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TUTTOFOOD IS BECOMING INCREASINGLY INTERNATIONAL AND MEETS STAKEHOLDERS IN SINGAPORE

- *Through intensive networking, **TUTTOFOOD** will identify high-profile foreign buyers and quality international exhibitors directly in markets of interest in Singapore*
- *The next event is at fieramilano from May 8-11, 2023 with a comprehensive trade offering, dozens of events, exhibitors from more than 30 countries and buyers from all around the world*
- *Highlights of the 2023 edition include the Retail Plaza format, dedicated to innovative retail and large-scale retail, and the Better Future Award, which recognizes the best sustainable innovation solutions*

Milan/Singapore, September 5, 2022 - The internationalization journey of **TUTTOFOOD**, the leading agribusiness hub in Italy and among the top three in Europe, continues.

From today until Thursday, September 8, **TUTTOFOOD2023 is present at the Singapore Food edition of FHA (Hall. 5, stand 5L4-14)**. This presence that will be an opportunity for **intensive networking activities** with a twofold objective: on the one hand, to identify and **select new, highly profiled buyers directly in the target markets**; and on the other hand, to **meet potential international exhibitors** with quality offerings to further expand the wide range of innovative products presented at the event.

This in Singapore is only the most recent stop in a roadshow that sees **TUTTOFOOD** presenting its strengths to potential exhibitors and international buyers at several of the world's most important industry events, including repeated appearances in North America, **Chicago and New York** and those planned in the Middle East as well as in Canada.

With one of the most comprehensive exhibition offerings, more than one hundred events, exhibitors and buyers from all over the world, **TUTTOFOOD** is an international Food & Beverage hub in the heart of Europe, **in Milan**, one of the world's great gourmet metropolises and the recognized capital of Italian Style. The next biennial edition, **at fieramilano from May 8-11, 2023**, aims to reconfirm the important pre-pandemic numbers. To date, **about 600** companies have already registered, and growing, from more than 30 countries and particularly from North America, Europe and Southeast Asia, while buyers from 111 countries around the world are expected.



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One of the latest updates for the next edition is the addition of, **TUTTOFRUIT**, an area focused on the fresh fruit and vegetable market as well as cutting-edge IV grade (minimally processed, ready-to-use or fresh cut) and V grade (pre-cooked) produce, which complements other recently launched sectors such as **TUTTOHEALTH**, **TUTTODIGITAL** and **TUTTOWINE**. The strengthening of long-standing sectors also continues, including **TUTTODAIRY**, **TUTTODRINK**, **TUTTOFROZEN**, **TUTTOGROCERY**, **TUTTOHEALTH**, **TUTTOMEAT**, **TUTTOOIL**, **TUTTOPASTA**, **TUTTOSEAFOOD**, **TUTTOSWEET**, **TUTTOWORLD**.

Another of the exhibition's assets is its extensive program of events. **Retail Plaza** is the format, unique in the industry, that brings to the forefront the living voices of industry players. Not only does Retail Plaza identify trends, but it also offers **meaningful solutions** that help companies proactively respond to evolving consumers and markets thanks to the **large number of expert buyers** available at Retail Plaza to discuss issues rarely addressed in other settings.

Innovation and sustainability will then be the stars of the **Better Future Award**: now in its second year, the award recognizes products and solutions that propose innovative responses to the needs of **all-round sustainability, not only environmental but also ethical and social**, with an approach that **TUTTOFOOD** has pioneered. Among the most qualifying points of the **Better Future Award** are an independent jury composed of authoritative international experts, guaranteeing the objectivity of the choices, and a strong partnership with **Gdweek and MarkUP**, trade publications of reference for organized distribution in Italy and bearers of unique expertise in the selection of innovative products.

TUTTOFOOD is also distinguished by its numerous and qualified collaborations with trade associations, sector analysts, the academic world, as well as with **ICE-ITA Agency**, which collaborates in the scouting of **highly profiled international buyers**. Within this framework, **Asia** has been one of the main focuses of the event for several editions.

TUTTOFOOD 2023 is taking place at fieramilano from May 8th-11th, 2023.
For the latest information visit www.tuttofood.it, @TuttoFoodMilano.