



FIERA MILANO



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Press office

Host 2023 brings sustainable innovation to the forefront at a time when global markets are thriving

- *More than 1,800 exhibitors from 50 countries, with significant attendance from the U.S.A. and Europe.*
- *Highly profiled hosted buyers from 63 countries and particularly from North America and the Gulf countries, with a return from Asia*
- *In 2023, the food service equipment market will reach \$44 billion globally. Italy is among the leaders with a turnover of €4.56 bn in 2022*
- *The exhibition concept has consolidated the 3 macro areas Food Service Equipment-Bakery, Pizza and Pasta; Coffee-Tea, Bar-Coffee Machines-Vending; Gelato-Pastry; Furniture-Technology and Tableware, grouping vertical sectors by industry affinity*
- *Smart Label returns, the sustainable innovation award in collaboration with POLI.design and the patronage of ADI*

Milan, 20 July 2023 – From AI-based intelligent interfaces and automation to robots, up to responsible and sustainable solutions with an eye on the circular economy. Diverse formats meeting the consumer's need for meaningful experiences, in line with their lifestyle.

Sustainable innovation in all its facets is back in the spotlight [at fieramilano in Rho from 13 to 17 October with HostMilano](#), the world's reference event for professional hospitality, out-of-home and retail. Some **1,826 exhibitors** are registered to date, **40% international from 50 countries**: the **USA** is among the most represented non-European areas alongside the traditional presence of European manufacturers and in particular, in order - in addition to Italy - from **Germany, Spain, France, the USA, Switzerland, the Netherlands and the UK**, joined by **Turkey and China**.

In addition to thousands of professional operators from all over the world, Italian and international exhibitors will meet **buyers selected and profiled** directly by Fiera Milano **from 63 countries**, particularly from **Canada, the U.S.A., Central and South America** and the **Gulf countries**, and with a comeback of **Asian countries**. A scouting and selection effort that was made even more effective this year thanks to ongoing collaboration with the **ITA/ICE Agency**.

Such a vibrant environment reflects the **increasingly positive trend in professional hospitality**, from out-of-home consumption, which is close to touching new records, to machinery and technology production for professional kitchens and laboratories: recent research by **Future Market Insights** estimates that, for food service equipment alone, the value of the global market will reach **44 billion dollars** this year and will achieve **76 billion dollars in 2032**, thanks to a CAGR of **+5.6 %**. As for Italy, according to the **ANIMA-Assofoodtec Study Office**, food service equipment Made in Italy ended 2022 at **4,560 million euro, +4.5 %**.



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Data confirming **the pivotal role of Italian products**, which alone accounts for as much as **10% of the entire global food service equipment market**.

Three macro areas to enhance supply chain affinities

The **exhibition concept** has been consolidated, combining a comprehensive overview of professional hospitality as a whole with vertical insights into individual sectors, with a layout in **three macro areas that enhance supply chain affinity across specialized industries: Food Service Equipment-Bakery, Pizza and Pasta; Coffee-Tea, Coffee Bar-Vending Machines, Gelato-Pastry; Furniture-Technology and Tableware.**

Specifically, the sectors pertaining to the bar and the coffee shop world together make up **SIC**, the historic **International Coffee Exhibition** where all **the Italian and foreign companies in the supply chain are present**, from raw coffee to roasters to alternative extraction methods, and to machines for transforming the finished product into an infinite variety of solutions to satisfy customers who increasingly look at the 'black beverage' as a terroir, transforming it from a commodity to a true specialty, with knowledge on its origin, history and sustainability.

Sustainable innovation is also **the focus of more than 800 events**, addressing market needs ranging from show-cooking to training for architects. The **Smart Label - Host Innovation Award**, promoted by **HostMilano and Fiera Milano** in partnership with **POLI.design** and sponsored by **ADI - Industrial Design Association**, features **157 nominations** from Italy and abroad this year. International competitions, conferences and show-cooking events are also numerous. Of particular note is **Luxury Pastry in the World** organized by **Iginio Massari**, a hub of the most creative and innovative pastry that will host demonstrations, tastings and talks with **more than 20 among the most important pastry chefs** on the international scene.

In addition to the sustainable content of products and designs featured at the exhibition, **HostMilano** also promotes sustainability in its organization as part of **Fiera Milano's** ESG strategy. Specifically, the strategy includes initiatives to use renewable energy, reduce water and energy consumption, and recover materials used in exhibition installations, and a commitment to reduce greenhouse gas emissions by 50% by 2030 in line with the UFI - Global Association of the Exhibition Industry's **Net Zero Carbon Event** initiative.

For updated information: host.fieramilano.it; [@HostMilano](https://www.instagram.com/HostMilano).

Among the participants already registered in the various sectors the following are a few:

Food service equipment: Ali Group, Miele, Rational, The Middleby Group, Unox and Just Eat in the delivery world; **Bakery-Pizza-Pasta:** AB Mauri, Imperia & Monferrina, Polin, Tagliavini, Waico; **Coffee-Tea:** Costa Coffee (Coca Cola group), IMA, Julius Meinl, Kimbo, Caffè Vergnano; **Bar-Machine Coffee:** Bianchi Vending, The Cimbali Group, the Hoshizaki Brema Group, La Marzocco, SEB Group (WMF Schaerer Curtis); **Gelato-Pastry:** Babbi, Carpigiani, ISA, Milano Dispenser (Bras



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and Ugolini), Pregel, Unigrà - Master Martini; **Furniture-Technology:** Calligaris, Costa Group, Deliverect, EMU, iPratico, La Bottega dell'Albergo, Pedrali, Tecnoarredamenti; **Tableware:** Abert - Broggi 1818, Arcturus Group (Sambonet, Rosenthal, Paderno, Ercuis & Raynaud), Bormioli Luigi, Degrenne, Steelite.

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