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## Press office

### THE AGRICULTURE AND FOOD SUPPLY CHAIN MEETS AT TUTTOFOOD 2023 TO GET A PREVIEW OF THE INDUSTRY'S FUTURE

- *Attended by 2,500 brands from 46 countries and more than 800 buyers selected by Fiera Milano and the ICE (Italian Trade Commission) Agency from 86 countries*
- *150 events to update, learn and network including Retail Plaza dedicated to the evolution of large-scale retail trade and Retail*
- *Inaugural conference with the participation of the FAO (the Food and Agriculture Organization of the United Nations) and representatives of institutions*
- *The newest in the Green Trail, a cross-cultural trail to discover healthy and conscious products*
- *Second edition of Better Future Award enhancing sustainable innovation*

*Milan, May 8, 2023 - A record year for the agricultural and food industry, with Italian exports rising by **+17%** in 2022 compared to 2021, surpassing **61 billion euro in value**.*

In this scenario of heightened anticipation for upcoming developments, the eyes of all international professionals are on Milan: where **TUTTOFOOD 2023**, Italy's benchmark event for **excellence and sustainable innovation throughout the supply chain**, opens its doors today and continues at fieramilano until Thursday, May 11. A unique time not only for matching supply and demand, but also for sharing knowledge, solutions and best practices.

The inaugural conference, ***Innovation and Sustainability for the Food and Hospitality Industry***, will already provide an opportunity to preview trends and address future food & beverage challenges, with the participation of Italian and international experts and institutions, including the **FAO**, which has signed a special partnership with **TUTTOFOOD 2023**.

**Nearly 2,500 brands from 46 countries and buyers from around the world**

**Approximately 2,500 brands** are present, **20%** of which are foreign from **46 countries**. Among the most represented are, in order, **Spain, Greece, the Netherlands, Romania, and Germany**. First-time exhibitors from **Saudi Arabia, Faroe Islands, South Africa, Sweden** will be present.

The presence of **both domestic and foreign** groups is also interesting. Among the Italians, representing various entities, are the regions of **Abruzzo, Calabria, Campania, Lazio, Liguria and Marche**. Foreign groups range from more sector-specific ones, such as **Spain, Ireland or Norway**, to those devoted to



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national specialties such as **China, South Korea, Ecuador, Greece, Macedonia, Poland, Romania, South Africa, Thailand, Hungary or the USA.**

Finally, as many as **24 consortia for the protection** of typical Italian products including, to name a few, **Balsamic Vinegar of Modena, Gorgonzola, Mozzarella di Bufala Campana, Parmigiano Reggiano, Pasta di Gragnano, and Prosciutto Toscano.**

Exhibitors will meet **about 800 highly profiled buyers from 86 countries**, selected by Fiera Milano with the support of ICE Agency, **29% coming from Europe, including Italy; 32% from the Americas; 18% from Asia and CIS countries; 18% from the Middle East and Africa; and 3% from Oceania.** The largest delegations are registered, in particular, from the **United States and Canada, the United Arab Emirates, China, Australia, India, and France.** They include some of the major international corporations such as **7Eleven, Bravo Supermarket (Azerbaijan), Carrefour, Citysuper (Hong Kong), Eataly USA, Emirates Flight Catering, Picard, Rewe, The Kroger (USA).** Selected buyers are joined by hundreds of buyers proactively present from around the world.

New to the exhibition setup, The **Green Trail**: a transversal pathway identified by a specific visual identity and dedicated signage, which will help people discover green, plant-based, km zero, as well as healthy, rich-in and free-from products through all areas of the event and at the booths of all exhibitors, facilitating healthier, sustainable and responsible food choices. The most active countries in these segments include **Estonia, France, Germany, Ireland and the Netherlands.**

### **A landmark between business and knowledge**

TUTTOFOOD is now accredited both in Italy and abroad as the landmark for professionals in the sector thanks to the concept that brings together major brands and top businesses in 7 halls that highlight in the **three macro areas of fresh, dry, frozen and seafood**, the supply chain affinities of the vertical sectors.

**More than 150 events**, including exhibitors' appointments and meetings organized by TUTTOFOOD. Among the latter is **Retail Plaza**, the format that analyzes changes in modern retailing by matching companies with industry experts. **Evolution Plaza** is the area that the event dedicates to innovation not only in technology but also in its social-economic aspects, such as the new format **Confessions at the Table**, directly. Finally, the **Better Future Award**, in collaboration with **Gdoweeek and MarkUP**, returns for the second year.



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Also with a view to sustainability and responsibility, the TUTTOGOOD initiative against food waste is also being proposed again in collaboration with various Third Sector entities, which allows for foods that can still be used to be salvaged at the end of the event dates to be given to people in need through free canteens and food banks.

For up to date information go to [www.tuttofood.it](http://www.tuttofood.it), @TuttoFoodMilano.