



Equipment, Coffee and Food
41st International Hospitality Exhibition

October 18_22, 2019 fieramilano

41st EDITION

**Of the unmissable meeting point
of the professional hospitality**

From 18 to 22 October 2019, Milan once more becomes the “capital of the professional hospitality industry”. Ready for its 41st Edition, HostMilano is the go-to fair for Equipment, Coffee and Food, as well as absolute leader in Ho.Re.Ca., foodservice, retail, mass retail and the hotel industry. The exhibition layout combines supply chains and common services, leveraging the specificities of each and every sector and individual enterprise to guarantee the maximization of investments. Visitors are guided through the Fair along functional pathways that optimize available time and the visit experience.

HIGHLIGHT FIGURES

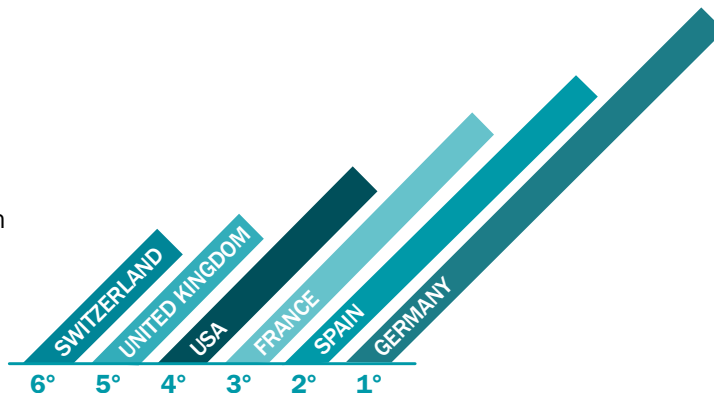
Exhibitors

2,165 from **52** countries

+7.7% compared with the previous edition


38.9% international


Top **6** countries



3 macro areas

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

 Furniture, Technology
Tableware

 Coffee, Tea
Bar, Coffee Machines, Vending

 Foodservice Equipment
Bakery, Pizza, Pasta

 Gelato, Pastry



HIGHLIGHT FIGURES

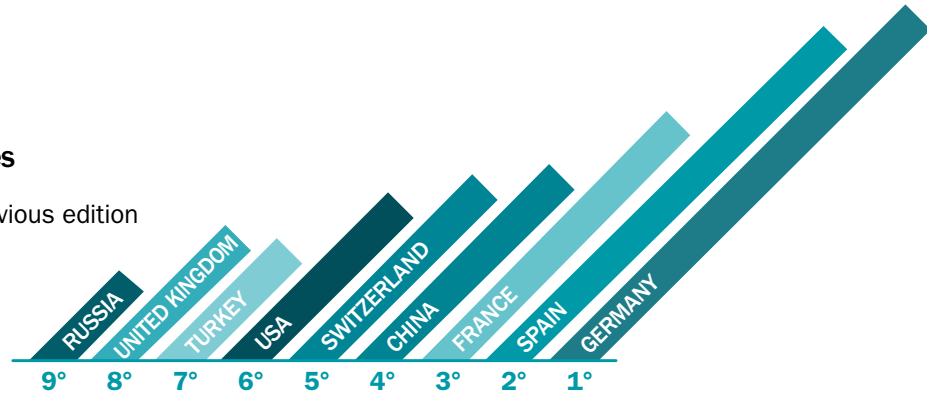
Professional visitors

187,602 from **177** countries

+24.3% compared with the previous edition

39% international

Top **9** countries



Target

Distributors - resellers - exporters - importers.

Restaurants - pizzerias - kebabs - fast food - street food.

Self service - company canteens - hospitals - cinemas - museums.

Coffee 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.

1,500 hosted buyers from **79** countries

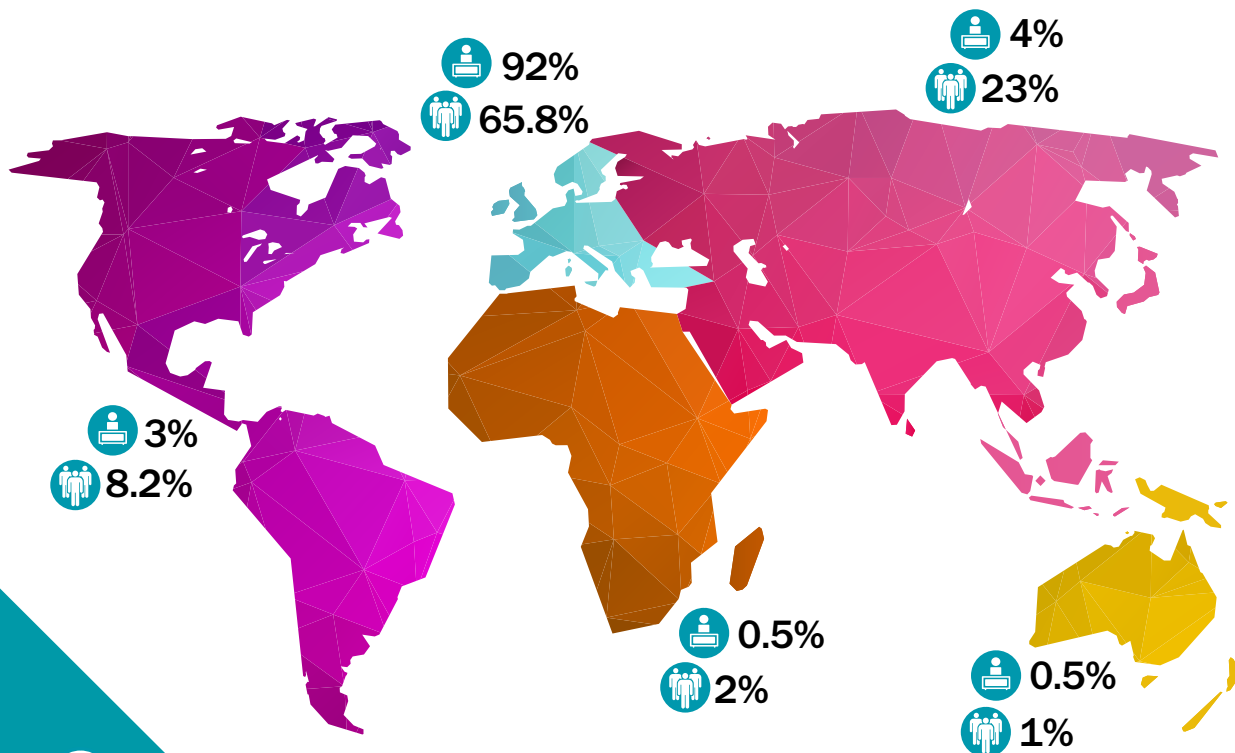
58,621 business meetings through the MyMatching Platform

- Purchasing managers and 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.

MEET THE WORLD

177 participating countries

HostMilano is a true catalyst of opportunities and an important reference point for all markets. Host is not only present in consolidated markets, with many specific activities, but the attention of HostMilano goes further.



Exhibitors



Professional visitors



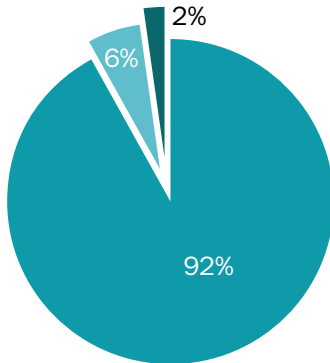
Innovation, internationalization, quality

SURVEY

Visitors

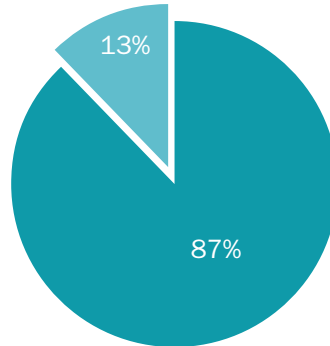
HostMilano 2017 data

Would you recommend HostMilano?



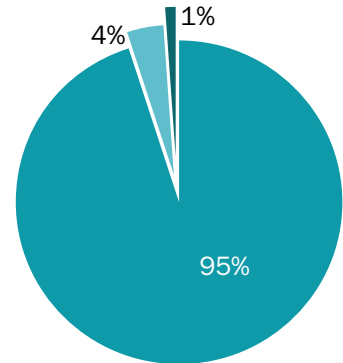
- Absolutely
- Very much so
- Don't know

Overall satisfaction

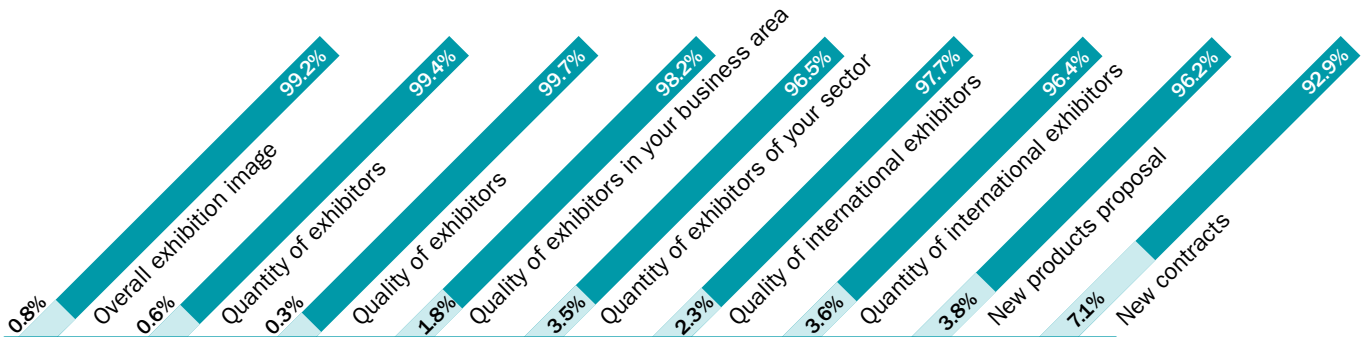


- Extremely
- Very much so

Importance of HostMilano



- Extremely / Very
- Quite important
- Don't know



Satisfaction with commercial activities at the show

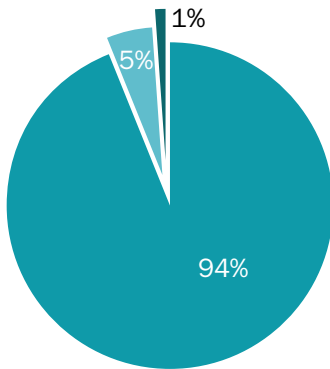
- NO
- YES

SURVEY

Exhibitors

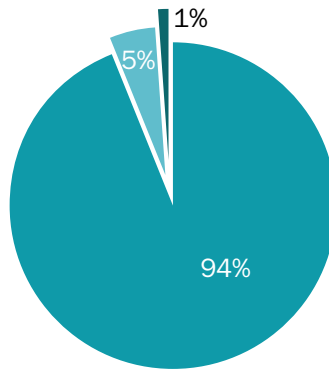
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Importance of HostMilano



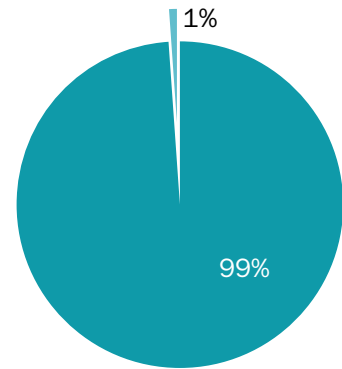
- Extremely / Very
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- Don't know

Overall satisfaction

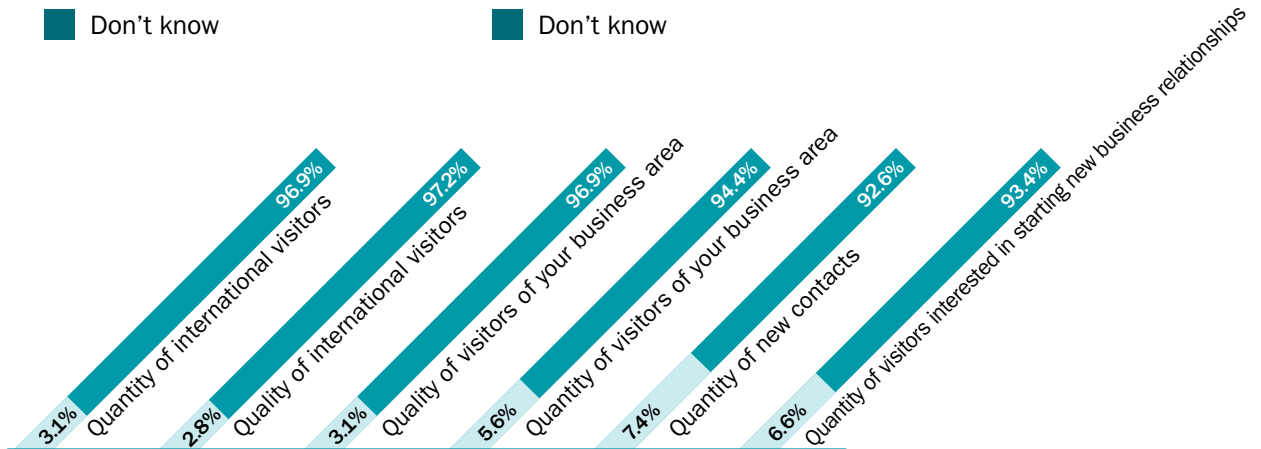


- Extremely
- Very much so
- Don't know

Did you meet new visitors/operators you've never met before?



- Yes
- No



Are you satisfied with the following items related to your business activity at the exhibition?

- NO
- YES

Global media experience

HostMilano is an international information network that is always up to date as it monitors the status of the entire supply chain to provide a true snapshot of changes, consumption models and new hospitality formats. This veritable universe evolves every day thanks to extensive, diversified across-the-board communications covering both exhibitors and visitors. As far as HostMilano is concerned, information is an unstoppable constant. Through news on social media, press releases, meetings, events, international bloggers and ongoing, global interaction with all targets through major domestic and international media outlets, information realizes potential during and after the Fair proper. The goal is to identify not just new business possibilities, but also the best tools to plan all events in the pipeline.



HOSTMILANO EVENTS

When training meets business

500 events spanning seminars, workshops, contests, championships, show-cooking, tastings and performances, all offering top innovative and artistic content. Leading chefs from around the world, coffee industry professionals, master chocolatiers and pastry-makers are out in force. Style and innovation drive the events dedicated to tomorrow's design and creativity for the products on show in the Furniture and Tableware sectors.

Technologies for environmental sustainability also feature in dedicated meetings and debates. Specialist advanced courses and workshops are an ideal complement to the business opportunities on offer, providing interesting ideas on how to optimize and leverage your business.

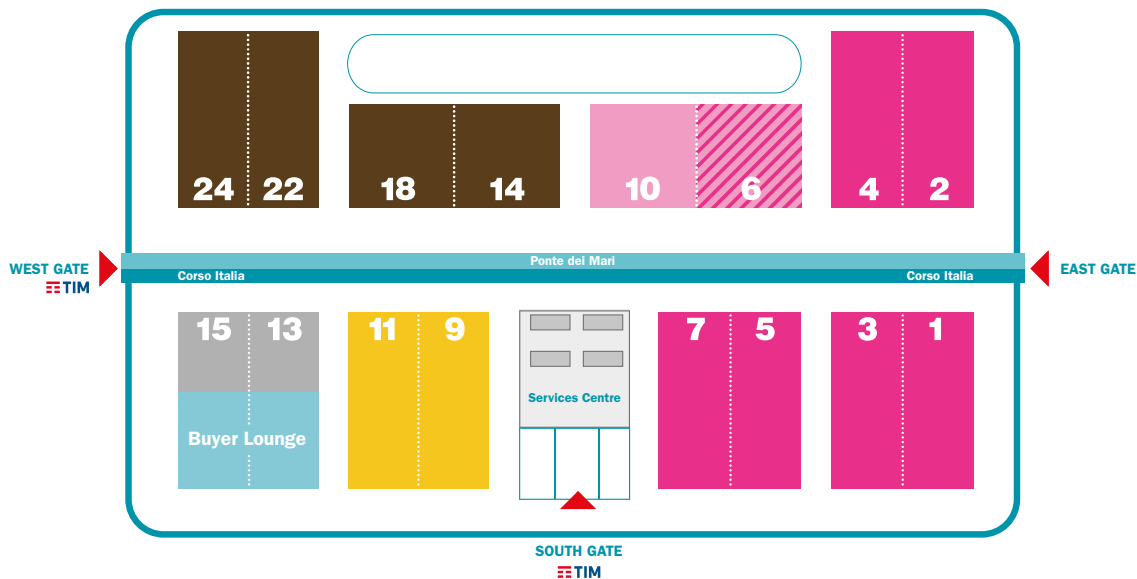
EXHIBITION AREA

HostMilano 2019




FIERA MILANO


16 pavilions





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



3 macro areas

Foodservice equipment

Accessories, Equipment, Installations and machines for professional foodservice, Refrigeration, Laundry.

Bakery, Pizza, Pasta

Accessories, Equipment, Machines, Flours and semi-finished products.

Gelato, Pastry

Accessories, Equipment, Machines, Display cabinets, Ingredients and semi-finished products, Chocolate, Packaging.

Coffee, Tea

Accessories, Machines, Products, Packaging.

Bar, Coffee machines, Vending

Accessories, Equipment, Coffee machines, Vending machines, Beverage.

Furniture, Technology

Contract, Interior design, Outdoor, Bathroom, Wellness & Spa, Lighting technology, Fittings, Technology, Coatings, Textiles.

Tableware

Porcelain, Cutlery, Glasses, Buffet, Hotel supplies, Environmental scents, Professional attire, Linen.

FOODSERVICE EQUIPMENT

Kitchens take center stage



Every single day, restaurateurs and food managers work in a business that demands great flexibility and a constant ability to renew. This is one reason why HostMilano is a must-attend reference point, offering optimal presentation of exhibitor companies while showcasing and providing sneak previews of future trends.

FOOD EQUIPMENT / INNOVATIVE RECIPES

Installations, equipment, machines for processing food and for washing, plus a full range of leading-edge solutions dedicated to group catering, banqueting, restaurants, large restaurant chains and all retail outlets.

PROCESSING AND PRESERVATION / METHOD AS A RESOURCE

Food processing and preservation methods; accessories (large and small) that make the real difference in the kitchen.

FOOD CULTURE / TO EAT IT IS TO KNOW IT

Dialogue and targeted events dedicated to food culture, featuring international chefs and top industry figures. All in perfect synchrony with the latest socio-gastronomic phenomena.

The basics, renewed



From raw materials like flour and yeast to the finished product, doughmakers to ovens... all under the banner of quality and innovation. HostMilano has confirmed its role as an international industry hub thanks to the presence of top-tier companies and a full range of products dedicated to the bakery, pastry, confectionery, pasta and pizza supply chain.

TECHNIQUE AND INNOVATION / **OPTIMAL PREPARATION**

New processing, cooking and preservation techniques.

ALTERNATIVE FOOD / **LEADING-EDGE FOODSTUFFS**

Natural, authentic and innovative solutions, from gluten-free to gourmet flours and “alternative” cuisine.

TRAINING AND CONTESTS / **TASTE COMPARISONS**

Opportunities for training and competition, as well as theme-based specialist training sessions as part of a busy calendar of events.

NEW TRENDS / **A FORETASTE OF TOMORROW**

Market trends, the latest technologies and the most innovative formats.

To stay ahead of the curve and pilot the changes set to define the tastes of the future.

The perfect blend of tradition and the future



Selected roasters, importers, producers and industry players from five continents, as well as the world's top firms all come to HostMilano because it is the place where the entire coffee business meets. From the green bean through the various stages of processing all the way to the end taste.

BLENDS / A WINNING AROMA

A rich range of products, history, tradition, opportunities, content and chances for professional specialization and training, with top coffee culture at its heart, starting with different blends, including exotic types.

TEA / THE WORLD IN A TEACUP

The world of tea: tradition, health, wellbeing. A product that boasts widespread distribution in restaurants, hotels, resorts, spas, coffee shops, teahouses and pastry shops around the world. Tea has always been an excellent business opportunity.

NEW INITIATIVES / NEW OUTLOOKS

Exclusive meetings conceived in partnership with top-tier stakeholders and associations for a close-up exploration of the multifaceted world of coffee and tea, investigating every possible aspect of an increasingly wide range of offers, in continuous expansion and constantly being updated.

Modernity is served



Product quality and service innovation, new trends, tools and formulas dedicated to the coffee bar universe, to ensure a distinction between businesses and foster dialogue between the various different branches of production.

COFFEE BARS / **SERVICE ACROSS THE BOARD**

The coffee bar is the star every hour of the day, from breakfast to light lunch, aperitifs and partytime. This is possible thanks to a wide range of machines, equipment and accessories for making every type of venue functional and rational; but above all, versatile, original and potentially ideal for all types of consumption.

MACHINES AND ACCESSORIES / **ESSENTIAL QUALITY**

Accessories, coffee machines, serving area equipment, beverages. Everything you need to ensure high-quality service.

VENDING MACHINES / **INNOVATION WITHIN REACH**

A meticulous overview of top manufacturers in a constantly growing sector that is increasingly attentive to key factors like security and quality, to guarantee customers a “perfect short break” in every context: from small offices to major corporations, schools, airports, gyms and indeed every type of working environment or public/private leisure area.

GELATO

A cold-fired big business



An increasingly popular corner of Made in Italy excellence and a product enjoying unstoppable global expansion, gelato brings its entire universe to HostMilano including semi-finished products, machines and the latest generation of refrigerated cabinets.

SEMI-FINISHED PRODUCTS / **UNDERLYING QUALITY**

Semi-finished products for artisanal gelato, flavoured products to add to the basic mix, ready for use, ready for decorations, etc., everything gelato makers need in practice including best storage practice for raw materials, reducing preparation times, ensuring hygiene and making high-quality end products.

MACHINES / **READY FOR EVERYTHING**

From batch freezers to pasteurizers, ripeners and specialist machinery (for cream, frozen yoghurt, etc.) – a major resource for artisanal gelato through a reliable, full and versatile range.

LATEST-GENERATION REFRIGERATED CABINETS / **PERFECT STORAGE, EXCELLENT PRESENTATION**

Leading-edge solutions in models that cater to every kind of professional refrigeration need, storing prepared products and presentation to the public.

ALL POSSIBLE TYPES OF AN IRRESISTIBLE PRODUCT / **YOGHURT, SOFT ICE CREAM, CHOCOLATE**

A special focus on yoghurt (a foodstuff perfectly in tune with the latest nutritional trends), “soft ice cream” and chocolate (an ever-present star of taste, including gourmet solutions).

PASTRY

Tasty, brand-new, tangible opportunities



Authenticity, quality and innovation are the key values of pastry-making which, at HostMilano, benefit from great advantages and new resources. Above all, the presence of major producers of raw materials, accessories and equipment for professional confectionery labs, not forgetting a fusion of skills, styles and offerings from the universe of bars and coffee.

RAW MATERIALS / INGREDIENTS THAT MAKE THE DIFFERENCE

Semi-finished products, basic ingredients, jams, cocoa and derivatives, starches, flours, yeasts and substitutes – all of the vital raw materials for making every type of pastry-making sector creation.

ACCESSORIES AND EQUIPMENT / THE END-RESULT IS DEFINED FROM THE START

Ovens, doughmakers, blast chillers and all other kinds of equipment necessary for an artisanal pastry-making workshop. A complete overview of the most innovative technological solutions, fully respecting the finest pastry-making traditions.

FROM HAPPENINGS TO COMPETITIONS / WHEN DESSERTS BECOME THE SHOW

Once again, HostMilano offers the ideal stage for showcasing the “desserts business”, multiplying its infinite possibilities creatively and as entertainment. Internationally-renowned cake designers and master pastry-makers are the “backstage” stars of a show that presents all of the variety, imagination and nuances of irresistible creations. This veritable sweet-toothed happening is a sight for the eyes and a plethora of amazing flavours for the tastebuds.

When a store becomes a location



HostMilano puts hospitality front and centre, where space is transformed into ideas and solutions through exclusive formats, concept stores and layouts. Original, functional and enthralling dimensions conceived and implemented in partnership with architects, designers and art directors of international fame, opening up space to creativity in every conceivable direction.

FURNITURE / IDEAS AND SOLUTIONS TO LIVE LIFE TO THE FULL

Tables and chairs for inside and outside, lighting technology, bathroom furnishings and fittings in general, made by top industry brands out of leading-edge, eco-friendly materials.

NEW FORMATS AND TECHNOLOGIES / INNOVATION TO THE FORE

Not just products but first and foremost ideas as we get to grips with the most original formats, concept stores and “hybrid” layouts, in addition to all of the most innovative technologies characteristic of all areas of furnishing. Beginning with choosing brand-new, elegant, eco-friendly materials.

Perfection takes its rightful place



HostMilano dedicates a great deal of attention to tableware solutions, presenting the most original and innovative ideas, without neglecting classical proposals and tradition. Materials old and new showcase brand-new approaches to this form of expression, providing guidelines for the “well-laid table” of tomorrow: crafts-based plastic and glass, wood and porcelain, all of which share practicality, aesthetics and comply with eco-sustainability requirements. The goal is to present perfect content in the best possible form.

TABLEWARE / **AT THE TABLE, EVER-MORE TASTE**

Cutlery, table linen, silverware, porcelain, dishes, glasses and accessories – everything you need for a perfect “place setting” in every context, season and venue. All under the banner of style, quality and attention to detail.

PROFESSIONAL CLOTHING / **MADE-TO-MEASURE QUALITY AND ORIGINALITY**

Creativity and personality in clothing too... in the kitchen, front of house and for all occasions when the way that front-of-house staff are dressed makes a difference. Originality, elegance and attention to detail in uniforms and accessories, interpreting a plethora of specific styles and ways of distinguishing oneself through quality service.