

Press Office
Fiera Milano

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 6992328
press.host@fieramilano.it

Press Office
Il Quadrifoglio
Italy
Elisa Facchetti
+ 39 02 36596033
account1@quacom.it
Abroad
Francesca Legnani
+ 39 02 36596033
press@quacom.it

Fiera Milano S.p.A.
+39 02 4997 7134
fieramilano@fieramilano.it
fieramilano.it

Press office

HOSTMILANO AND TUTTOFOOD, HUBS OF EXCELLENCE IN DUBAI

- *Trade between Europe and the GCC in the sectors represented at HostMilano totaled €1.2 bn in 2022 and will reach €1.5 bn in 2026 (CAGR +6.3%)*
- *In the value chains represented at TUTTOFOOD, Europe-GCC bilateral flows totaled €7.5 bn and will reach €10 bn in 2026 (CAGR +7.4)*
- *HostMilano and TUTTOFOOD are platforms created to offer growth opportunities: over 1,200 companies from at least 44 Countries will showcase at Host 2023, with over 1,200 brands from at least 35 Countries at TUTTOFOOD 2023 and buyers from all over the world at both*
- *The presence in Dubai is part of a series of events scheduled to meet players and buyers on-site in global locations, including: Chicago, Orlando, Toronto and Mexico City in North America; Paris, Lyon, Frankfurt and Düsseldorf in Europe; Abu Dhabi, Dubai and Singapore in the Middle East and Asia*

*Dubai/Milan, February 21st, 2023 – Two Italian excellence platforms, in hospitality and the agri-food supply chain respectively, will work synergistically to **favor global interactions in Milan**, the capital of Made in Italy. This is the message that **HostMilano** and **TUTTOFOOD** will share with players, buyers, institutions and media of the region **today in Dubai at the Emirates Tower**.*

HostMilano is the world's leading platform for professional hospitality and out-of-home technologies, products, formats and services, and the place where top players from around the globe meet every two years to preview their innovations not only in terms of technologies, but also of concepts and consumer trends.

In just a few editions, TUTTOFOOD has become **the most important platform** for the agri-food value chain **in Italy, and among the first in Europe** – a stage where **product, process, ingredient and packaging innovations** are proposed by large international companies as well as by small excellence players and PDO/PGI consortia.

Both events will **increasingly focus on sustainability**, both as to their new proposals and in the organization of the event.

The Hospitality and Out-of-Home sectors ride growth

The **Gulf Cooperation Countries (GCC)** have long been a focus of the two exhibitions, reflecting the **growing importance of trade** with Europe in their respective sectors.

According to the **Host Observatory**, based on data provided by the market analyst Export Planning, trade between GCC and Europe in the target segments at

**Press Office
Fiera Milano**

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 69992328
press.host@fieramilano.it

**Press Office
Il Quadrifoglio**
Italy
Elisa Facchetti
+ 39 02 36596033
account1@quacom.it
Abroad
Francesca Legnani
+ 39 02 36596033
press@quacom.it

Fiera Milano S.p.A.
+39 02 4997 7134
fieramilano@fieramilano.it
fieramilano.it

HostMilano – food equipment, out-of-home supplies and contract – almost reached **€1.2 billion** (€1.167 million) in 2022 and, thanks to an average annual **6.3%** increase, is expected to near **€1.5 billion** (€1.491 million) in 2026.

Product categories offer interesting insights into **consumer trends**. For example, a hint to perspective new launches and new openings in the **restaurant** industry comes from the annual growth rates recorded in imports from Italy, among the market leaders in many segments, of professional cooking **(+5%)** and refrigeration appliances **(+4.2%)**. Similarly, the growing popularity of **coffee as a trendy beverage** is reflected in the increasing numbers of coffee machines sold **(+4.9%** annually).

The increasing importance of quality agri-food

Figures are even more significant in the agri-food sector, according to the TUTTOFOOD Observatory based on surveys conducted by Export Planning. Today, trade with Europe is already worth **nearly €7.5 billion** (€7.429 million), with a **7.4%** annual increase that will bring the figure close to **€10 billion** (€9.901 million) in 2026.

Again, details on products offer valuable insights into consumption trends. The success of **luxury pastry** is reflected in the **3.5%** annual increase expected by 2026 for **milk and dairy** products imported from Europe, and in the **6.2%** increase for **bakery products, confectionery, and ice cream**. The interest of international markets for products from the region is clearly reflected in **date** exports, particularly **from Saudi Arabia**. With **1.5 million tons in 2021**, this country ranks as the world's third-largest producer, with a share of about 16% and exports growing at an **annual rate of 12%** (data from the National Center for Palms and Dates, Riyadh).

Waiting for TUTTOFOOD 2023 in May and Host 2023 in October

HostMilano and TUTTOFOOD will offer an opportunity to build on the momentum in import and export: **exhibitors and buyers from all over the world** will meet in an inspiring exhibition environment devoted to **innovation and sustainability**, that will combine a comprehensive overview of the respective sectors with deep insights in the different supply chains. **Host 2023** will see exhibitors coming from **at least 44 countries**, namely the **U.S., Brazil, Australia**, together with some traditional producers such as, **Italy, Germany, Spain, France, Switzerland, the Netherlands, and the United Kingdom**.

Exhibitors are expected at TUTTOFOOD 2023 from **at least 35 countries**, including **Spain, the Netherlands, Belgium, Germany, Greece, Ireland, Denmark, Turkey, and the U.S.**. A number of countries will also bring their first-time exhibitors, such as **Ecuador, Faroe Islands, New Zealand, Romania, Sri Lanka, Sweden, Switzerland, Taiwan, and Hungary**.

The presence of TUTTOFOOD and HostMilano in Dubai is part of a journey towards the 2023 editions, aimed at creating increasingly effective opportunities for demand to meet with supply by **involving potential exhibitors and buyers directly in their**



**Press Office
Fiera Milano**

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 69992328
press.host@fieramilano.it

**Press Office
Il Quadrifoglio
Italy**

Elisa Facchetti
+ 39 02 36596033
account1@quacom.it
Abroad
Francesca Legnani
+ 39 02 36596033
press@quacom.it

Fiera Milano S.p.A.
+39 02 4997 7134
fieramilano@fieramilano.it
fieramilano.it

own markets, supported by partnerships with the most representative local associations. The destinations already touched by the two tours are: **Chicago, Orlando, Toronto and Mexico City** in North America; **Paris, Lyon, Frankfurt and Düsseldorf** in Europe; **Abu Dhabi, Dubai and Singapore** in the Middle East and Asia.

TUTTOFOOD will be held at fieramilano **from 8 to 11 May 2023**.
HostMilano will be held at fieramilano **from 13 to 17 October 2023**.

For more info:

www.tuttofood.it, @TuttoFoodMilano; www.host.fieramilano.it, @HostMilano.