



FIERA MILANO



**Press Office
Fiera Milano**

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 69992328
press.host@fieramilano.it

**Press Office
Il Quadrifoglio**
Italy
Mirella Mosca
+39 02 36596033
ufficiostampa@quacom.it
Foreign Office
Francesca Legnani
+ 39 02 36596033
press@quacom.it

Fiera Milano S.p.A.
+39 02 49977134
fieramilano@fieramilano.it
fieramilano.it

Press office

HOST4FUTURE BEST PRACTICES AND NEW SCENARIOS, EVERYTHING ON THE FUTURE OF THE "PREMIUM" OUT-OF- HOME MARKET IN FOUR WEBINARS

- *During the meetings current trends and best practices will be analysed: from digital to sustainability, from design to the future of the hospitality industry*
- *The date for the Host4Future webinars is from June 7 to 28 every Monday at 4 pm CET on Zoom*
- *The panels of experts and professionals will be moderated by journalist Leiti Hsu, Host Ambassador in the BeMyHost project*
- *HostMilano will be held "live" at fieramilano, from 22 to 26 October 2021*

Milan, 3 June 2021 - It's in the name, and the topics of the debates confirm it. Digitalisation and sustainability, design and change will be discussed at **Host4Future**, the HostMilano project whose mission is one and the same: to imagine the New Normal in a constantly evolving world such as that of Hospitality, anticipating the most current trends through the words of the ones in the front line, the hospitality sectors. Overall, four transversal and international webinars planned for the whole month of June and which, as is the tradition at **HostMilano (the event will be held "live" at fieramilano, from 22 to 26 October 2021)**, will be analysing trends and best practices on the most popular hottest topics.

On stage the future of the out-of-home

From hospitality to consulting, from chefs to digital entrepreneurs. The talks will be featured by some of the most prominent speakers in hospitality, called to discuss the issues that the most recent reports have identified as the scenarios of the out-of-home in the post-pandemic. How will consumption change, after the boom of food delivery, home and office delivery? What specific segments will the new formats be exactly targeting? How much will digital influence the search for venues, their ratings, menu choices and payment formulas? And again: what forms will the word sustainability take? Topics being addressed at the Host4Future, proving once again the role of Host as a **global equipment hub**; a platform capable of combining not only business moments (today there are more than 1000 confirmed exhibitors, coming from 40 countries), but also those of in-depth analysis to guide companies, professionals and stakeholders looking for case histories to follow.

Host4Future: four dates in June

In a world where attention to a new "green wave" has become a theme of strategic importance for anyone working in professional hospitality, the first date of Host4Future could only have been titled "**Green Is The New Black**" (7 June); from the reduction of energy consumption to the reduced use of bulky and plastic packaging, speakers will include Andrew Tucker, Managing Director Sanremo UK



FIERA MILANO



**Press Office
Fiera Milano**

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 69992328
press.host@fieramilano.it

**Press Office
Il Quadrifoglio
Italy**

Mirella Mosca
+39 02 36596033
ufficiostampa@quacom.it
Foreign Office
Francesca Legnani
+ 39 02 36596033
press@quacom.it

Fiera Milano S.p.A.
+39 02 49977134
fieramilano@fieramilano.it
fieramilano.it

Ltd, Massimo Massarotto, founder of Apepak and Eugenio Sapora, Country Manager Italy Too Good To Go, as well as Bill Lee, CEO Yonder and Giuseppe De Martino, General Manager St Regis Rome.

One week later it will be "**Design your Experience**" (14 June); through the words of Giulio Ceppi, Founder and Creative Director Total Tool, Lorenzo Fassi, sound designer; Valerio Cometti, Founder and Creative Director at +V12design; Ergian Alberg, architect at AquiliAlberg architects; and Franco Costa, President of Costa Group, the meeting will focus on the redefinition of spaces and on the solutions able to reconcile aesthetics and functionality in the future premises.

Let's Get Digital" (21 June) will be entirely dedicated to the new frontiers of hospitality; a precious occasion to face the digital challenges of the next future receptivity, explored by professionals such as Anna Polonsky of the New York studio Polonsky&Friends; John Lettieri, Founder and President of Virtual kitchen & HERO; Patrizia Hofer, General Manager of St Regis Venice; Dino Borri, Eatly Global VP of Brand Partnerships and David Kaye, Brand Director of the Vietnamese hotel chain Wink Hotels.

Closing the webinar agenda, "**Change is Good**" (28 June); a day where Andrea Prevosti, General Manager Grand Hotel Parker's Napoli; Paolo Colapietro, Founder of Kuir Cloud Kitchen; Michael Cheng, Dean of the Chaplin School of Tourism and Hospitality; Aline Borghese, HOST Ambassador and journalist; Michael Jones, Editorial Director, Progressive Content and Edward Harvey, Founder of Elevate, will trace the paths of the New Normal - from consumer habits to space destinations - from the opportunities "hidden" in the word change.

Webinar: everything you need to know

The dates with the Host4Future webinars are June 7 to 28 every Monday at 4 pm CET, so that the entire audience may connect and enjoy the talks from all over the world. The webinars will be held in English on Zoom, in the presence of a panel of experts and professionals moderated by journalist Leiti Hsu, who has been, as well for this edition, confirmed as Host Ambassador in the BeMyHost project (<https://host.fieramilano.it/be-my-host/ambassador-2021.html>).

More info and subscriptions to webinar:
<https://host.fieramilano.it/eventi/webinar.html.html>