

HostMilano and TUTTOFOOD together to conquer North America

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- A joint presence in the U.S. and Canada allowing to create new business opportunities for players of all supply chains, to do networking with trade associations and meet with potential exhibitors and visitors
- With more than 500 buyers and 115 exhibitors from North America in the last two editions, HostMilano and TUTTOFOOD are a fundamental trading hub with such an important market
- The overall exchange between Italy and North America deriving from the supply chains represented by these two exhibitions of **Fiera Milano** is worth over 6.5 billion euros and will reach more than 8.5 billion in 2025

Milan, May 9, 2022 – **Fiera Milano** teamed up to land in North America with its two leading events to promote “world-to-world” exchange with one of the most important global markets for the industries of Food and professional hospitality: TUTTOFOOD, the B2B event for the agro-food ecosystem (from May 8 to 11, 2023 at fieramilano) and HostMilano, the main exhibition for the out-of-home sector (also at fieramilano, from October 13 to 17, 2023).

Both events have been present in these markets for several years and this spring will be involved in the region’s two main B2B events dedicated to food equipment and out-of-home. The goal is to support the business of operators in this strategic market by creating a network with trade associations and meeting companies, both as exhibitors and visitors, during the most important moments of encounter on the territory.

The relevance of HostMilano and TUTTOFOOD for North American operators is confirmed by the last two editions, attended by more than 500 top buyers and 115

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TUTTOFOOD MILANO

fieramilano May 8-11, 2023

exhibiting companies from the USA and Canada.

Food & Food Service, stars of the exchange

The huge numbers highlighted by data from ExportPlanning support the centrality of an event like TUTTOFOOD for the exchange with North America: altogether these two markets are worth 5.9 billion, destined to become 7.7 billion in 2025 (CAGR 6.9%).

The trade between Italy and the USA in 2021 was close to 5 billion euros (4,976 million), of which over 96% are exports from Italy for a record value of 4.8 billion.

On the other hand, the trade with Canada amounted to approximately 1 billion (943 million). Once again, more than 97% is represented by Italian exports. By 2025, the two values will reach 6.4 billion for the United States, with a compound annual growth rate (CAGR) of +6.6%, and 1.3 billion for Canada (CAGR +8.3%), respectively.

As for imports, last year the value for the United States was around 182 million euros.

Also with respect to the supply chains present at HostMilano, ExportPlanning data confirm the importance of participating in order to take advantage of such an important market: in 2021 the value of bilateral flows was 653 million euros, mainly exports, and is destined to grow to 861 million in 2025, with a CAGR (compound annual growth rate) of +7.2%.

In 2021, the exchange between Italy and the USA was worth almost 556 million euros, of which about 546 million were exports from Italy. According to the expectations for 2025, exports will reach 711 million euros (CAGR: +6.8%).

The exchange with Canada is more contained, with an amount of 97.7 million euros in 2021, once again referring almost entirely to flows from Italy. Over the next four years, exports will exceed 143 million euros (CAGR: +10.1%).

The overall exchange with respect to the supply chains represented by both events has a current value of more than 6,550 million euros, which will reach more than 8,560 million in 2025. A great opportunity for business development, at a time in which uncertainties at international level require operators to reposition themselves on increasingly solid and stable markets.

TUTTOFOOD 2021 will take place at fieramilano from May 8 to 11, 2023.

HostMilano will be held at fieramilano from October 13 to 17, 2023.

For more info:

www.tuttofood.it, [@TuttoFoodMilano](https://www.instagram.com/TuttoFoodMilano); www.host.fieramilano.it, [@HostMilano](https://www.instagram.com/HostMilano)