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HostMilano and Consorzio SIPAN join forces to revamp MIPPP - Milano Pane Pizza Pasta, the new international bakery reference

Milan, 18 June 2024 – Bringing to life **an international reference in bakery events**, and filling a representation gap in Europe, by making Italian excellence and foreign players meet with **a wider audience of operators** –from global buyers to artisans from Italian regions.

This is the aim of the agreement signed between **Fiera Milano Spa**, the organizer of **HostMilano**, the world's leading event in professional hospitality and food retail – [at fieramilano in Rho from 17 to 21 October 2025](#) – and **Consorzio SIPAN**, the consortium that will bring the **leading Italian companies** in systems and technologies for the **White Art** in the exhibition's historic dedicated area, **MIPPP – Milano Pane Pizza Pasta**.

A combination revamping MIPPP as an international bakery reference

The participation of member companies will consolidate an already rich parterre of **top Italian and foreign players** flanked by the most interesting emerging, niche and excellent companies, thus bringing even greater attention to **next-generation technologies** such as automations and sustainable solutions.

The revamped **MIPPP – Milano Pane Pizza Pasta** will allow exhibitors to intercept new targets of Italian and foreign visitors in the **food retail, large-scale retail and out-of-home markets**, while it will add value to novel geographies with a strong tradition, such as **Southern Italy**: suffice it to say that South and Islands are the territory with the most bakeries in the country, **over 2,800** compared to less than 2,500 in the second densest, the Northwest (*source: Businesscoot*).

Andrea Gaibazzi, President of Consorzio SIPAN, commented: *“Italy hasn't had so far a truly international bakery-focused event. HostMilano's global leadership in Ho.Re.Ca. allows us to reach out to players from different sectors and markets, which increasingly see bakery as a cross-industry factor in food retail: for a wide range of operators, from artisans to small industries, this will be a unique opportunity to discover innovative technologies to develop their business.”*

In addition to the exhibition part, **MIPPP** will also feature its own **top-notch reference event** in the [event schedule in progress](#) in all sectors, which will share data, trends and education through show-cooking moments and speeches by industry leaders.

A new business opportunity for a growing sector

For operators of all sizes, the revamped **MIPPP – Milan Pane Pizza Pasta** will represent an unmissable business opportunity in a fast-growing industry: the world



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market for bread and bakery products is estimated at **\$500 billion** and it is expected to grow annually by **6.37 percent** by 2028, reaching **\$640 billion** (*source: Statista Market Insights; Exactitude*). In 2027, Europe alone will be worth **\$272 billion** – more than half of the current global total – thanks to a **3.2 percent CAGR** (*source: Analytics Research Consulting*).

As for **retail sales** alone, the worldwide value exceeds **\$218 billion** and will reach **\$291 billion** in 2030: sales are distributed in similar proportions (about 30 percent each) among **large-scale retail, bakeries and online** (*source: CMI*).

Looking at the Italian market, **46,000 companies** generated revenues for **€13 billion** euros in 2023. **Over 24,000 bakeries** exist in Italy, about **20,000 being workshops and 4,100 retail outlets**, producing a total of **216 tons** of industrial bread and **1.5 million tons** of fresh bread (*source: AIBI; FIPE*).

Promotion starts today

The agreement with Consorzio SIPAN, and the consequent reshuffle of **MIPPP**, will be presented with specific events in conjunction with the most important international appointments as part of **Road to Host 2025**: the journey toward the next edition featuring **networking opportunities** with a special focus on **North and South America, Europe, Gulf countries and the Far East**.

After the recent dates in **Toronto and Chicago**, the next stops include **Denmark and Turkey** in Europe; **Riyadh, Jeddah, Dubai and Qatar** in the Middle East; **Singapore, Japan and China** in Asia; **Montreal, Las Vegas, Colorado Springs and Atlanta** in North America; and **Brazil and Mexico** in Latin America.

To date, **more than 900 companies** are already registered to **Host 2025**, with about **400 of them (44 percent)** from overseas.

For updated information: www.host.fieramilano, @HostMilano, #HostMilano.

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