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Host 2025: the organization engine revves up for the next edition of the world's leading event in professional hospitality and food retail

- *900 companies already registered, 44% international: Spain, Germany, France, the U.S. and the Netherlands stand out, confirming the steady growth of HostMilano and its internationality I*
- *The multi-sector exhibition concept is further enriched with MIPPP (white art technology show) in collaboration with the SIPAN Consortium*
- *The rich schedule of events, including Smart Label - Host Innovation Award, starts being outlined, as the Road to Host 2025 journey continues to unfold*

Milan, 16 May 2024 – With one year and a half still to go, figures are already relevant and marked by internationality, as the exhibition concept continues to grow, especially with the **enhancement of the White Art sector** thanks to an agreement with the **SIPAN Consortium**.

These are some of the strengths of **HostMilano**, the world's leading event in professional hospitality and food retail, organized by **Fiera Milano**, starting off on its [journey towards Host 2025](#), which will be held **at fieramilano in Milan-Rho from to 17 to 21 October next year**.

An increasingly international edition

From top players to niche outperformers, from Italy and around the world, exhibitors will bring life to a multi-sector exhibition concept **combining a complete overview of innovation throughout professional hospitality with vertical insights in individual sectors**, divided into [three macro-areas that enhance value chain affinities between specialized sectors](#): **Food Service Equipment, Bakery Pizza Pasta; Coffee-Tea, Bars-Coffee Machines-Vending, Gelato-Pastry; Furniture-Technology and Tableware**.

*“Thanks to the efforts of our entire team, with a year and a half still to go, the exhibition can already count on **more than 900 companies registered**, of which **nearly 400 (44 percent)** are international, from the five continents,” comments **Simona Greco, Owned Exhibitions Director, Fiera Milano**. “Currently the most represented countries are, in order, Spain, Germany, France, the U.S. and the Netherlands. Although 2023 was still a transition year, the results of the last edition motivated us to start again immediately to prepare Host 2025, and today they are visibly reconfirmed by the quantity, and above all the quality and internationality, of the companies that have already registered.”*

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The White Art consolidates thanks to a partnership with the SIPAN Consortium

The exhibition's success builds on a concept **able to constantly evolve** in order to anticipate and meet the ever-changing needs of all stakeholders along the value chains. One of the new features of Host 2025 will be a consolidation of the White Art area, as the vertical trade show **MIPPP - Milano Pane, Pizza Pasta** is joined by **SIPAN**, a consortium with **more than 60 leading Italian technology providers** for this industry, who will bring **next-generation innovation** to Host 2025.

The Bakery industry lends itself particularly well to **hybridization**, from retail to artisan workshops to industrial bakery. Enhanced by the presence of the SIPAN Consortium member companies, the organic expansion of the MIPPP format will open up **new opportunities for internationalization** on the exhibitor side, while on the visitor side it will **broaden the audience of professionals** with more bakers, distributors, retailers from around the world.

The rich schedule of events starts being outlined

In the meantime, the **schedule of events** begins to take shape. In this edition too, it will provide an opportunity to delve into and anticipate the most interesting trends with data, research, meetings with leading experts, live experiences and exciting competitions.

Smart Label - Host Innovation Award will be in the spotlight, the award dedicated to innovation in professional hospitality promoted by **HostMilano and Fiera Milano** in partnership with **POLI.design** and with the patronage of **ADI - Association for Industrial Design**, together with the **Design Talks** meetings, dedicated to architects and designers that will attract this additional target of professional visitors to the exhibition.

However, must-see events will enrich **all sectors**. Performances by **the world's best baristas** will emphasize gourmet coffees, coffee mixes and new extraction methods, while the greatest **international pastry masters** will amaze visitors with their incredible creations blending bold ingredients and classic recipes, including through exciting **championships and competitions**.

There will be no shortage of **starred chefs**, established or emerging, but always successful, who will share their secrets in exciting as well as instructive **show-cooking events**, and **pizza masters** who will delight and fascinate the public with the most contemporary and innovative reinterpretations of this great icon of Italian cuisine, up to in-depth meetings with experts, organized in collaboration with partner associations.

Just to mention a few examples, the partnership with the **Accademia Maestri del Lievito Madre** and its insights into the myriad declinations of leavened products, starting with the 'king' panettone, increasingly seen as a cake for all seasons. Or again, **SCA - Specialty Coffee Association** will bring to Host 2025 excellence in coffee



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and the growing professionalism of *baristas* with world-class events that are already arousing great expectations among coffee lovers.

Meanwhile, **Road to Host 2025** keeps going, the international journey to the next edition that includes **workshops and networking moments** in **North and South America, Europe, the Gulf Countries and the Far East**. After the recent events in **Toronto and Chicago**, the next stops include **Copenhagen** in Europe and **Riyadh** in the Middle East, among others.

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