed by looking



at where the companies that have already confirmed come from – 40% are foreign, from 38 countries all over the world. Once again, the most important manufacturing nations are to be represented: in first place, there's Germany, with 15% of companies, followed close behind by Spain with 14%, France and the United States with 7% and the Netherlands and Switzerland with 6%.

In terms of the industries they represent, the companies that are part of the areas in which Host's leadership is recognized by all professionals are truly dominant: the industry dedicated to equipment for bars and the world of coffee sees 65% of space already occupied while food service equipment sees 63% reserved. The tableware area, with 51% of the space already sold out, is also seeing great success, which offers proof of how satisfied companies are. During this past edition, they said they appreciated the quality and international nature of the contacts made.

While the "big names", which wouldn't miss this event, they deem to be so indispensable ("we can't miss it" said one leading company) make up 12% of those that have reconfirmed, most of the companies are small-to-mid-sized businesses, subdivided as such: 27% mid-sized, 33% small and 28% "micro" businesses. In fact, Host is the trade show that – specifically because of what it has on offer and its high level of innovation – attracts businesses that are strong because of their products more so than their numbers. And they aim to be bigger tomorrow.

For the 2017 edition, in addition to focusing on historic markets, Host has singled out three other markets in particular – the United States, Canada and the Middle East – in which exhibiting companies are showing an

ever-greater interest. And, at the same time, these markets have also shown a growing interest in the show. The U.S., for example, saw double-digit growth in terms of exhibitors during the last editions: +26% in 2015 as compared to 2013 and +51% on 2011, while visitors during this last edition saw an increase of 35% on 2013 and 46% as compared to Host 2011

While Host takes place every two years, its organizational "machine" works 12 months of the year. In fact, the search is already on for buyers, with 1,500 targeted buyers from every continent in the world: this is a way to boost business and favour supply meeting demand. A wide range of meetings and participation in international and promotional events is taking the trade show to the four corners of the globe, in scenarios that bring together stakeholders from main industries, promoting the show's substance and specific characteristics. In fact, Host isn't just a big business platform. It's a unique opportunity for professionals to learn and get information. Thanks to key players in various industries, from champion baristas from around the world to starred chefs and from pizzaioli to master gelato, pastry and chocolate makers that are changing the landscape in food service and hospitality in the Third Millennium.

The show expresses its core values with an extensive

programme of events. There were more than 400 planned for the 2015 edition, including workshops, seminars, cooking demonstrations and exhibitions. For 2017, the programme is to be just as full and diversified and will cover the entire supply chain. Some of the same events have already been confirmed. Starting with Cake Designers World Championship and the World Trophy of Pastry, Ice Cream and Chocolate in collaboration with FIPGC – Federazione Internazionale Pasticceria Gelateria Cioccolateria – and the search for participants is already underway. In terms of coffee bars, representatives to be on hand include Scaé - Specialty Coffee Association Europe, WCE - World Coffee Events - and ALTOGA - Associazione Lombarda Torrefattori, Importatori di Caffè e Grossisti Alimentari - and FIPE, Federazione Pubblici Esercizi.

The Food Service Equipment area will feature plenty of starred chefs. This is where the Identità Future event – in collaboration with Identità Golose, the international haute cuisine congress – will once again take place. APCI – Associazione Professionale Cuochi Italiani – will be present again. It had a key role in 2015 with live lessons by the Network del Gusto. Workshops and seminars are also to be held by FCSI - Foodservice Consultants Society International.

Thus the appointment is for 20 October 2017. Until that date, the wide range of people who see Host as a touchstone will be able to receive guidance and mark the time until the event thanks to a series of initiatives leading up to the show, including meetings, observatories and the sharing of data. In fact, this is also what Host is: a machine whose wheels keep on turning in an effort to ensure new business for companies and visitors, ready to pick up on the infinite number of opportunities for growth, training and innovation.

For more information: [www.host.fieramilano.it](http://www.host.fieramilano.it), @HostMilano, #Host2017.