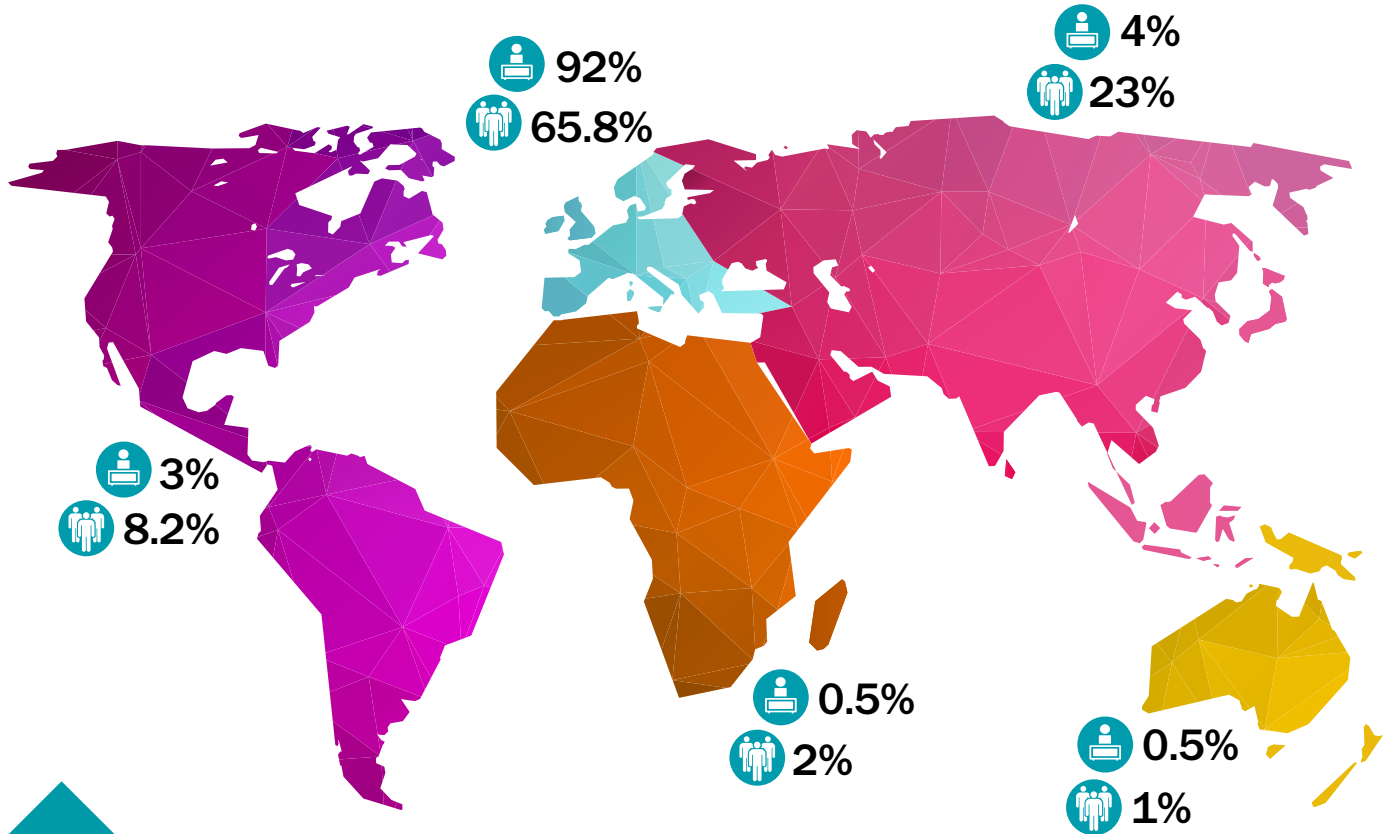




Equipment, Coffee and Food
41st International Hospitality Exhibition
October 18_22, 2019 fieramilano

Meet the World

177 participating countries



Exhibitors



Professional visitors



Innovation, internationalization, quality

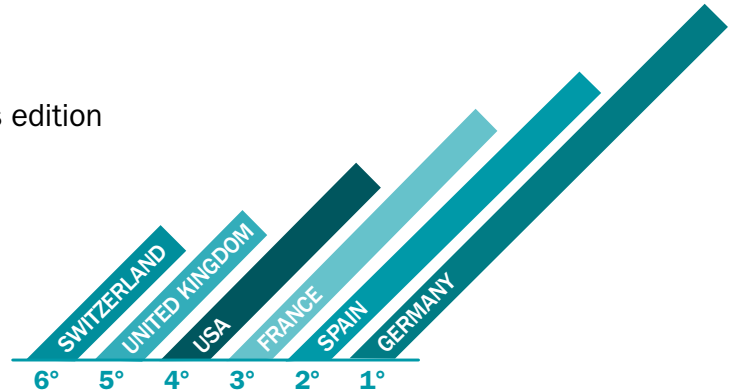
Exhibitors

2,165 from 52 countries

Highlight figures

+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:

Foodservice equipment
Bread, Pizza, Pasta

Coffee, Tea
Bar, Coffee machines, Vending
Gelato, Pastry

Furniture
Technology
Tableware

5 days. The right marketplace for:

- **Meeting** purchasing managers from 177 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.

Professional Visitors

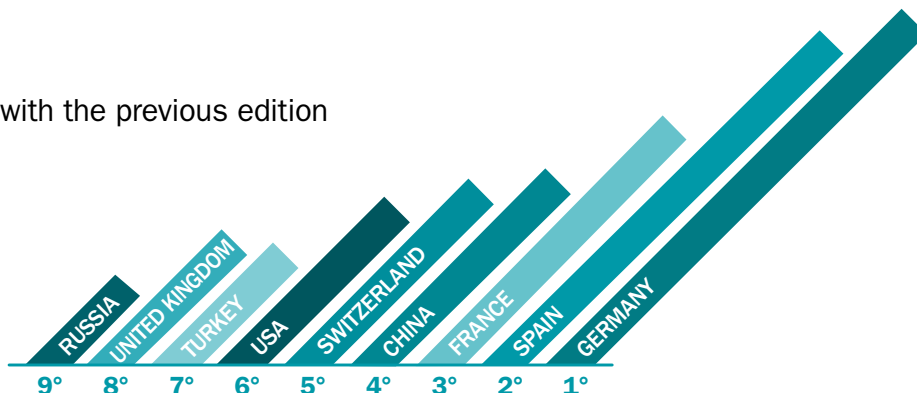
187,602 from 177 countries

Highlight figures

+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.

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



MY MATCHING

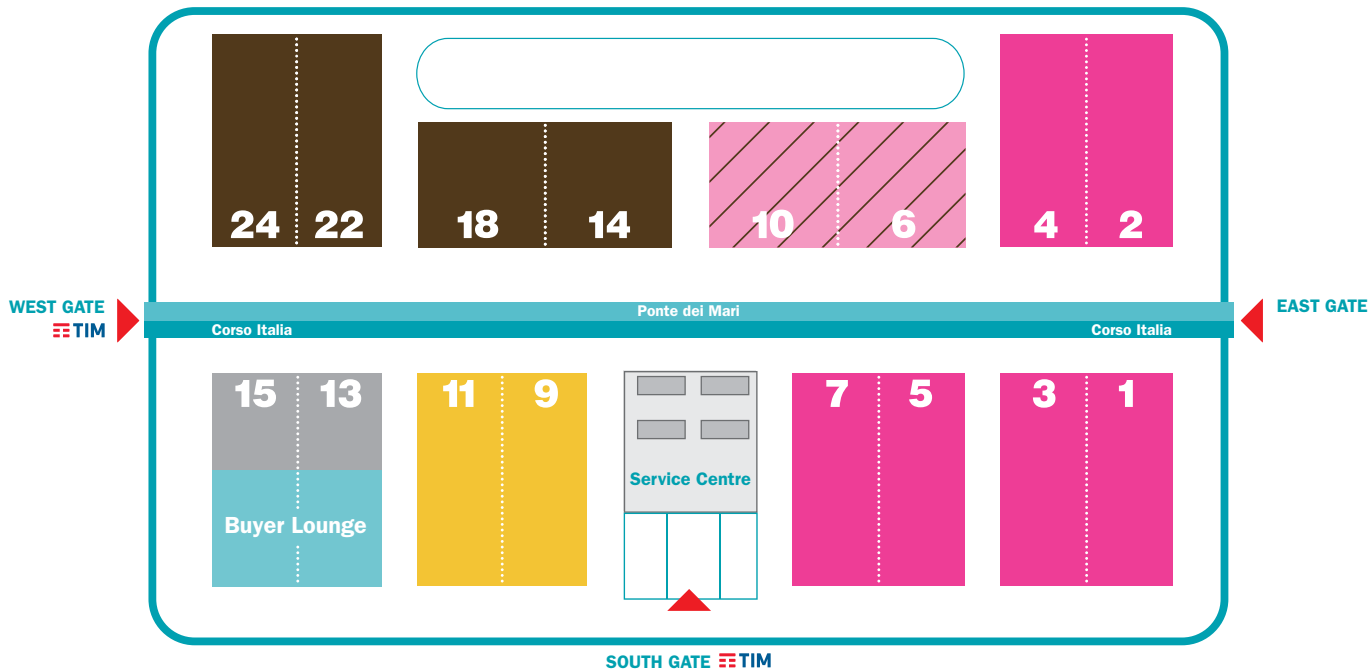
- Purchasing managers and decision-makers profiled and selected in the Ho.Re.Ca. sector thanks to meticulous scouting.
- Calendar of planned and targeted

meetings before the event to ensure business opportunities on Fair days.


- Dedicated hospitality programme for profiled buyers to ensure that their days at the Fair are an optimally-organized experience.

The place to be


HostMilano 2019




MACRO AREA


 Furniture, Technology
Tableware

MACRO AREA

 Coffee, Tea
Bar, Coffee machines, Vending

 Gelato, Pastry, Coffee

MACRO AREA

 Foodservice equipment
Bread, Pizza, Pasta



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

500 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.

SMART LABEL

Innovation award

SMART LABEL is the hospitality innovation award promoted by HostMilano in collaboration with POLI.design.

It will be granted at HostMilano 2019 to those products, services and projects whose specific features meet certain criteria.



34 Newsletters



Social network ads



Website



Interactive app



500 Events



International media planning



Social media and community management



Google and retargeting campaigns