

HostMilano and TuttoFood look to conquer North America

13/05/2022 – Event / Hospitality / Tuttofood / HostMilano / Fiera Milano / North America / US / Canada



Fiera Milano has landed in North America to promote its two leading events TuttoFood, the B2B event for the agro-food ecosystem (8–11 May 2023), and HostMilano, the main exhibition for the out-of-home sector (13–17 October 2023), to one of the most important global markets for F&B and hospitality.

The event organiser's goal is to support the business of operators in the strategic North American 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.

Both events have been present in North American markets for several years, and 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 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 €7.7bn in 2025 (CAGR 6.9 per cent).

Trade between Italy and the USA in 2021 was close to €5bn, of which over 96 per cent were exports from Italy for a record value of €4.8bn.

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

As for imports, last year the value for the United States was around €182m.

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 €653m, mainly exports, and is destined to grow to €861m in 2025, with a CAGR of +7.2 per cent.

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

The exchange with Canada is more contained, with an amount of €97.7m 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 per cent).

The overall exchange with respect to the supply chains represented by both events has a current value of more than €6.5bn, which will reach more than €8.5bn in 2025. This clearly presents 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 8–11 May 2023. Further details [here](#)

HostMilano will be held at **fieramilano** from 13–17 October 2023. Further details [here](#)



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