



TUTTOFOOD  
MILANO WORLD FOOD EXHIBITION

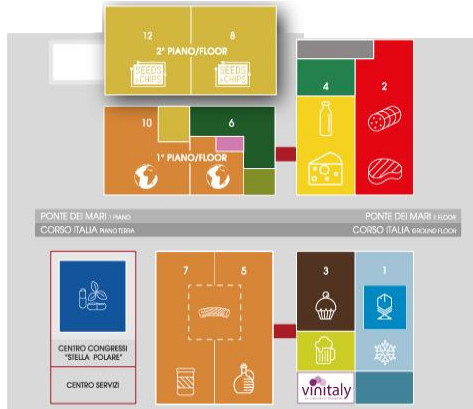
TUTTOFOOD 2017

Focus **Bakery**



# FOCUS TUTTOBAKERY

# TUTTOFOOD 2017: bakery sector



**EXHIBITION AREA**  
1.340 SQM

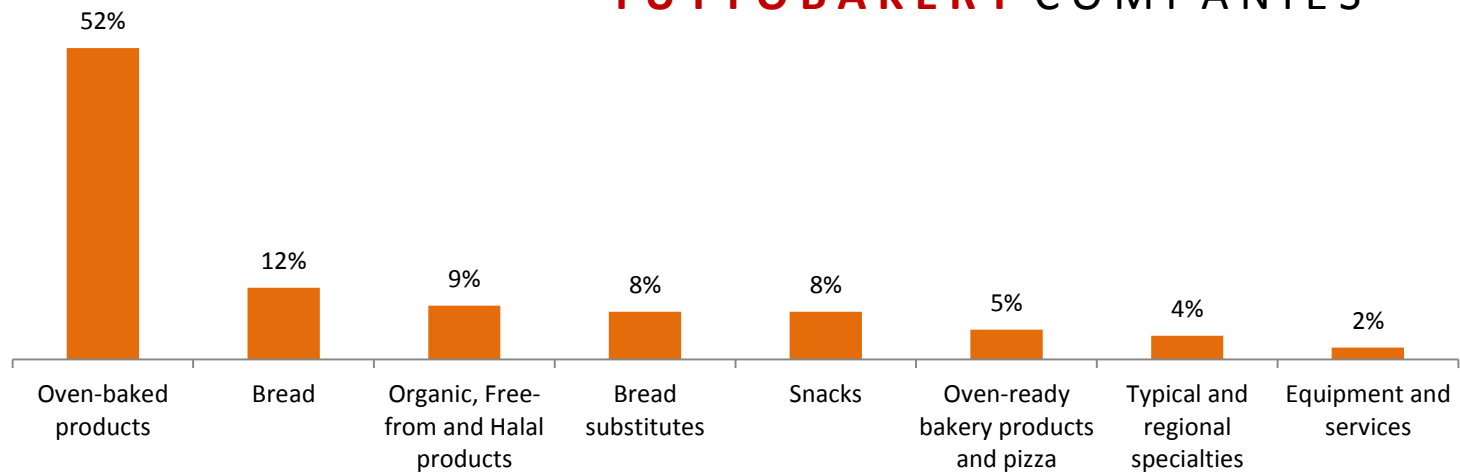


**81 % NATIONAL**

**19 % INTERNATIONAL**

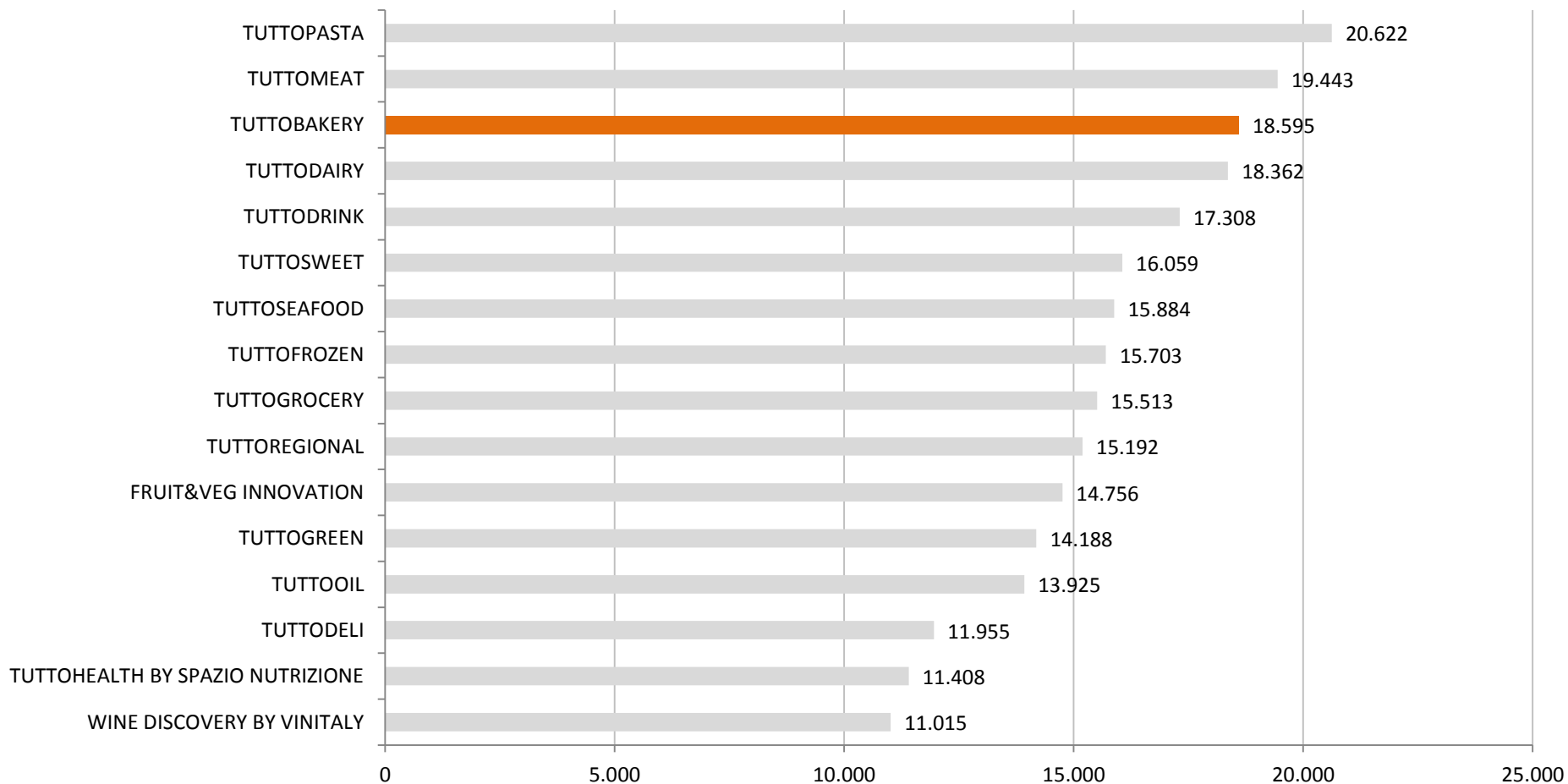
**EXHIBITORS**  
100 COMPANIES

## TUTTOBAKERY COMPANIES



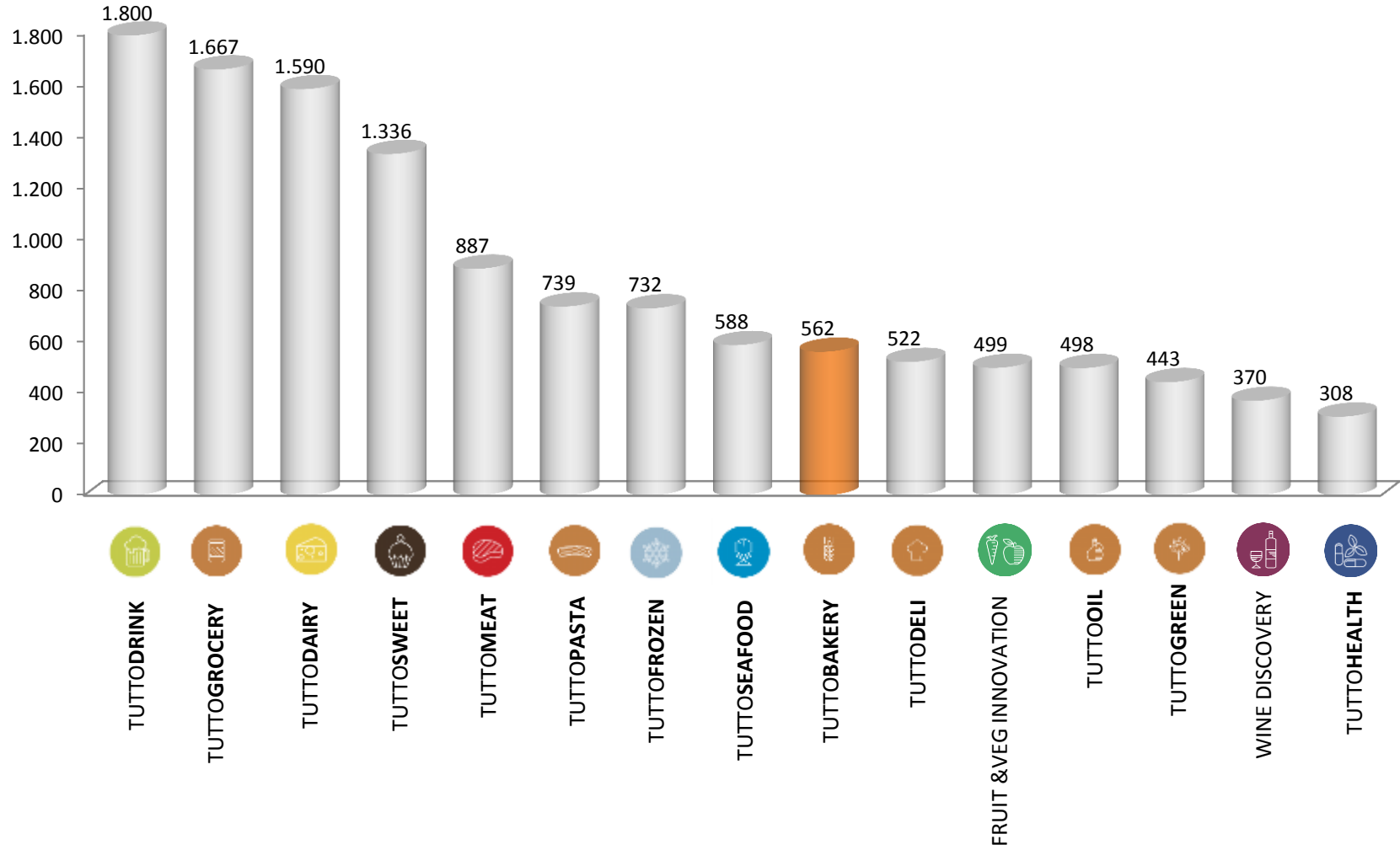
# What Visitors are looking for

Professionals' sector of interest at TUTTOFOOD 2017 (multiple choice) - N. Of preferences received by each sector



# What Buyers are looking for

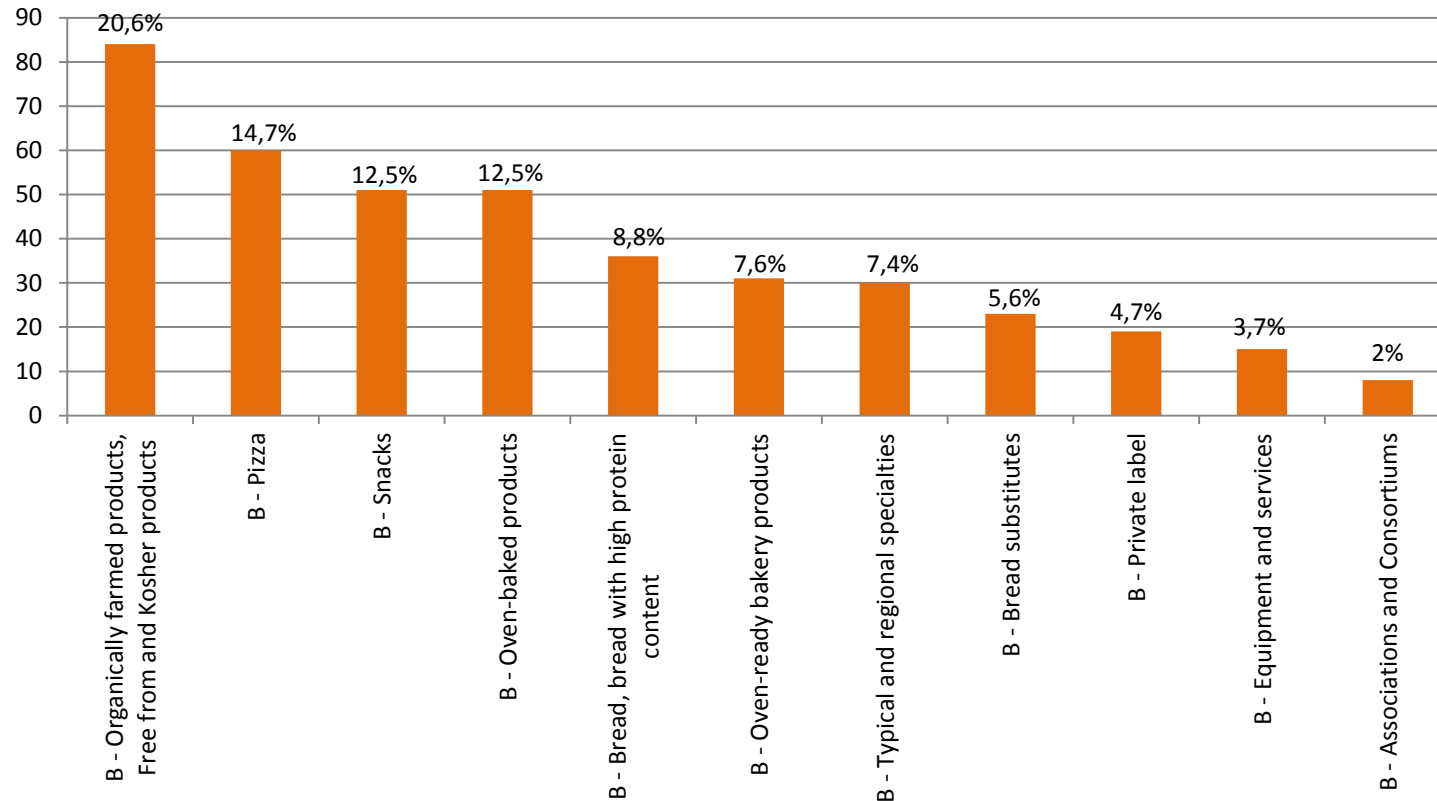
Buyers' sector of interest at TUTTOFOOD 2017 (multiple choice)



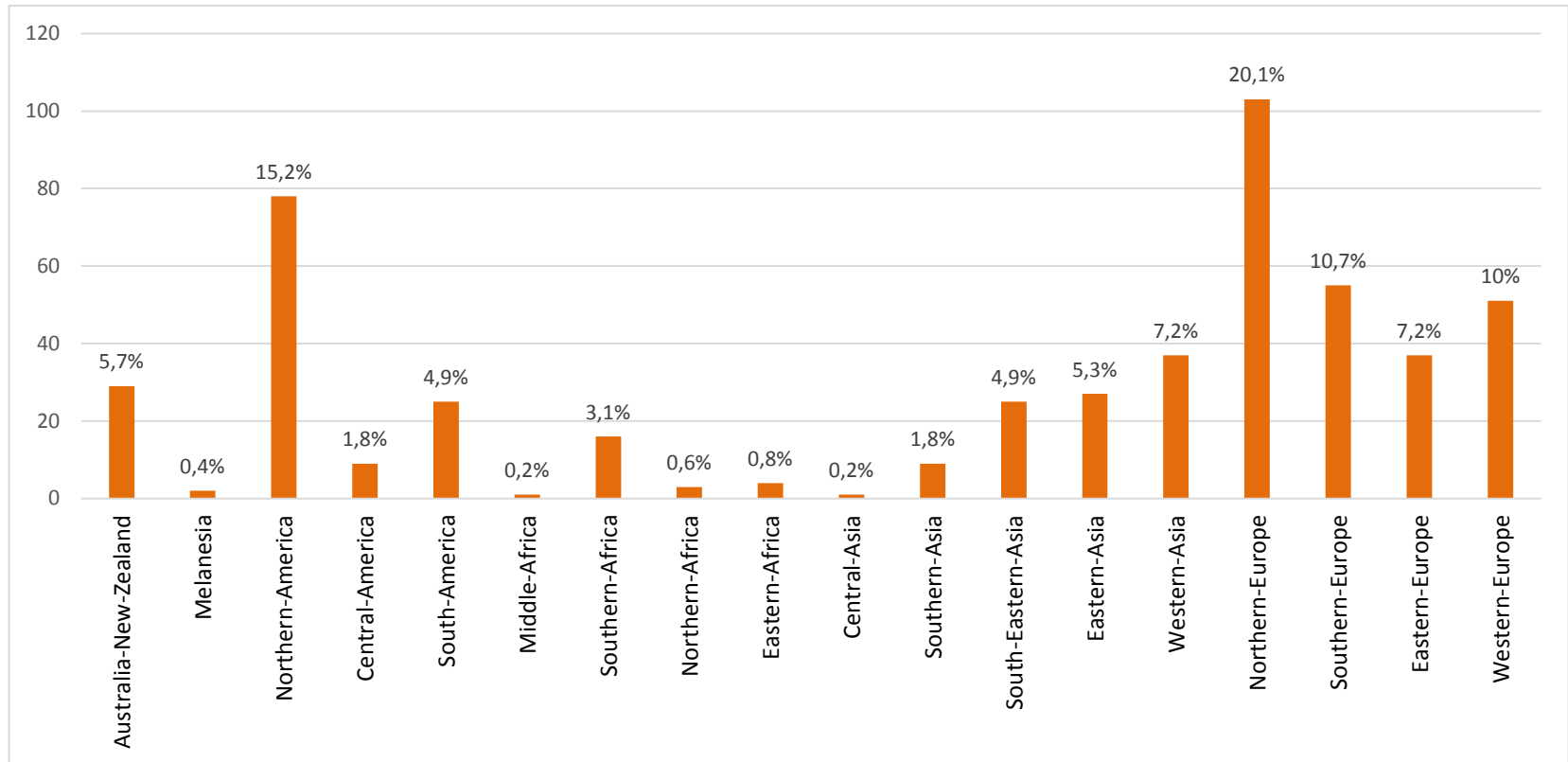


# TUTTOBAKERY – Product negotiations

The **most interesting products** searched by the **Buyers** at TUTTOFOOD 2017 (multiple choice)



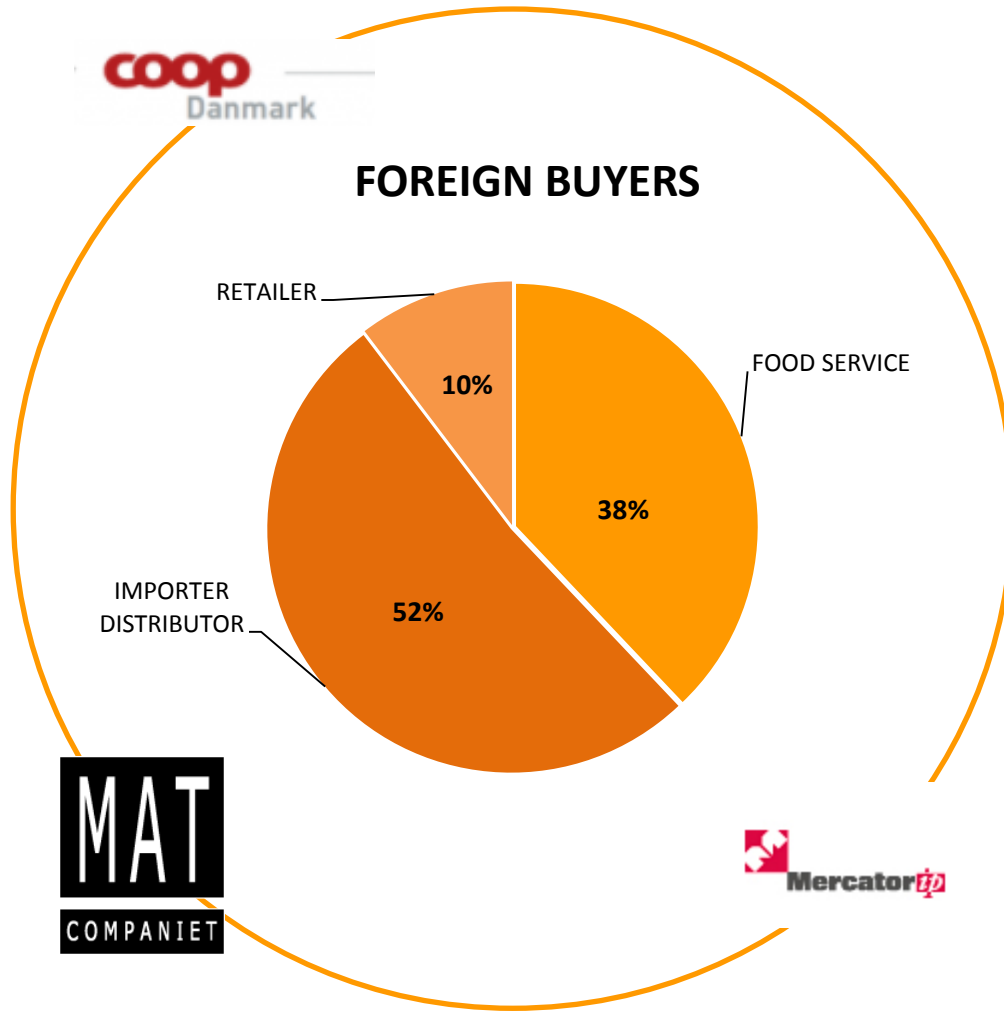
# Geographical areas interested in TUTTOBAKERY



## Top 10 Countries

*United States, United Kingdom, Canada Sweden, Ireland, Netherlands, Italy, Germany, New Zealand, Singapore*

# Top Hosted Buyers of TUTTOBAKERY











TUTTOBAKERY

TUTTOMULTI



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