

Ufficio stampa
Fiera Milano

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

Fiera Milano S.p.A.
+39 02.4997.1
fieramilano@fieramilano.it
fieramilano.it

Ufficio stampa / Press office

In Dubai, HostMilano unveils business opportunities for GCC countries in hospitality, out-of-home and retail

- *Asia and the European Union are the most dynamic regions globally, while the most relevant sectors are Furniture and Tableware, and Food Service Equipment*
- *EU-GCC trade in the sectors represented at HostMilano is worth 1.31 B€ in 2023, rising to 1.6 B€ in 2027 (CAGR +6.2 percent)*
- *Italy is a leading country in many sectors, with exports of HostMilano products to the GCC worth nearly 400 million euros, especially food service equipment, bakery and pastry machines, and coffee machines*
- *To date, more than 1,200 companies have already registered in Host 2025, with about 40 percent of them being international from 43 different countries.*

*Milan-Dubai, 6 November 2024 – **Gulf countries** are increasingly in the spotlight. On the 16th of October, the first bilateral summit **between the EU and the GCC** (Gulf Cooperation Council, the organization that brings together the 6 states of the region) was held in Brussels. On the table was a rich trade exchange where the main product category in European exports is **machinery**, worth **38.8 billion euros** (source: European Commission).*

In this scenario, [HostMilano](#), the world's leading exhibition for hospitality, out-of-home, and retail equipment, products and services, meets today in Dubai with operators, institutions, media and stakeholders in the region to present business opportunities of the industries represented in the **Fiera Milano-owned exhibition**, whose next edition will be held [at fieramilano - Rho from 17 to 21 October 2025](#).

According to a recent analysis by ExportPlanning, the global output of the industries featured at **Host 2025** reached **234.4 billion euros** in 2023, with a **42.1 billion euro** growth over the past 4 years (CAGR +5.1 percent). The lion's share was taken by **food service equipment**, with **99.4 billion euros** (23.2 billion higher than in 2019, CAGR +6.9 percent).

Regarding exports, all **HostMilano sectors** were worth **166.5 billion euros** globally last year, and they are expected to see a further increase of **36.4 billion euros** (CAGR +5.1 percent) by 2027, **to exceed 202 billion euros**. Driver areas will be **Asia and the European Union**, with **+24** and **+10.3 billion euros** respectively. By industries, the highest export value is featured by **Furniture and Tableware** with **105.2 billion euros** in 2027 (+18.3 billion compared to 2023, CAGR +4.9 percent). **Food service equipment** is also noteworthy, with **85.4 billion euros in 2027**, more than 16 billion euros higher than today (CAGR +5.4 percent).

Back to the EU-GCC interchange, HostMilano sectors generated **1.31 billion euros in 2023**, a value that will rise to 1.6 billion euros in 2027 thanks to a 6.2

**Ufficio stampa
Fiera Milano**

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

Fiera Milano S.p.A.
+39 02.4997.1
fieramilano@fieramilano.it
fieramilano.it

percent CAGR. The main markets are **the United Arab Emirates** with **612.2 million euros** (791 million in 2027, CAGR +6.6 percent) and **Saudi Arabia** with **455.9 million euros** (598.9 million in 2027, CAGR +7.1 percent).

Regarding **Italy** in particular – a leading country in several sectors – **exports to the GCC** were worth **395.3 million euros** in 2023 (445 million in 2027, +12.5 percent by the end of the period considered).

Food Service Equipment takes center stage among sectors, and it will increase from **224.7 million euros** in 2023 to **245.3 million euros** in 2027 (+9.2 percent by the end of the period considered). In the same time frame, **Bakery and Pastry Machinery** will increase from **30.9 to 32.6 million euros** (+5.5 percent), and **Furniture and Tableware** will rise from **51.4 to 59.8 million euros** (+16.3 percent). However, the best performer will be **Coffee Machines**, growing from **86.8 to 107.3 million euros** (+23.6 percent).

These industries are also among the most representative **Host 2025** sectors, with **Food Service Equipment** confirmed to be among the most relevant. The strong **focus on bakery** is reflected in the agreement signed with the **SIPAN Consortium**, which will see the presence of the top Italian machinery manufacturers for this industry, and in a **dedicated brand identity** that repositions and strengthens the historic **MIPPP - Milano Pane Pizza Pasta**.

In turn, the pivotal role of the **Bar, Coffee Machines and Vending** sector is highlighted by its organic growth in synergy with the **Coffee-Tea** area in the equally historic **SIC - Salone Internazionale del Caffè** and will be sealed, in the next edition, by the long-awaited return to Milan of the **World Barista Championship™**, organized by SCA.

The entire exhibition concept, that encourages cross-selling between supply chains thanks to **three macro-areas that add value to vertical sectors**, will complete a unique offer in terms of completeness in the international exhibition scene. As of today, **more than 1,200 companies** have already registered for **Host 2025**, with about **40 percent** of them being international from **43 countries**, besides Italy.

The 44th edition will be held at **fieramilano - Rho from 17 to 21 October 2025**.

For updated info: host.fieramilano.it, @HostMilano.

Press Office Fiera Milano

Rosy Mazzanti – Simone Zavettieri
M [+39 335 6992328](tel:+393356992328) – Simone.zavettieri@fieramilano.it

Press Office Alessia Rizzetto

Alessia Rizzetto, M +39 3495284994
Gerardo Mauro, M +39 3288948120
press.host@fieramilano.it, alessia@allessiarizzetto.com