



**FIERA MILANO**



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**HostMilano 2023 consolidates as a global hub  
able to anticipate innovation in hospitality**

- *Over 180K professionals, more than 42% of them international from 166 countries; in addition to Europe, they came mostly from North and South America (1 in 10), the Gulf countries and Asia (1 in 5)*
- *High quality was the main feature of the more than 700 highly profiled hosted buyers and spontaneous buyers, represented by corporate decision-makers with high spending power*
- *An edition under the sign of preference for the experiential, as social media numbers also confirm: over 1.4M impressions for #HostMilano on Instagram*
- *Here, companies are able to preview innovations that meet the demands of evolving markets: according to research by TradeLab, 51% of Italians are ready to return to out-of-home spending, and 66% give more importance to the experience than to food and drink alone*

*Milan, 18 October 2023 - An experience on a par with the best editions, consolidating HostMilano's leadership as the **global reference hub** for innovation in professional hospitality, out-of-home and food retail. This was the most recurring comment among exhibitors and professionals during the closing day of the **43<sup>rd</sup> edition**, which ended yesterday at fieramilano in Rho.*

**More than 180,000** professionals attended, with the share of **international operators from 166 countries** standing out at more than **42%** of the total. In addition to European nations such as **Germany, France, Spain, Switzerland, and the United Kingdom**, relevant delegations were registered from **North and South America (1 in 10 visitors), the Gulf countries and Asia (about 1 in 5 visitors)**.

Beyond figures, the most striking feat was **the quality of the business meetings**, thanks to high profiling not only among the **more than 700 hosted buyers**, who arrived in Milan also thanks to the cooperation of **ITA-ICE Agency**, but also among the spontaneous visitors, often represented by corporate decision-makers with high spending power.

**Previewing new products that anticipate market trends**

And if some people have traveled many thousands of miles to get to Milan, even from as far as the **Fiji Islands, Swaziland (eSwatini) or Tanzania**, there is a reason for it: **HostMilano** is the event where top players from all over the world **preview their new technologies** to the point that, as foreign buyers themselves say, you can find **innovations not yet available in target markets** even for companies already in the country.



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Innovations set in contexts, and often in design-savvy ones, 'tell the story' of how products are responding to the desires of users: in fact, according to research presented at the event by **TradeLab**, **51%** of Italians are ready to return to spending in the out-of-home sector (the second largest item after travel), and **as many as two-thirds (66%)** place more importance on **an experience that triggers anticipation, expectation and curiosity - but at the same time is reassuring** - than on food and drink alone.

A propensity for storytelling that has been reflected in the dynamism of the social media. **On Instagram alone, #HostMilano exceeded 1.4 million impressions**, with the countries that followed the event the most on social media being **Italy, Brazil, the United States, Spain, France, and the United Kingdom**. The response in the mainstream media was also remarkable, with **1,342 journalists attending (279 of them international)** and **more than 5,000 quotes and articles**.

The 44<sup>th</sup> edition of HostMilano will be held **at fieramilano from 17 to 21 October 2025**.

**For real-time information on the upcoming edition:  
host.fieramilano.it, @HostMilano.**