**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 TUTTO****FOOD****, 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 TUTTO****FOOD*** *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**](https://host.fieramilano.it/) **and** TUTTO[**FOOD**](https://www.tuttofood.it/) 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, TUTTO**FOOD** 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 **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 TUTTO**FOOD** 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 TUTTO**FOOD** 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 TUTTO**FOOD** **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 TUTTO**FOOD 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 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.

TUTTO**FOOD** 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](https://www.tuttofood.it/), @TuttoFoodMilano; [www.host.fieramilano.it](http://www.host.fieramilano.it), @HostMilano.