

# TUTTOFOOD 2026

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QUICK GUIDE TO THE BUSINESS AGENDA

**TUTTOFOOD**  
INTERNATIONAL  
FOOD EXHIBITION **MILANO**

**MAY 11 | 14 MAGGIO. 2026**

# WHAT IS THE BUSINESS AGENDA?

The **business agenda** is a user-friendly online tool that allows you to **manage meetings** with **TUTTOFOOD 2026 buyers in advance**.

Through the catalogue, buyers can request meetings with exhibitors of their interest. Furthermore, starting from this edition, each exhibitor has the opportunity to **request up to 30 meetings**.

**Tip:** check how buyers see your profile in the catalogue and, if necessary, complete your company profile by adding product categories and other relevant information:

<https://catalogo.fiereparma.it/manifestazione/tuttofood-2026/>

# How to use the Business Agenda to increase contact opportunities with buyers.

- Complete the **Product Categories** accurately; these must be entered **via the CATEGORIES tab** within the catalogue data entry system. Only the designated catalogue administrator can modify this section.
- **Select buyers** who are aligned with **your goals**;
- **Personalize your request**: in the notes field, explain why you would like to meet the buyer;
- Send your requests **during the first few weeks**;
- **Respond** to incoming requests **within 24 hours** to optimize your schedule and make the most of your presence at the fair;
- **Download the TUTTOFOOD APP** and show the QR code within the app to validate meetings with buyers visiting your stand, rate them, and receive their contact details. Available on the App Store and Google Play

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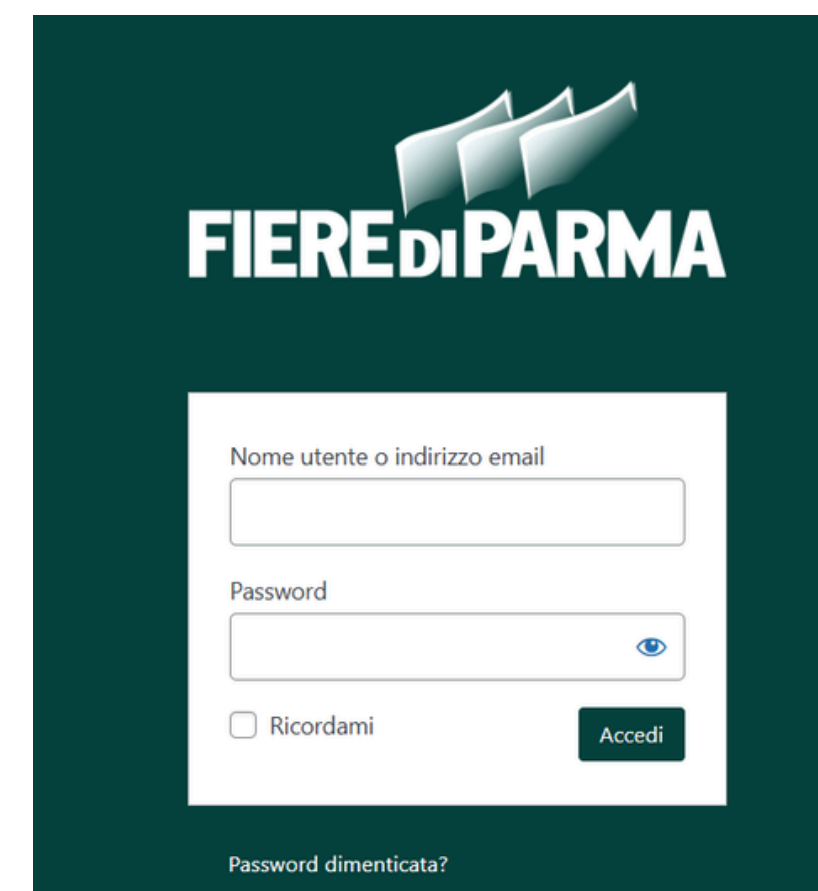
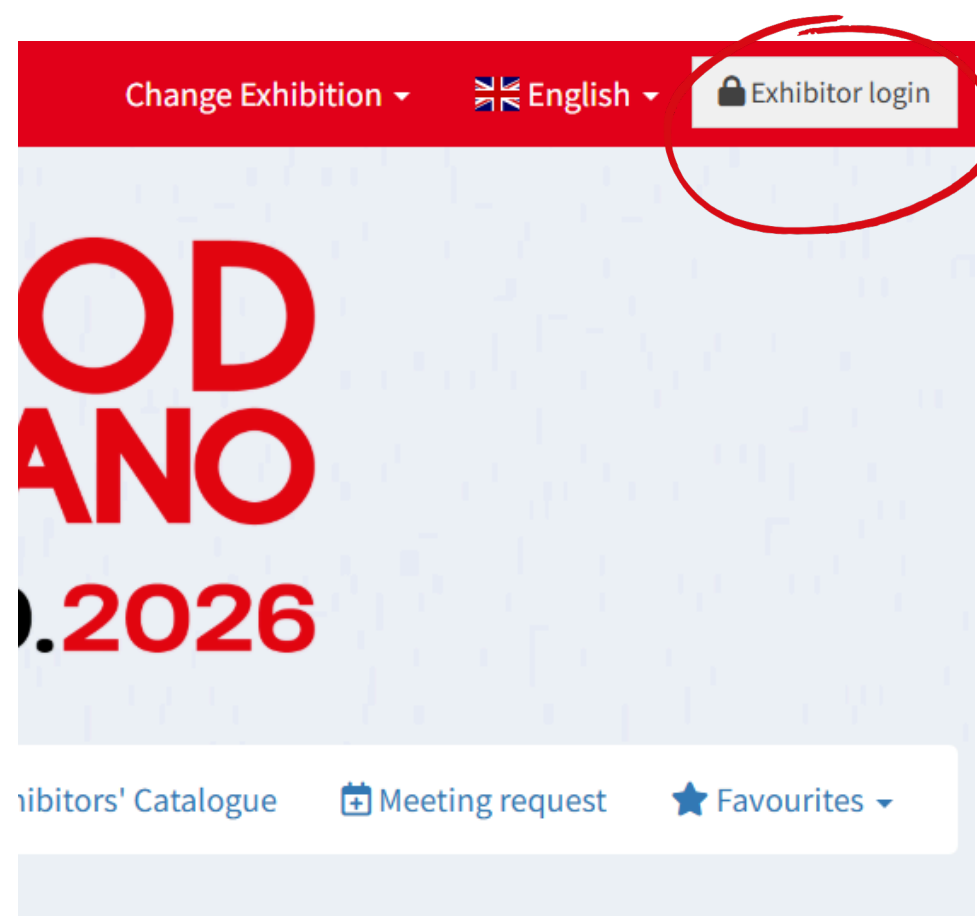
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# 1. CHANGE LANGUAGE AND LOGIN

If you find the website in Italian, you can **change language** to English and login with your credentials at the following link:

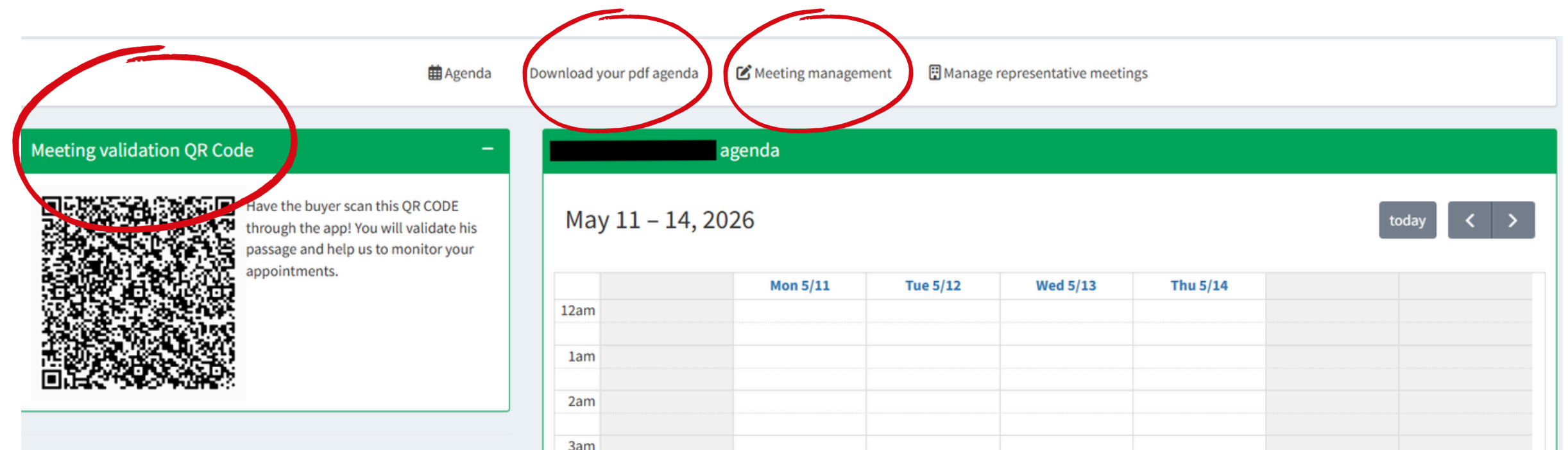
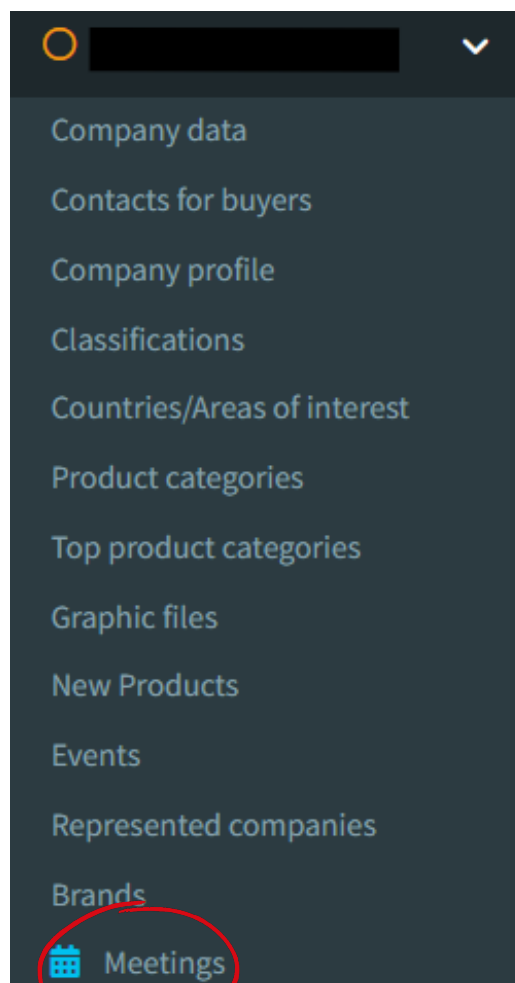
<https://catalogo.fiereparma.it/wp-login.php?t=Rk76UB5U5JtenywbuML8>



## 2. MEETINGS SECTION

By entering the **"meetings"** section you can:

- **view and download in PDF format your personal meetings calendar** (if you are a "buyer contact", you can also view the complete meetings calendar of your company);
- **view** and download the **QR code** that the buyer will have to scan;
- **request meetings**, up to a maximum of 30;
- **Manage meeting requests** from buyers.



# 3. ENTER CATEGORY PRODUCT

The **retailers** (or brands) you can request appointments with will only be those that have indicated an interest in the same **product categories** selected by your company.

Product categories must be entered via the **CATEGORIES tab** within the catalogue data entry system. Only the catalogue administrator can modify this section.

**WARNING!!** If no categories are selected, you will not be able to request any appointments.

TUTTOFOOD 2026 - Company data [REDACTED]

Company data Referenti Buyer Company profile Classification **Category product** Top category product Graphic files New Products Eventi Represented companies Brands

[REDACTED]

Search

FOOD AND BEVERAGE PRODUCTS

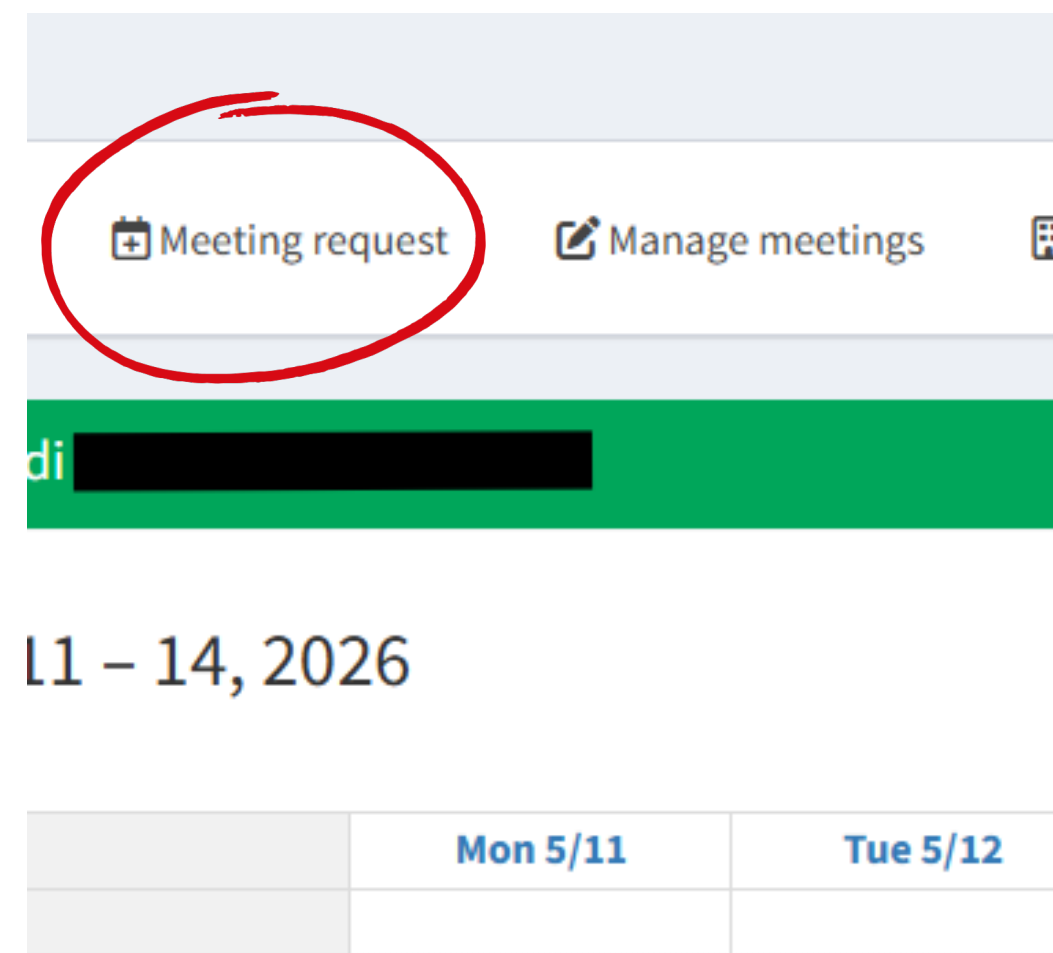
- WATER AND ALCOHOL-FREE BEVERAGES
- MEAT
- FISH AND ANIMAL PRESERVES
- PLANT, FRUIT AND VEGETABLE PRESERVES
- FRESH DEHYDRATED AND DRIED FRUIT AND VEGETABLES
- SWEET AND SAVOURY SNACKS
- RAW MATERIALS, INGREDIENTS AND SEMI-PROCESSED PRODUCTS
- OILS, VINEGARS AND DRESSINGS
- PASTA, RICE, ETHNIC PRODUCTS, CEREALS AND FLOURS
- READY MEALS AND DELI PREPARATIONS
- BAKERY PRODUCTS AND SPECIAL OCCASIONS
- HEALTH AND BABY PRODUCTS
- FROZEN PRODUCTS
- SAUCES
- DELI MEATS
- SERVICES
- WINE, BEER AND ALCOHOLIC BEVERAGES
- COFFEE, TEA, COCOA
- MILK, CHEESE AND DAIRY PRODUCTS

Submit



# 4. REQUEST MEETINGS

- Click on **REQUEST MEETING**.
- **Browse the retailers.** Only buyers managing product categories that match yours will be visible.
- **Attention!** If your product categories have not been entered in the catalogue, you will not be able to request appointments.
- **Select the buyer** and **send your meeting request**.

**PLEASE NOTE:** since not all buyers will be present during all four days of the event, if they are interested in your request, **they will propose the DATE and TIME for the meeting.**



## 5. WHO CAN MANAGE APPOINTMENTS: BUYER CONTACT PERSONS

- The agenda can be managed by the **catalog user** and **buyer contact persons**.
- Meeting requests will be sent to **all users**; it will be at your discretion to decide who manages them. Once a meeting is confirmed, **only the user who handled it can modify it** () , while others will have read-only access ().
- **Each contact person will be provided with personal login credentials** to access their agenda and view all company meetings.
- Buyer contacts **can only be entered by the catalog user** via the **buyer contacts tab**. **Multiple names cannot** be associated with the **same email address**.
- **The 30-appointment limit applies per company, not per buyer representative**. Each company has a total maximum of 30 sendable requests.

**ATTENTION!!** Users authorized to access the catalog portal have default visibility of appointments. Therefore, they must not be included in the buyer representatives list.

## 6. MANAGING YOUR MEETINGS

Once the 'Meetings' section is open, you will find the list of **confirmed**, **rejected**, and **pending requests** on the right, including all details (date, time, etc.).

By **selecting a meeting** via the pencil icon, you will be able to:

- request a **change** of the meeting date from the buyer;
- **confirm meeting**;
- **decline meeting**;
- **send** a message to the buyer;
- **assign** the appointment to a colleague.

Options

Change the meeting date

New date

New time

Message to

Request a reschedule

Confirm meeting

Message to

Confirm meeting

Decline meeting

Reason \*

Message to



Decline meeting

Send message to

Message to

Send message

## 6.1 ASSIGNING MEETINGS

- Each contact person can **manage** meeting **requests** preceded by the pencil symbol ().
- Meetings preceded by the eye symbol () can **only be viewed**, as they are already being handled by a colleague.
- If the pencil symbol is displayed, you **can reassign received meetings to another team member**.



Assegna appuntamento ad altro Referente Buyer 

Referente \* DA METTERE SCREEN CON SCRITTE TRADOTTE?

Nessun referente 

Assegna Referente

# 7. TUTTOFOOD APP: DOWNLOAD

Before arriving at Tuttofood make sure to **download the Official Tuttofood APP.**

In the APP you will be able to manage your meetings, request new ones and check your favourites list as well as the complete catalogue.

You can download the app here:

**Apple store** - <https://apps.apple.com/it/app/tuttofood-milano/id6741532720>

**Play store** - <https://play.google.com/store/apps/details?id=it.aicod.tuttofood&hl=it>

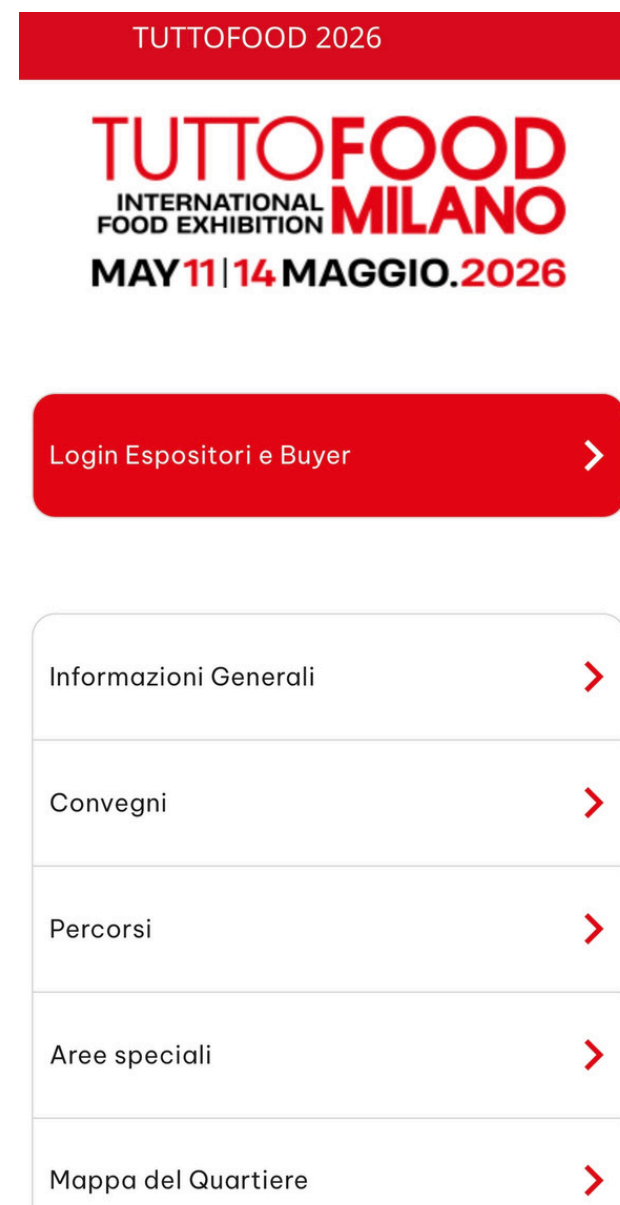
- **Main Menu:** From your dashboard, you can access your Favorites list and the Exhibitor Personal Area.
- **Request meetings:** Click on “Request Appointment,” then select the buyer and send your request.
- **Meeting Management:** Use the “Your Meetings” section to keep track of your daily agenda directly from your smartphone.
- **Language:** The APP follows your phone’s language settings; to change the language, please modify your phone’s system settings.

**For any assistance please contact us at [businessagenda@fiereparma.it](mailto:businessagenda@fiereparma.it)**

# 8. TUTTOFOOD APP: LOGIN

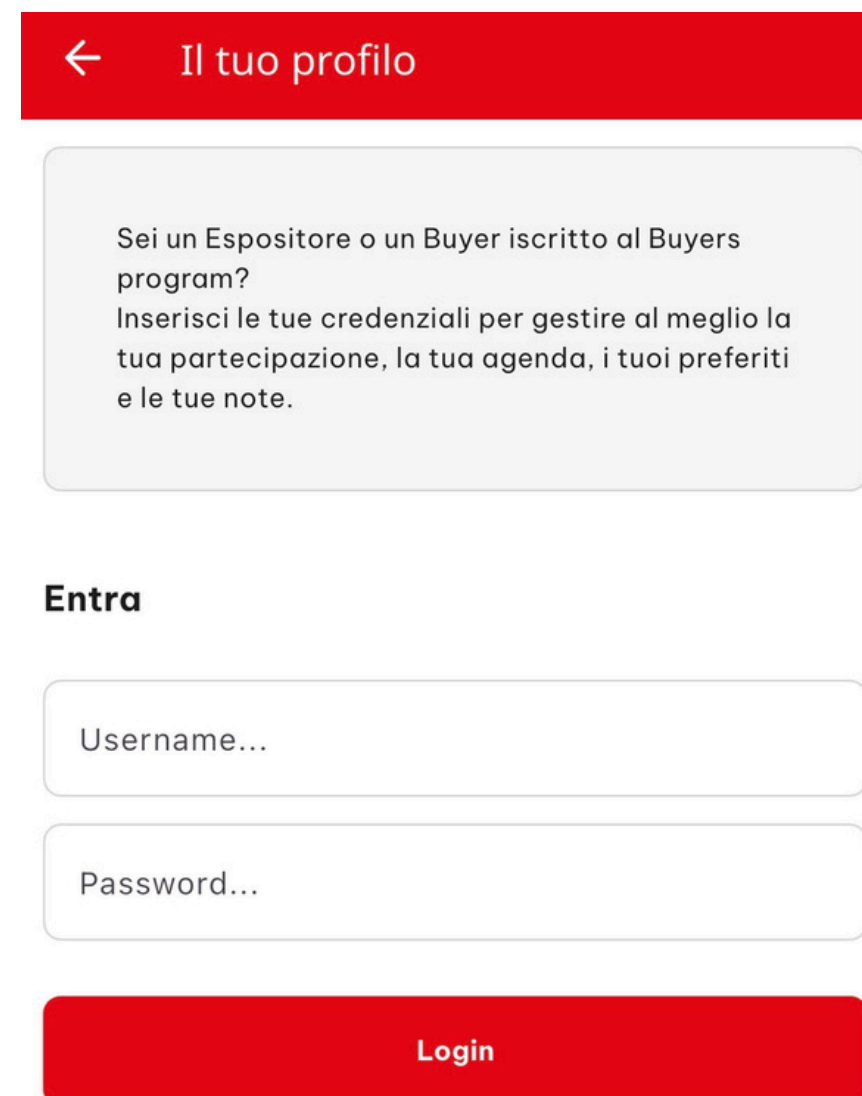
## 1) Access the App:

Tap on the "Login Expo and Buyers" button on the homepage to enter your private area.



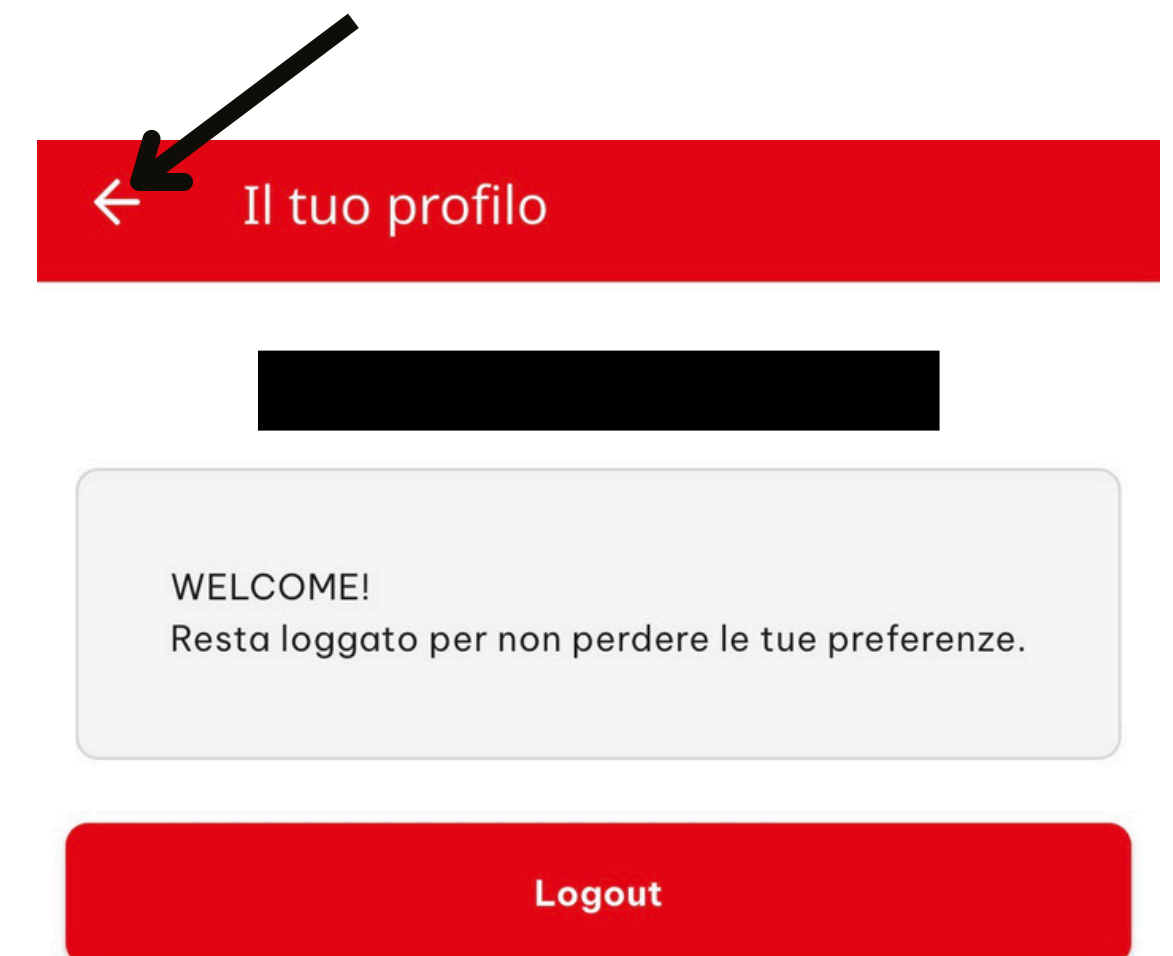
## 2) Sign In:

Enter the same credentials (username and password) you use for the web version of the Business Agenda.



## 3) Homepage:

To go back to the homepage press the arrow on the top left.



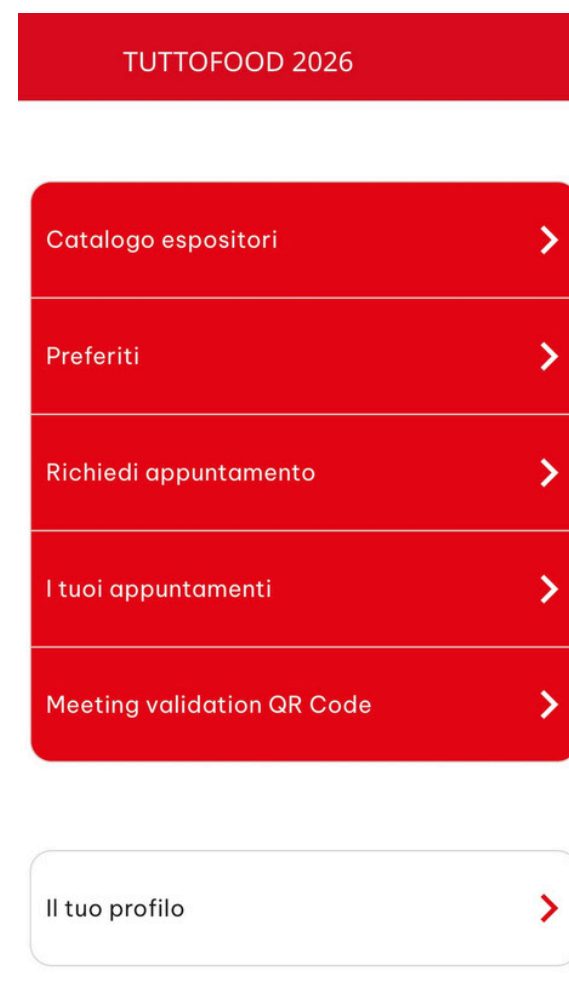
# 9. TUTTOFOOD APP: VALIDATE YOUR MEETINGS

**IMPORTANT:** Remember to use the APP to validate every meeting with Tuttofood Buyers, including both pre-booked appointments and walk-in meetings during the trade show!

To access and use this feature, you must open the “MEETING VALIDATOR QR Code,” where you can validate your meeting with Buyers by having them scan the QR code displayed in the APP (please note: this is different from the QR code on your entry pass).

To do this:

- Open the **Meeting Validator**.
- Have the Buyer **scan** your QR code.



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We remind you that:

- Meeting requests can be submitted by you (Exhibitors), up to a **maximum of 30 requests**.
- It is recommended to **process** buyer **meeting requests** within 24 hours.
- **Meetings** will take place directly **at your stand**.
- It is important to **replay** to every request received, **even by refusing** the appointment, if you're not interested.
- The working language is **English**.
- Fiere di Parma does not provide interpreters for managing meetings.

For further information, do not hesitate to contact us at **businessagenda@fiereparma.it** or call **+39 0521 996 875**

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