

**Press Office
Fiera Milano**

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 6992328
press.host@fieramilano.it

**Press Office
Il Quadrifoglio
Italy**

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

Fiera Milano S.p.A.
+39 02.4997.7134
fieramilano@fieramilano.it
fieramilano.it

Press office

Event factsheet

Host 2023

The event

Now in its 43rd edition, **HostMilano** is the world's leading platform for **professional hospitality and out-of-home technologies, products, formats and services**. It is held biennially (in odd-numbered years) at the FieraMilano district in Rho. [The 2023 edition is scheduled to take place from October 13 to 17 2023.](#)

The event offers a comprehensive overview of innovation in the above-mentioned industry sectors, with insights in each individual area, organized in **three main areas** by value chain affinity: **Professional Catering and Bakery - Pasta- Pizza; Coffee -Tea, Bar - Coffee Machines - Vending, Ice Cream - Pastry; Table-Technology-Contract Furniture.**

The Bar and Coffee sectors combine into **SIC - International Coffee Exhibition**, a global event that will collect all the Italian and foreign players along the whole value chain, from the green bean to the cup of coffee.

Exhibitors

Over 1,200 companies have already registered to date (February 2023). International brands, from **at least 44 countries**, account for **45% of the total**.

The **U.S.** stands out among the most represented countries, alongside a number of producers from Italy and European countries such as **France, Germany, the Netherlands, Spain, Switzerland, and the United Kingdom.**

Buyers

About 700 highly-profiled **hosted buyers** are expected from **63 countries**. Key targets include: distributors, food&beverage managers, retailers, exporters/importers; food service, out-of-home, retail and large-scale retail professionals; chefs, hospitality operators.

In the previous edition, buyers came especially from the **United States, Canada, the United Arab Emirates, and Russia.**

The Smart Label - Host Innovation Award (fifth edition)

Promoted by **HostMilano** and **Fiera Milano** in partnership with **POLI.design** and sponsored by **ADI - Association for Industrial Design**, [Smart Label - Host Innovation Award](#), the Host Innovation Award recognizes products and solutions that stand out in terms of **functionality, technology, environmental sustainability, ethics or social implications** in three categories: **Smart Label** for special innovative contents, **Innovation Smart Label** for innovation



FIERA MILANO



**Press Office
Fiera Milano**

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 6992328
press.host@fieramilano.it

**Press Office
Il Quadrifoglio
Italy**

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

Fiera Milano S.p.A.
+39 02.4997.7134
fieramilano@fieramilano.it
fieramilano.it

beyond established trends, and **Green Smart Label** for eco-sustainable features. The contest is reserved to exhibiting companies only, and applications can be submitted until **30 April 2023**. The previous five editions had **over 790** participants, with **256 awarded products**.

Partnerships and events

Host 2023 will host dozens of [international events and competitions](#), many of which organized with some of the most influential Italian and foreign trade associations, including:

- **“Pasticceria di Lusso nel Mondo”** by **Iginio Massari**, a unique format where the celebrated Italian pastry chef hosts national and international colleagues to innovate luxury pastry, combining technology and creativity
- **FIPE Lab**, [a space where the industry's best practices, reports, meetings, workshops and innovative services](#) will be presented in collaboration with **FIPE (Federazione Italiana Pubblici Esercizi)**, the Italian out-of-home federation
- **Themed events** on coffee, cappuccino and specialty coffee will be held in partnership with **SCA, the Specialty Coffee Association**
- **Food-Technology Lounge by ANIMA**, the employers' association of mechanics, will provide opportunities to share knowledge, network and keep professionally updated by delving into Made in Italy technologies, in collaboration with **EFCEM Italy** and **ICE Agency**
- **Design Talks**, in partnership with **POLI.design**, will offer refresher workshops to architects and hospitality experts, with insights into the issues of sustainable innovation in the various design, concepts and formats.
- **Workshops by FCSI - Foodservice Consultants Society International**, will try to outline the future of the hospitality industry with presentations, workshops and panel discussions.
- **Techno-Cooking**, in collaboration with **APCI - Professional Association of Italian Chefs**, will look into the potential of innovative technologies in the creativity of great chefs.
- **Championships** such as the [World Trophy of Pastry, Ice-Cream and Chocolate](#), [the Cake Designers World Championship](#), and [The World Trophy of Professional Tiramisu](#) will take place with the support of **FIPGC - Federazione Internazionale Pasticceria Gelateria Cioccolateria** (the International Federation of Pastry, Ice Cream, Chocolate and Confectionery)

Sustainability

Fiera Milano has started **measuring the CO₂ emissions** produced by the entire life cycle of each event using the **LCA (Life-Cycle Assessment) methodology**. The process is aimed at implementing specific energy efficiency measures to reduce the environmental impact of events. The initiative is part of a broader **Group Sustainability Plan**, in line with the objectives of UFI's global **Net Carbon Zero Events** initiative.

**Press Office
Fiera Milano**

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 6992328
press.host@fieramilano.it

**Press Office
Il Quadrifoglio
Italy**

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

Fiera Milano S.p.A.

+39 02.4997.7134
fieramilano@fieramilano.it
fieramilano.it

Companies

To name a few, players already registered in the different sectors include:

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, Winterhalter Italia; **Arte Bianca:** Imperia & Monferrina, Italforni Pesaro, Pizzamaster, Salva Industrial, Sigma, Tagliavini, Unifiller, Waico, Wiesheu, Zanolli; **Caffè-Tè:** Ahlstrom-Munksjo, Caffè Carraro, Caffè Cagliari, Caffitaly System, Covim, Foodness Spa, Goglio, Gruppo Gimoka, I.M.A., Imperator, Le Piantagioni Del Caffè, Torrefazione Portioli; **Bar-Macchine Caffè:** Astoria, Bianchi Industry, Bras/Ugolini, Brema, Bunn-o-matic, Carimali, Eversys, Evoca, Franke Coffee Systems, Gruppo Cimbali, La Marzocco, La Spaziale, Marco Beverage Systems, Schaerer, Simonelli Group, Wega, WMF; **Gelato-Pastry:** Babbi, Bravo, Bussy, Ciam, Clabo, Elenka, Isa, Pregel, Vaihinger, Valmar Global, Jordao Cooling Systems; **Furniture:** Calligaris, Emu Group, Ke Protezioni Solari, Indel B, Nardi, Pedrali; **Table:** Dibbern, Seltmann, Hepp/WMF, RAK Porcelain Europe, RCR Cristalleria Italiana, REVOL Porcelaine, Rivolta Carmignani, Rosenthal, Sambonet Paderno Industrie, Serax, Steelite International.

HostMilano will be held at FieraMilano from 13 to 17 October 2023.

For updated information: host.fieramilano.it; @HostMilano.

[Download the HostMilano brochure](#) to get all the figures of the 2021 edition.