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**HOST2021 MARKS THE RELAUNCH OF THE CATERING INDUSTRY, IN PERSON AND IN COMPLETE SAFETY, WITH A MENU OF 800 MEETINGS AND 1,344 BRANDS FROM 43 COUNTRIES**

- *The event will take place at fieramilano from today to 26 October 2021*
- *Together under "one roof": Professional Catering; Bakery, Pizza and Pasta; Coffee, Tea, Barware, Coffee machines and Vending, with the historic SIC (International Coffee Exhibition); Ice Cream and Pastry; Furniture, Technology and Tableware*
- *HostMilano is taking place simultaneously with TUTTOFOOD and MEAT-TECH*
- *Events include the SMART Label – Host Innovation Award, Luxury Pastry Around the World by Iginio Massari and the SCA World Coffee Championships.*

*Milan, 22 October 2021* - For the catering industry universe, the time has finally come to restart. In complete safety, and in person. This is confirmed by data and by the number of exhibitors, stakeholders and buyers who will meet starting from today at **HostMilano (at fieramilano, until October 26th)**; from Professional Catering to Bakery, Pizza and Pasta; from Coffee, Tea, Barware, Coffee machines and Vending, with the historic SIC (International Coffee Exhibition) to Ice Cream and Pastry, not forgetting Furniture, Technology and Tableware

On the other hand, **the PwC Italia Studies Office** underlines, the *restart* of going out for all the hospitality macro-areas is in full swing. Although 97.5% of restaurateurs reported a decline in revenue in 2020, 2021 figures show a +82.7% increase in Q2 2021 compared to the same period last year. The same positive trend applies to Italian exports of Professional Catering, which in the first three months of 2021 recorded an increase of 20.8% in value terms compared to Q1 2020, also surpassing pre-Covid levels (with a 7.5% growth over the same period in 2019).

Moreover - underlines the PwC survey - by 2024 a return to accelerated development rates is expected for world trade: among the most dynamic segments are Professional Catering (+6.9% average annual growth in value in the period 2021-24) and the sale of Coffee and machines (+7% average annual growth). Also in the Italian sphere, exports of hospitality services will be led by the Coffee and Machines, Bakery and Pastry sectors.

With its 1,344 brands, the event once again is confirmed as the global hub of equipment, where the stars will be all the key players in the world of professional hospitality. This will be a privileged observatory where the most important

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companies from Italy, Europe and the rest of the world will be able to discuss and bring themselves up to date on the state of the art of the sector in terms of technological innovation of products and services, but also outline together the scenarios that will shape professional hospitality in the future.

**More than one in three companies are foreign**

1,344 exhibitors, 433 of whom are from abroad (with an **international percentage of 32%**), representing 43 countries (among the most common are markets such as Germany, France, Spain, USA, Portugal, the Netherlands, Greece and the United Kingdom). In terms of product categories, Professional Catering and the area dedicated to Barware, Coffee Machines and Vending together account for two thirds of what's on offer at the exhibition, while the proposal for Furnishing, Technology and Tableware is also plentiful.

Among the companies present, just to name a few, the **top ones in each sector** including: Ali Group, Sirman, Rational Italia, MKN Maschinenfabrik, True Refrigeration e Viessmann per la Ristorazione; Tagliavini, Italforni, Sigma, Jac, Imperia & Monferrina, Dr. Zanolli, Ab Mauri for the Bread Pizza and Pasta sector; Isa Spa, Frigomeccanica, Babbi, Cesarin, Criocabin, José Julio Jordao for Bakeries and Pastry; Gruppo Cimbali, Nuova Simonelli, Evoca Group, Astoria, Franke Kaffeemaschinen, Marco Beverage System for Barware, Coffee Machines and Vending; Hausbrandt, Caffè Borbone, Gruppo IMA, Brambati, Caffè Vergnano, Gruppo Gimoka, Cafes Novell for Tea and Coffee; Abert Broggi Villeroy & Boch, Bormioli Rocco, Tognana, Sambonet Paderno, Rosenthal, Dibbern, Steelite for Tableware; Costa Group, Pedrali, Emu, Tecnorredamenti, Calligaris and Zucchetti Horeca for Furniture and Technology.

On the buyer front, thanks to the continuous support of **Agenzia ICE**, there are **top buyers** from areas such as the United States, Russia, Canada and the Middle East as well as the main European countries. In addition to these, there are operators arriving thanks to countless partnerships with some of the most important **Italian and international associations**, including:

FCSI - Foodservice Consultants Society International, AFEHC, Restaurants Canada, BAC - Baking Association of Canada, IDC-Interior Designers of Canada, NEWH-The Hospitality Industry Network, OCSA-Ontario Convenience Store Association, CICC - Convenience Industry Council of Canada, CAMA - Canadian Automatic Merchandising Association), FEDA - Foodservice Equipment Distributors Association, SEFA - Supply and Equipment Foodservice Alliance, NYCHA - New York City Hospitality Association, NEWH - The Hospitality Industry Network, ACHIGA - Asociación Chilena de Gastronomía, ACODRES - Asociación Colombiana de la Industria Gastronómica, Asociación Mexicana de Restaurantes, FEHGRA - Federación Empresaria Hotelera Gastronómica de la República Argentina.

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**HostMilano and TUTTOFOOD will be held simultaneously**

Among the novelties of this edition is the contemporaneity with TUTTOFOOD, the leading event in Italy for the agri-food ecosystem, and with MEAT-TECH, the event dedicated to technologies for meat processing and ready meals. This is an important synergy between two complementary worlds, agri-food and hospitality, which expands business prospects for all players in the sector.

Among the most important events are Iginio Massari with **'Luxury Pastry Around the World'** and the **SCA World Coffee Championships** (the Specialty Coffee Association represents thousands of coffee professionals, from producers to baristas all over the world) and **SMART Label - Host Innovation Award**, the competition open to all innovative companies that interpret the trends that will shape tomorrow's industry: from energy saving to the use of green materials and solutions, from the focus on hygiene to user-friendly technological solutions, from the renewed attention to customization to the flexibility of product use. But between cooking shows, seminars and other meetings, there are **more than 800 meetings** that will accompany the business opportunities during the five days of the exhibition.

HostMilano takes place at fieramilano from today, Friday 22, to Tuesday 26 October.

For updated info: [host.fieramilano.it](http://host.fieramilano.it), @HostMilano.