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Fiera Milano

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Ufficio stampa / Press office

New features and buyers from around the world for Host 2025, the world-leading event for professional hospitality

- Organized by Fiera Milano, Host currently has over 1,200 registered companies, around 40% of which are international from 43 different countries. These companies will meet with business decision-makers from around the world, including profiled buyers from 75 countries
- Bakery is at the forefront with the MIPPP – Milano Pane Pizza Pasta hall, supported by an agreement with Consorzio SIPAN, which brings together leading Italian companies in industry technologies
- Also in the spotlight is the long-awaited return to Milan of the World Barista Championship™, organized by SCA, which testifies to the growth of SIC - Salone Internazionale del Caffè
- High-profile content will be featured, as well as business opportunities, thanks to a rich program of events ranging from hot topics to advanced training for industry professionals, to competitions and high-level training, in which Smart Label - Host Innovation Award stands out

Milan-Dubai, 6 November 2024 – Less than a year before the ribbon-cutting ceremony **HostMilano** - the world's leading event for professional hospitality, away-from-home and retail, **organized by Fiera Milano** - chooses **Dubai**, in the heart of one of the most dynamic regions on the planet, to present to international stakeholders the [44th edition, which will be held at fieramilano - Rho from October 17 to 21otto October.](#)

To date there are already **more than 1,200** registered exhibitors, **40% of whom are international from 43 countries**. An internationality that is also reflected in the **profiled, high-budget buyers from 75 countries**: purchasing managers and corporate decision-makers who come **from all over the world**, from Europe, the United States, Canada or Brazil to those who travel many thousands of kilometers to get there from places as far away as Samoa or Fiji.

This meeting of global supply and demand reflects a market of great significance: according to a recent study by analyst **ExportPlanning**, in 2023 the global value of the industries represented at HostMilano was **234.4 billion euros** (CAGR +5.1% between 2020 and 2023). Of this, **€177 billion** is represented by international trade, which is estimated to reach **€216.3 billion in 2027** (CAGR 5.1%).

A unique exhibition concept that enhances cross-selling

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A unique business and networking opportunity, thanks to the exhibition concept that combines a comprehensive overview with vertical insights, [enhancing industry affinities](#).

There are important news for the historic vertical exhibition **SIC - Salone internazionale del Caffè**, which will be particularly in the spotlight at the long-awaited return to Milan of the [World Barista Championship™](#), organized by SCA. SIC will be developed in synergy with the [Bar, Coffee Machines-Vending](#) and [Coffee-Tea](#) areas. Focused on promoting excellence in coffee and the professional development of *baristas*, the WBC is the competition par excellence of the seven **World Coffee Championships**, hosted at some of the world's coffee events, and is considered **the most important coffee competition in the world**.

Among the new features of **Host 2025** is the strong [focus on 'Arte Bianca](#), with a dedicated brand identity that strengthens the historic **MIPPP - Milano Pane Pizza Pasta**. Next year, the vertical show will also be able to count on the membership of the **SIPAN Consortium**, strong of **leading Italian companies** in technologies for the sector, a driving force to make **Host 2025 the only show that presents** next-generation innovation.

Bakery is a sector that lends itself particularly well to hybridization, from retail to laboratories to industrial bakery: on the exhibitor side, the organic expansion of the MIPPP format will open up new opportunities for internationalization, while on the visitor side it will broaden the audience of professionals: bakers, distributors, retailers and more from around the world.

Beyond business opportunities, high-profile content

HostMilano has always been characterized by being not only the meeting place par excellence between supply and demand, but also an appointment dedicated to [high-profile content](#): a preview of international scenarios, changes and evolutions of consumption models, and **new hospitality formats** ranging from competitions to debates on **hot topics** and the sharing of **data and analysis** with the most authoritative experts, to **high-level training** that includes a real **full immersion (and training credits)** for professionals in the sector.

The seventh edition of [Smart Label - Host Innovation Award](#) will take center stage, the recognition promoted by **HostMilano** and **Fiera Milano** in partnership with **POLI.design** - School of High Specialization of the Milan Polytechnic University - and under the patronage of **ADI - Association for Industrial Design**, that promotes **sustainable innovation** in HostMilano sectors. The nominated projects will explore the four macro-areas **Smart Label, Innovation Smart Label, Green Smart Label and Special Mentions**, focusing on cutting-edge technologies such as IoT, automation and artificial intelligence, as well as **sustainability**, which has always been the basis of the award. Again in collaboration with POLI.design, and under the patronage of **NEWH - The Hospitality Industry Network**, design themes will also be explored in depth in the [Design Talks](#) meetings.

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However, unmissable events will be presented in **all sectors**. Just to name a few, the partnership with **the Accademia Maestri del Lievito Madre (Masters of Mother Yeast Academy)** and its lunges into the myriad declinations of leavened products will culminate in the **Panettone World Championship 2025** hosted at the event, with **12 national** teams competing from around the world.

If performances by the **world's best baristas** will exalt gourmet coffees, coffee mixes and new extraction methods, **the greatest international pastry masters** will amaze with their incredible creations that blend bold ingredients and classic recipes, also through exciting **championships and competitions**.

There will be no shortage of **starred chefs**, established or emerging, both successful, who will share their secrets in exciting as well as instructive **show-cooking**, and **pizza masters** who will delight and fascinate the audience with the most contemporary and innovative reinterpretations of this **great icon of Italian cuisine**.

An exhibition that lasts 365 days a year

Meanwhile, **Road to Host 2025**, the international path to the next edition that includes **networking moments** with special focuses on **North and South America, Europe, Gulf countries and the Far East**, continues. After the events in **Toronto, Chicago, Copenhagen, Riyadh** and today's stop in Dubai, the next stops include **Atlanta, Houston and Chicago** in the United States, **Geneva** in Europe and **Jeddah** in the Middle East, among others.

A project that fits into the **HostMilano** concept of a **"fair 365 days a year,"** which also includes **an observatory on world markets** supported by an extensive multilingual communications program that reaches highly profiled operators from around the world.

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

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

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