

TUTTOFOOD MILANO

International
Food Fair



fieramilano
17-20 may 2021

Adding
value
to taste

MEAT/GROCERY/SEAFOOD/DAIRY/FRUIT/WINE/DRINK/SWEET/HEALTH/DIGITAL/PASTA/
OIL/FROZEN/WORLD/SERVICES&MISCELLANEOUS

ITA[®]
ITALIAN TRADE AGENCY



FIERA MILANO

The Exhibitors of TUTTOFOOD 2019

3.079

BRANDS from 43 Countries

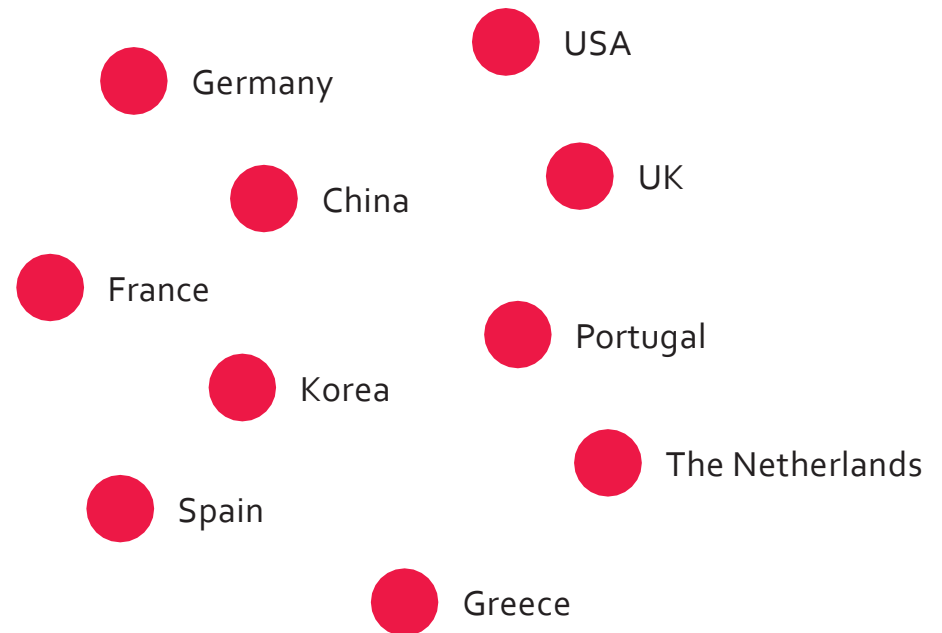
84%

Italy

16%

International

TOP 10 COUNTRIES



The Exhibitors of TUTTOFOOD 2019

All **3.079** brands have represented the entire sector of national and international production of food and beverages in the following sectors:



TUTTOSWEET



TUTTODAIRY



TUTTOFROZEN |
TUTTOSEAFOOD



TUTTOHEALTH |
TUTTOFRUIT |TUTTODRINK



TUTTOMEAT



TUTTOWINE



TUTTOPASTA |TUTTOGROCERY |
TUTTOOIL



TUTTOWORLD



TUTTODIGITAL

Results 2019: over 82 thousand professionals

82.551

From **143** Countries

77%

Italy

23%

International

+27%

USA

+6%

Europe

+3%

Asia

+4%

Oceania

TOP 10 COUNTRIES

— USA

— Germany

— China

— UK

— Japan

— Russia

— Spain

— The
Netherlands

— France

— Canada

The Professionals of TUTTOFOOD 2019

Who they are

Importers and wholesalers

Buyers of national and international large-scale distributors and mass retailing

Representatives of the Ho.Re.Ca sector and travel catering buyers

Managers of restaurants, bars, hotels and canteens

Producers of raw materials

Providers of services

National and international chefs

Gourmet

Enogastronomic opinion leaders

E-commerce and new technology specialists

Top buyer: the incoming project

over

1.500

buyers of which **89%**
new from **103 Countries**

A thorough selection is carried out by a network of dedicated consultants present throughout the world with the support of ITA (Italian Trade Agency) which analyses and selects high-profile buyers in the following categories:

Distributors, importers
and wholesalers

Deli stores

Food Service

E-commerce

Top buyers 2019: focus abroad

EUROPE

Auchan
Azbuká Vkusá
Bergfood
Bofrost
Bravo
Burger King
De Kweker
Eroski
Fallon & Byrne
Fozzy Group
Galleries
Lafayette
Heino
Jumbo
K&F De Pauw
Klion
Linella
Magasin Du Nord
Mercadona
Mercator

Ocado
Recheio
Silpo
Sonae MC
Spar

ASIA

Bio c' Bon
Carrefour
City Super
Emart
Food Clubs
Hankyu
Lotte Foods
Lotus
Metro Mon Épícier
P – Mart
Secoma
iSetan - Mitsukoshi
Shibuya
Tmall Com

SOUTH AFRICA

Spar
Woolworths

MIDDLE EAST

4 Corners
Lu Lu Group International
Shufersal

AUSTRALIA AND NEW ZELAND

Bidfood
Foodchain

USA AND CANADA

Atalanta
Fairway
Fresh Direct
Lucky's Market
Costco Wholesale
Fortino's

Hero
Le Groupe Saga
Metro Mon Épícier
Pusateri's
Sysco

LATIN AMERICA

Auto Mercado
Dufry
El Palacio de Hierro
Grupo Riquelme
Hortifruti Fartura Rua
do Alecrim

MY MATCHING



**The innovative
match-making
system which
enables exhibitors
and buyers to meet**

13.609
meetings generated

My Matching is an innovative match-making system which puts exhibitors and buyers in touch.

My Matching promotes the meeting of market offer and demand, facilitating B2B dialogue and the development of concrete business opportunities.

For exhibitors My Matching was an excellent tool to get to know and meet the best international and Italian retailers, find potential clients and discover the most profitable markets for their activities.

By setting up their own agenda, buyers and exhibitors can organise their visit to the trade fair in advance, performing searches according to product, industry sectors and countries, by directly contacting companies of interest and arranging meetings.

Why use MY MATCHING



For more business opportunities

BEFORE
the event

REGISTER

Fill out your profile in
My Matching

DURING
the event

MEET

Contact and meet
buyers and exhibitors
during the event

AFTER
the event

DEVELOP YOUR BUSINESS

Evaluate arranged meetings
and stay in touch with
exhibitors and buyers you
are interested in

RECOMMENDED BUYERS:

Companies also have the chance to specify their most important and/or potential clients and invite them to visit the event as "hosted buyers" at TUTTOFOOD.

The Buyer Office evaluates applications and contacts selected buyers.

Social network: TUTTOFOOD results 2019

2.1 M

People reached
out to on the internet

1 M

IG Stories
views

500K

Total interactions
TUTTOFOOD

144K

@COOKIESSBAKERY
TOP IG Stories

11.7K

Contents on the
exhibition

MOST FREQUENTLY USED WORDS

WORLD | MILAN | TUTTOFOOD2019 |
round table | FOOD | Chairman of the Board |
Antonio Cannavacciuolo | INNOVAZIONE |
INTERNATIONAL TRADE FAIR | Alessandro Borghese

TOP NEWS

La Repubblica
Il Giornale
Corriere della sera
La Stampa
Sole 24 ore

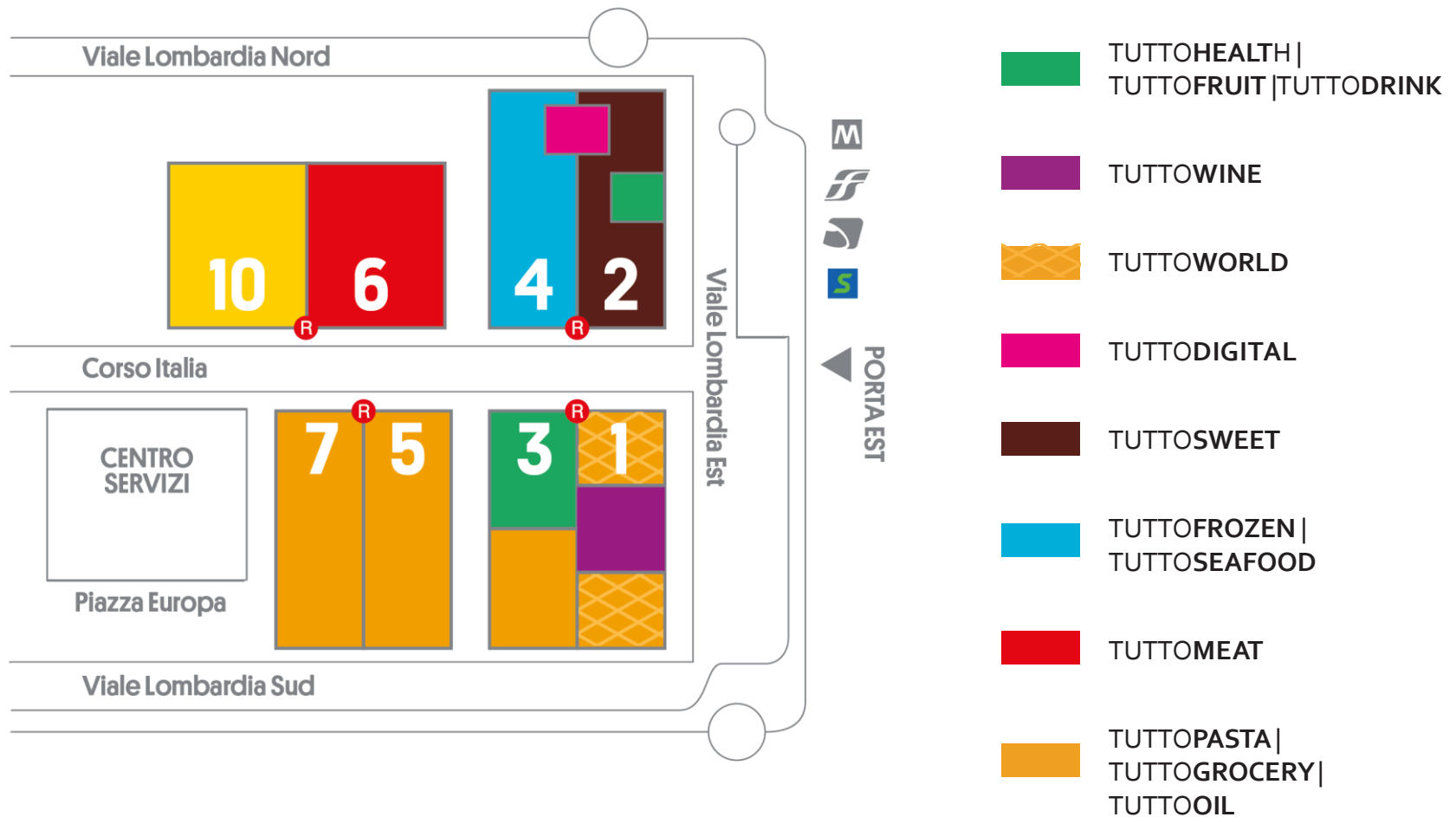
MOST INVOLDED COUNTRIES



TUTTOFOOD

2021

New features of the exhibition : the layout



All-round communication

MONTHLY NEWSLETTER

sent to all DB of the event

ROADSHOW

To focus our attention on selected and important markets

WEBSITE

Renewed and as user-friendly as ever

TARGETED INITIATIVES

on consolidated markets and opening to new businesses: USA, Canada and Middle East thanks to dedicated events, promotion and scouting on visitors, buyers and associations

SOCIAL ADVERTISING PLANNING AND SOCIAL MEDIA MANAGEMENT

Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube to update the community

DEDICATED APP

An integrated tool to have everything a click away, starting from the agenda with meetings organised during the event

MEDIA PLANNING

On over 300 newspapers with a reinforced presence on international ones

EVENTS AND SPECIAL INITIATIVES

A mix of training appointments and events on all current hot topics

GOOGLE AND RE-TARGETING CAMPAIGN

A useful tool for boosting the exhibition in a targeted and selective way

PRESS OFFICE

Constant updating with the market, a constant eye on trends, ideas and all the latest

Partner associations

Assica

Federbio

Aidepi

Unione Italiana Vini

Unionalimantari

Arrivederci
save the date

17-20
MAGGIO
MAY

**20
21**

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