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## Everyone is looking forward to HostMilano, on a 2023 market full of excitement

- *There are already more than 1,200 companies from 44 countries registered to participate, with significant international attendance from Europe and the US.*
- *Sustainability, digital transformation and more innovation to meet new challenges are the topics that will characterize the full schedule of meetings in collaboration with ANIMA, FCSI, FIPE and POLI.design*
- *Smart Label, the prestigious award for sustainable innovation in collaboration with POLI.design and the sponsorship of ADI is back*
- *There are also many partnerships on the Academy projects and quality events, including AFECH, ANIMA, APCI; FCSI, FIC, FIPE, FIPGC, and POLI.design*
- *In 2022, the Italian food equipment industry will be worth over 4.5 billion euros and grow by 4.5 percent; the world market will be \$36.80 billion in 2023*

*Milan, 1<sup>st</sup> March 2023* - The event was in **Dubai**, for the week dedicated to Food&Beverage. Thus, **the final rush towards HostMilano**, the world's leading platform for professional hospitality and out-of-home technologies, accessories and services that will take place at **fieramilano from 13 to 17 October 2023 kicked off at the Emirates Tower in front of the press and the sector operators** at a time when the industry is demonstrating all its resilience and further growth potential.

### Global leadership and growth

According to estimates by the **Ufficio Studi ANIMA**, the Italian food equipment sector ended 2022 with a turnover of **4,560 million euros**, up **+4.5 percent** compared to the previous year. Among the sectors in which Italy is among the world leaders are refrigeration technologies, which are close to two billion (**1,950 million euros and +5.1 percent** compared to 2021), and coffee machines and equipment, which close 2022 over half a billion, **545 million of which more than three-quarters are for exports**. Other professional food technologies reach a total of **233 million euros, 69% from exports**, while meat processing machinery growing by **+2.5 percent** to reach **275 million**.

Globally, The Business Research Company's **Food Service Equipment Market Report 2023** predicts that the market will grow by **+5.9 percent (CAGR)** from **\$34.74 billion to \$36.80 billion** in the year just begun. Considering the same compound growth rate, the value of global sales could reach **\$46.29 billion in 2027**. One of the main drivers, says the report, is the success of **food delivery**, which is growing in double digits and will end the year at **25 billion thanks to +10% growth** in Europe alone.

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### **Host 2023, where innovation gets a sneak preview**

In this scenario, Italian and foreign manufacturers are looking to **Host 2023** as the place where to **showcase a preview of their innovations**, as the numbers confirm: **more than 1,200** companies have already registered to date, and international companies, from **44 countries**, account for **45%** of the total participants.

The **U.S.** is among the most represented non-European areas alongside the traditionally strong presence of European manufacturer, particularly aside from **Italy, Germany, Spain, France, Turkey, Switzerland, the Netherlands and the United Kingdom.**

This is thanks to the event's formula, which combines a comprehensive overview of innovation across professional hospitality with vertical insights in individual sectors, thanks to a layout in **three macro-areas that enhance supply chain affinities between specialized compartments: Professional Catering; Bakery, Pizza, Pasta; Coffee, Tea, Bar, Coffee Machines, Vending; Ice-Cream, Pastry; Furniture, Technology, and Tableware**

In particular, the sectors related to the bar and coffee sectors together make up **SIC**, the historic **International Coffee Exhibition** that has always been an international reference point for the segment, where **all the Italian and foreign companies** in the processing chain participate.

Regarding the representation of the macro-areas, to date **51%** of the participants hail from the **Professional Catering-Bakery, Pizza, and Pasta segment; 31% from the Coffee-Tea, Bar-Coffee Machines, and Ice Cream-Pastry segment; and 18% from Tableware.**

### **An unparalleled series of workshops and engaging competitions**

In addition to the exhibition itinerary, at Host 2023 **innovation** will also be the common thread across the rich schedule of events. Featured **Smart Label - Host Innovation Award**, promoted by **HostMilano and Fiera Milano** in partnership with **POLI.design** and sponsored by **ADI - Association for Industrial Design.**

The award is dedicated to products and solutions that stand out in terms of **functionality, technology, environmental sustainability, ethics or social implications** in three categories: **Smart Label** for its characterizing innovative content, **Innovation Smart Label** for innovation that exceeds established trends, and **Green Smart Label** for eco-sustainability.

The contest open only to exhibitor companies and applications can be submitted until **30 April 2023**. In the previous five editions there were **more than 790** resulting in **256 award-winning products.**

Discussion at the highest level on trends and new techniques for the pastry industry will be held at **Luxury Pastry in the World by Iginio Massari**: "the master of masters" is back after the great success of the 2021 edition with a hub dedicated to the **most creative and innovative pastry-making**, which will host

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**demonstrations, tasting sessions and talks** featuring more than twenty of the most important **pastry chefs** on the international scene.

The cuisine of the future will be the focus of the **Academy FIC - Italian Federation of Chefs**. Over the five days of the event, masterclasses, training and important workshops will bring together partners, journalists, associates and enthusiasts to address **the pivotal issues of Made in Italy catering**. The goal: to follow up on the exponential growth of gastronomy offerings on the new markets.

Host 2023 will also be the stage for exciting world competitions by **FIPGC (International Federation of Pastry Gelato and Chocolate)**: fourth edition for both the **World Trophy of Pastry Gelato and Chocolate**, in conjunction with the **Bakery Chefs' Awards**, both for the **Cake Designers World Championship**. **The World Trophy of Professional Tiramisu** will also see the participation of the Italian Excellence Teams of FIPGC.

The collaboration with **FIPE - Italian Federation of Public Establishments** will take place during the event in a **"FIPE Lab"** which will introduce best practices, reports, meetings, workshops and innovative services dedicated to the sector, with the goal of responding to the evolution that the future demands in terms of **digital transition, sustainability, and skills: the great challenges of catering**. The partnership with **SCA - Specialty Coffee Association** will also be back and will hold several themed events at Host 2023.

Returning to Host 2023 is the **Food-Technology Lounge by ANIMA**, the Association of Miscellaneous Mechanics of Confindustria, a major reference point for Made-in-Italy technologies in the Food and Ho.Re.Ca. sectors in a location where to meet and get informed.

In the Lounge it will also be possible to find the best food technologies thanks to the presence of **EFCEM Italy** and to synergies with the ICIM Group and Eurovent. In addition, in the new 2023 edition the collaboration with **ICE Agency** will further increase its content and business opportunities thanks to the presence of foreign operators and industry analysts.

For design, another area in which HostMilano is increasingly a reference point and an event not to be missed are the **Design Talks**, once again in partnership with **POLI.design**. These refresher seminars are dedicated to architects and experts in the hospitality sector who will delve into the issues of sustainable innovation in design, concepts and formats. **FCSI - Foodservice Consultants Society International seminars** will also be full of events, including

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presentations, workshops and round tables, with the goal of defining together the future of hospitality even while networking in the informal setting of a daily **happy hour**.

The schedule is constantly being updated and will expand with more and more new events in the coming months. The path to the event also continues with collaborations with the most influential Italian and foreign trade associations, including **APCI - Associazione Professionale Cuochi Italiani (Professional Association of Italian Chefs)** and the Spanish **AFECH**, and with a strong commitment to strengthening the positioning through a relevant communication plan, presentations and events around the world and a major Ambassador program.

The **Road to Host** international presentation program has already reached several cities around the world, from **Chicago to Toronto, Abu Dhabi, Mexico City, Paris, Singapore, Dubai, Lyon, Paris, Orlando (Florida), Frankfurt and Düsseldorf**, to then return to **Dubai** at the end of February.

HostMilano will be held at fieramilano from 13 and 17 October 2023.  
For updated information: [host.fieramilano.it](http://host.fieramilano.it); @HostMilano.

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

**Professional catering:** Aligroup, Angelo Po, Baldassarre Agnelli, CFS Brands, Dynamic, Epta, Fagor Industrial Fimar, Fri-Jado, Hatco, Meiko Maschinenbau, Mkn Maschinenfabrik, Nilma, Oscartielle, Pacojet, Rational Italia, Sirman, Smeg, The Middleby Corporation, True Refrigeration Europe, Unox, Viessmann, and Winterhalter Italia; **Arte Bianca:** Imperia & Monferrina, Italforni Pesaro, Pizzamaster, Salva Industrial, Sigma, Tagliavini, UNIFILLER, Waico, Wiesheu, and Zanolli; **Coffee-Tea:** Ahlstrom-Munksjo, Caffè Carraro, Caffè Cagliari, Caffitaly System, Covim, Foodness Spa, Goglio, Gruppo Gimoka, I.M.A., Imperator, Le Piantagioni Del Caffè, and Torrefazione Portioli; **Bar-Coffee Machines:** Astoria, Bianchi Industry, Brema, Bunn-o-matic, Carimali, Eversys, Evoca, Franke Coffee Systems, Gruppo Cimbali, La Marzocco, La Spaziale, Marco Beverage Systems, Schaerer, Simonelli Group, Wega, and WMF; **Gelato-Pastry:** Babbi, Bravo, Bussy, Ciam, Clabo, Elenka, Ifi, Isa, Ugolini, Pregel, Vaihinger, Valmar Global, and Jordao Cooling Systems; **Furnishing:** Calligaris, Costa Group, Emu Group, Ke Protezioni Solari, Indel B, Nardi, Pedrali; **Tableware:** Dibbern, Seltmann, Hepp/WMF, RAK Porcelain Europe, RCR Cristalleria Italiana, REVOL Porcelaine, Rivolta Carmignani, Rosenthal, Sambonet Paderno Industrie, Serax, and Steelite International.