

in Milano



International Hospitality Exhibition
23_27.10.2015 fieramilano



Official Partner



MILANO 2015
1 MAY • 31 OCTOBER

Host

Innovation Internationalization Quality

5
days.
The ultimate
market-place for:

Meeting purchasing managers from 162 countries.

Contacting increasingly well informed, demanding professionals in search of fresh new ways to do business.

Launching new trends.

Analyzing trends on the Italian and international market.

Sizing up the competition.

Setting up meetings to build customer loyalty and create new business.

Accessing training and learning opportunities.

3
macro-areas
devoted to professional
hospitality.

1
Food service equipment
Accessories, equipment,
systems, machines.

Bread | Pizza | Pasta
Accessories, equipment,
machines, products.

3
Furniture
Contract, interior design,
outdoor design,
bathrooms, wellness,
lighting technology, furnishing
accessories, technology.

Tableware
Supplies, accessories.



2
Coffee | Tea
Accessories, machines,
products, roasting.

Bar | Coffee machines |
Vending solutions
Accessories, equipment,
coffee machines, beverages.

Gelato | Pastry
Accessories, equipment,
machines, products.



97%
were fully satisfied.
Source: survey on
business conducted
during the exhibition.

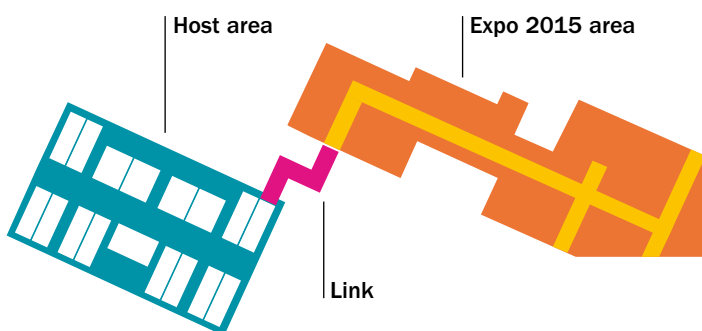
What do Host exhibitors say?
Are you satisfied?
97% yes, completely satisfied.

Would you recommend
others exhibit at Host?
97% yes.

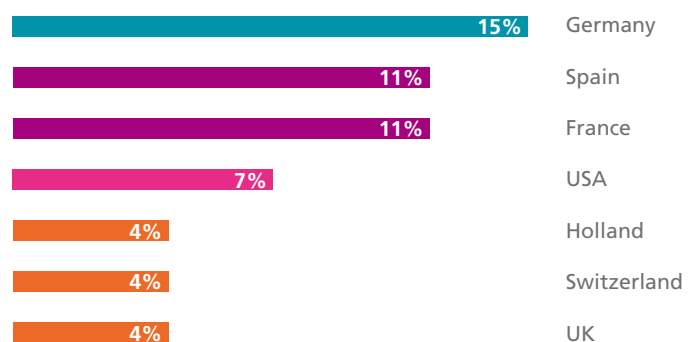
Did you generate business?
93% yes, I entered into
important relationships.

Were the people you met
valid professionals?
95% yes, international and
high-profile.

Host 2015 and Expo 2015 display area



Top 7 countries in terms of numbers of exhibitors



For 38 years, Host has been the undisputed leader of the hotel, restaurant and catering sector, including foodservice, retail, large-scale distribution and hospitality. The market-place for high-quality business on an international scale.

1,700

exhibitors from 48 countries.

+ 6.5% compared to Host 2011.

559 international exhibitors.

12 exhibition halls.

133,000

trade professionals from 162 countries.
81,400 Italian.
51,600 international.

- Distributors, retailers, exporters, importers.
- Restaurants, pizzerias, kebab and fast-food businesses.
- Self-service restaurants, corporate canteens, hospitals, cinemas, museums.
- Bars, pastry shops, ice cream shops.
- Large-scale distribution, shopping centers.
- Architects, designers, contractors.

- Chefs.
- Butchers, meat processors, bakers.
- Installers, technicians.
- Hotels, hotel chains, hospitality businesses, cruise ship companies, airports, stations.
- Wellness centers, gyms, spas.
- Consultants, services.

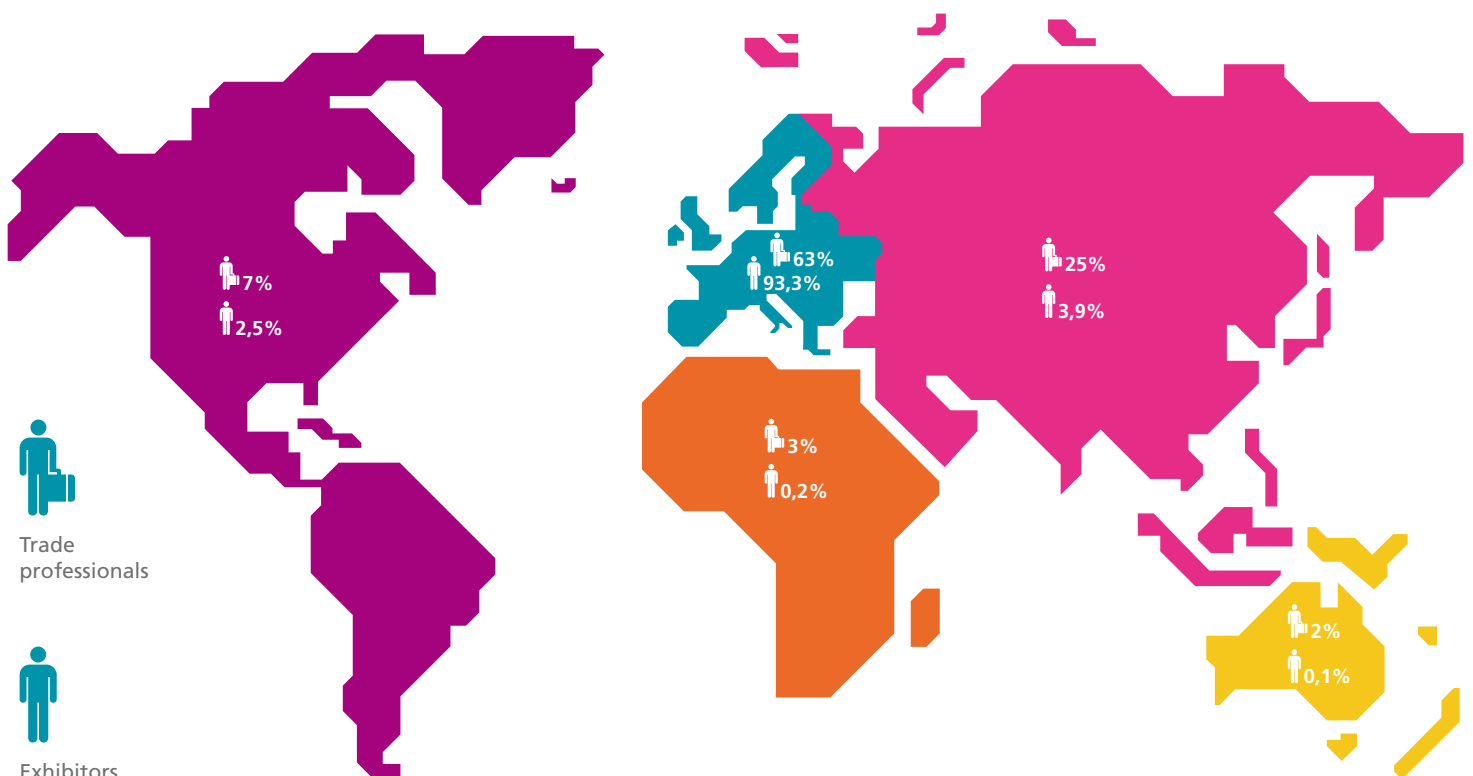
1,500

hosted buyers.

38,400

business meetings thanks to the Expo Matching Program.

Meet the world



Host Observatory.

2,000,000 euros invested in promotion.

Host is a business platform and a wellspring of vital information that is immediately accessible across the entire network.

Through sector studies, partnerships with trend-setters and contacts with internationally credentialed opinion leaders, the observatory constantly monitors the status of the entire supply chain, providing an overview of ever changing scenarios, consumption patterns and new hospitality formats.

The clear-cut editorial plan, the exhibition website, the newsletters and the social networks offer countless brilliant tips and tricks for tackling the market.

Road shows and themed events represent unmissable opportunities for sizing up the competition and training.

Smart Catalog.

For staying in touch with Host 365 days a year, no matter where you are.

Smart Catalog: the new, smart search engine and virtual market-place which gathers together the latest from the retail and the hotel, restaurant and catering sector related to Host and its exhibitors.

1,890,497 pages indexed by the search engine

103,409 social media postings, including:
• 8,911 video-clips
• 73,575 images

News, videos, social media postings, photos, websites and much much more! Use your smart phone or tablet to access the Smart Catalog and get all the latest news about your specific business.

Events.

When business drives culture and steals the scene.

More than 400 special events are scheduled to take place, including seminars, workshops, performances and competitions.

In 2015, the program will include: Celebrity chefs and master patissiers will showcase their skills in high-profile show cooking demos: an exclusive show for the Foodservice equipment sector.

The best gelato, chocolate and pastry Masters will cast the spotlight with top performances at the technical and artistic level.

The coffee, bar and vending machine sectors will feature major international events involving the leading stakeholders, baristas and trainers from all over the world

New formats and an award for innovative technology will round off Host's mission to enlighten, educate and entertain.

Food Hospitality World.

Host - the International Hospitality Exhibition, merges with Tuttofood - food processing exhibition - in order to create Food Hospitality World.

Food Hospitality World was established with the aim of introducing Italian companies to the world in order to promote excellence in some of the most interesting growing markets: India, Brazil, South Africa, China. An internationalisation strategy has been developed with the following steps:

- Identifying local partners who have consolidated experience in the industry;
- Evaluating the most promising sectors;
- Developing trade fairs of international importance.

Next scheduled events:

China: Canton, 11_13.11.2014

India: Mumbai, 22_24.01.2015

Brazil: San Paolo, 17_19.03.2015

South Africa: Cape Town, May 2015

www.fhwexpo.com



Tailor-made services.

Anti-counterfeiting on-line help-desk

Host supports exhibitors with invaluable information on patent protection, and much more. The service can be accessed on-line immediately and will continue for the duration of the exhibition.

On-line pre-registration and advance ticket sales

Host offers visitors tickets at early bird rates and exhibitors better chances of making useful client, customer and business contacts.

Special services for exhibitors

Special services can be purchased directly on-line to ensure that exhibitors make the most of their trade show experience.