



HOMI

THE LIFESTYLE TRADE FAIR

Milan

05-08.09.2021

fieramilanocity + MiCo



homimilano.com

ITA®
ITALIAN TRADE AGENCY



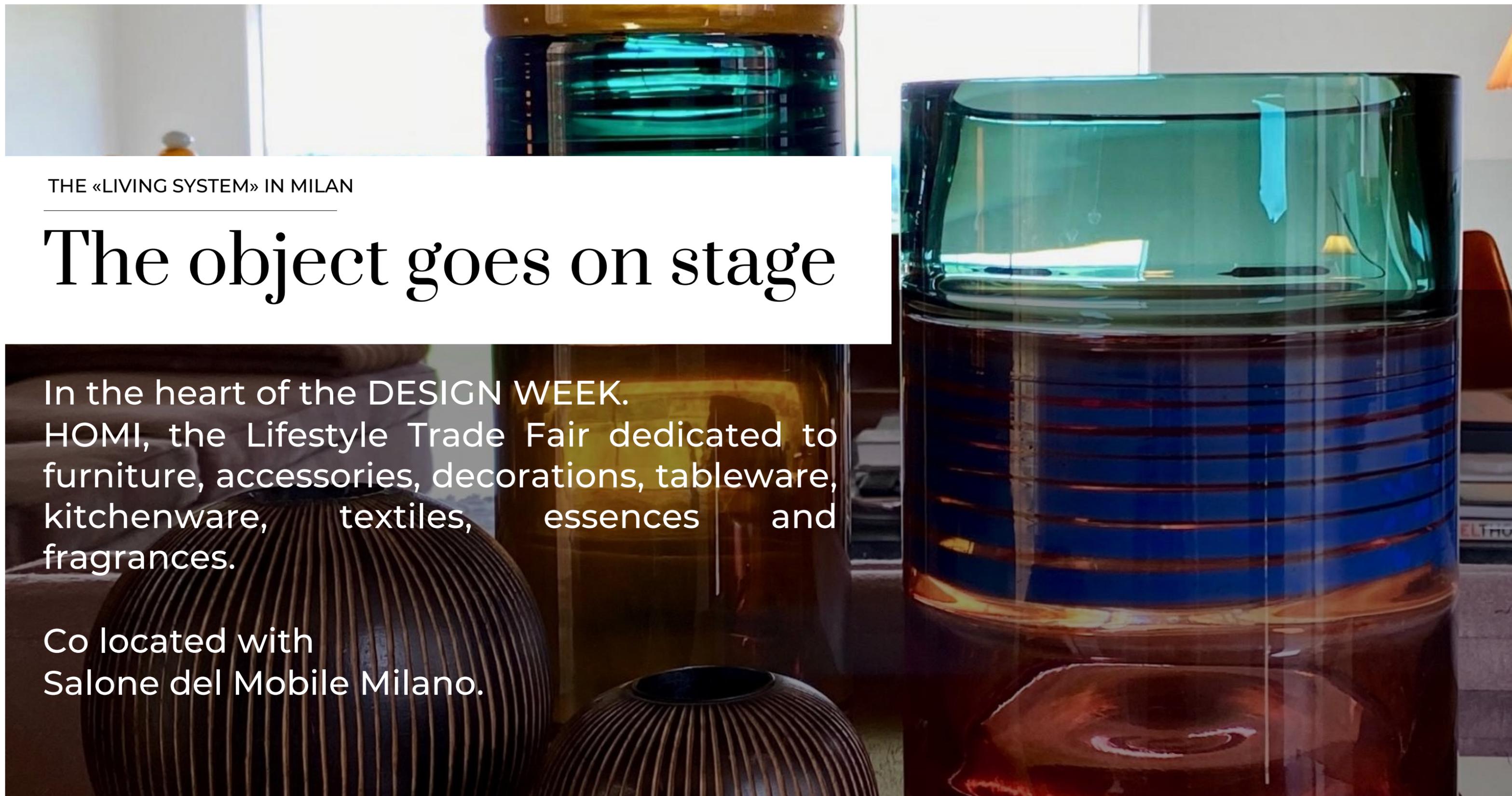
FIERA MILANO

THE «LIVING SYSTEM» IN MILAN

The object goes on stage

In the heart of the DESIGN WEEK.
HOMI, the Lifestyle Trade Fair dedicated to
furniture, accessories, decorations, tableware,
kitchenware, textiles, essences and
fragrances.

Co located with
Salone del Mobile Milano.



Milan, the home of design

Why Milano, why Italy

Italy represents a reference point for style: a superpower of beauty, know-how and talent. A continuous source of inspiration.

An international stage

The Milano Design Week is a large, spontaneous and widespread collective event that transforms all the city's districts into one big world design stage. HOMI is, within this project, the No 1 hub for home decor and furnishing accessories. A b2b event dedicated exclusively to professionals in the sector.

MILANO, CAPITAL OF DESIGN

The city accounts for 18.3% of national output and 14% of the workforce in Italy. It is home to two of the **world's most important design museums**: the Triennale, with a collection that includes 1,600 design objects, and the awarded the Compasso d'Oro, the ADI Museum (Industrial Design Association), with over 350 pieces.





The figures for a sector looking to the future

The home has become the central focus of people's daily lives.

Attention and spending capacity in all sectors related to design and furnishing is growing.

More people-friendly, more sustainable products and projects are the new development models being integrated to home and work environment, in and outdoors.

Lots of opportunities are opening up for design. Italian creativity, which has always been under the gaze of the entire world, will continue to be a source of inspiration, innovation and change.

Figures for a sector looking to the future

EU countries as a whole recorded a sales volume of

27.5 
Billion euros

14.8% is Italy's contribution to this figure

Italy is the European country with more design companies

34.0000 
companies

64,551 workers in Italy who generate an added value of more than 3 billion euro

ITALIAN DESIGN, A SCHOOL FOR THE WORLD

The excellence of the Italian educational system of design includes 18 Universities, 15 Fine Arts Academies, 15 Legally Recognised Academies, and 11 private institutes for a total of 242 study courses. The Polytechnic of Milan is firmly at the top of the ranking for the number of graduates, with over 4,000 enrolled, of which a third comes from abroad.



HOMI a world of opportunities



1.

A NEW
TRADE FAIR
EXPERIENCE

To enhance business
and develop effective,
safe and profitable
customer relationships



2.

AN
INNOVATIVE
FORMAT

To reach all
distribution
and purchasing
channels



3.

A GATEWAY TO
ITALIAN AND
INTERNATIONAL
LIFESTYLE MARKETS

To promote your
brand and products
on Italian and
international markets



4.

EVENTS AND
TRAINING ALL
YEAR ROUND

To develop skills,
enable discussion
and establish
valuable relationships
with customers



5.

INTERNATIONAL
VISIBILITY AND
COMMUNICATION

To communicate
your brand and be a
key player
in the market

1. A total new trade fair experience



A TOTAL NEW TRADE FAIR EXPERIENCE

A year-round journey for a total and effective immersive experience



HOMI crosses the boundary between online and offline by engaging all operators in the sector in a different and innovative way. It proposes solutions that place **immediacy, immersion and interaction** at the top of the list.

The opportunities offered by the **physical event** in September are complemented by a plethora of **innovative services**. They allow operators all year round to activate connections and relationships, communicate products in the best possible way and create a lasting relationship with customers, **before, during and after** the event.

A NEW TOTAL TRADE FAIR EXPERIENCE

#HOMICommunity The fair beyond the fair



#myhomelifestyle



HOMI is an international stage that allows operators and buyers from all over the world to talk about themselves and present their new products and markets on HOMI's digital channels all year round. The #HOMICommunity project gives space to companies, products and trends through an online platform proposing new inspirations and discussions on the evolution of the sector and presenting a showcase of preview products for the September physical event.

#italianhomelifestyle





2. An innovative format



AN INNOVATIVE FORMAT

2 business districts
5 visiting paths

The fair visitation itinerary
crosses the 7 exhibition halls of

fieramilanocity +
MiCo

It is designed to target all the
distribution and purchasing
channels.

AN INNOVATIVE FORMAT

2 business districts



1. Home Boutique&Design

Space dedicated to quality manufacturing to meet the needs of research end design stores in major cities around the world. Defined by a relevant brand or product identity, it offers new inspiration to designers and guests in the home hospitality industry.

Inside Home Boutique&Design two areas can be found: the **CREAZIONI ITALIANE** project, dedicated to Made in Italy craftsmanship and design, and the **WORLD DESIGNERS** area, a selection of products made by the best international designers.

DISTRIBUTION AND PURCHASING CHANNELS

Department Stores | Concept Stores | Interior Designers and Architects | Contract and Home Hospitality



2. Retail Inspiration

The space dedicated to manufacturers and distributors

Two identity areas:

FRAGRANCE INSPIRATION and **TEXTILE INSPIRATION**, combining a rich and carefully selected offer for the specialized shop and the home and gift shop.

DISTRIBUTION AND PURCHASING CHANNELS

Specialized shop chains | E-commerce | Large Scale organized Distribution | Import-Export

AN INNOVATIVE FORMAT

5 visiting paths



1.

INTERIOR
DESIGNER

dedicated to meetings with **designers, architects, interior designers** and focusing on renovation activities.



2.

PROMOTIONAL

thanks to the simultaneity with PTE PromotionTrade Exhibition 2021, the only annual appointment in Italy for the world of advertising, promotional textiles and personalisation technologies.



3.

HOME
HOSPITALITY

Dedicated to the **home hospitality** sector, boutique hotels, b&b, residential and bistros.



4.

GREEN HOME
POINTS OF SALE

focused on **green** design and the **sustainability** of interior decoration, furnishings and gift elements.



5.

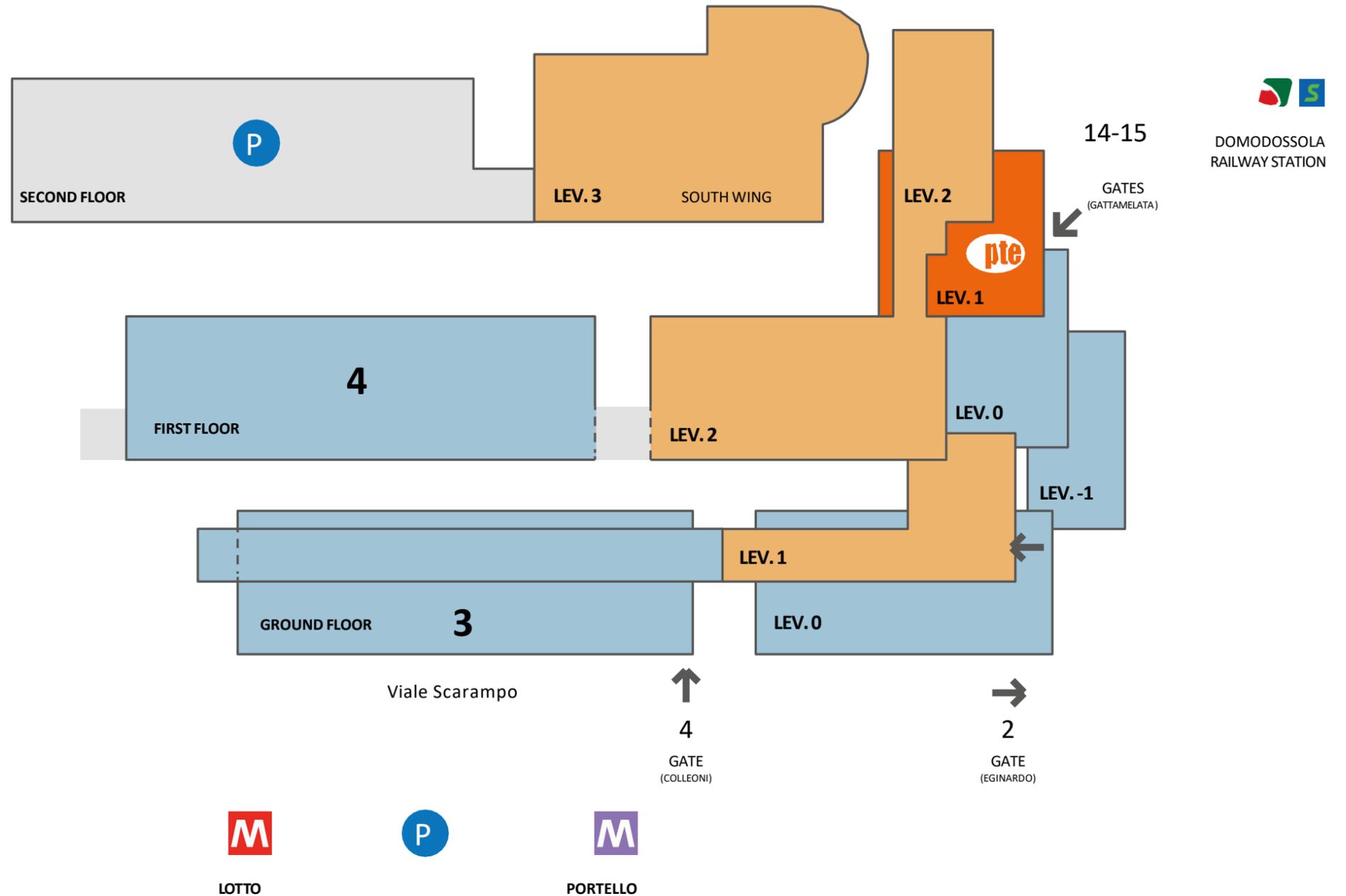
SMALL HOUSEHOLD
APPLIANCES

dedicated to **small appliances**, from luxury objects to products specifically designed for promotional activities.

AN INNOVATIVE FORMAT

The layout

The September edition of HOMI takes place at **MiCo**, the exhibition centre located in the Portello district, in the new Citylife urban hub, the residential and commercial complex designed by architects Arata Isozaki, Daniel Libeskind and Zaha Hadid.



HOMI

THE LIFESTYLE TRADE FAIR

05-08.09.2021

FieramilanoCity + MiCo

■ Retail Inspiration

■ Boutique & Design

pte promotiontrade exhibition

7-8 September 2021



A gateway to Italian
and international
lifestyle markets



A gateway to Italian and international lifestyle markets

HOMI brings the world to Milan



Thanks to the hosted Buyers project from the main home living target countries and a year-round communication and international promotion plan. For exhibitors, it is the gateway to the Italian and international markets, one of the most active and growing in the sector.

The Italian Trade Agency (ICE) program

An international vocation, supported by **ICE Agenzia**, an huge program of incoming buyer at the fair with a single goal to host the most important buyers of the Lifestyle industry worldwide..

Profile Focus :

Home Boutique, Department Store, Specialized store chain, E-commerce, Large Scale organized distribution, wholesalers, Interior Designer.

A gateway to Italian and international lifestyle markets

The hosted buyer program to connect with the world

An exclusive and customized programme for selected buyers **from 75 countries:** Europe, Stan Countries, Africa, Asia and the Middle East



The cooperation with the Italian Trade Agency, will bring an extra selection of **95 buyers from 28 countries covering East Europe, Sub-Saharan Africa and Asia.**

Thanks to the **My Matching platform**, exhibitors have access to a database of buyers that is renewed at each edition, so they can meet new buyers before the event starts and turn leads into concrete business opportunities.



4. Events and training all year-round



EVENTS AND TRAINING ALL YEAR-ROUND

HOMI: meeting point and place for new opportunities and training for trade operators



A space for **experimentation** and creative **interaction** for manufacturers, distributors, designers and craftsmen.

A place to **understand** and **preview** the evolution of habits and lifestyles in Italy and in the world and to discover home living trends in advance.

EVENTS AND TRAINING ALL YEAR-ROUND

The value of discussion: training never ends



All year round

Live Webinars on current issues.. Next appointments

The irresistible attraction of awards

Christmas Trends 2021

HOME Experience

Webinar series on focus markets in collaboration with the Italian Trade Agency:

Germany and Russia for Europe; United States and Mexico for North/Central America; China and India for Asia; Egypt and South Africa for Africa.



At the fair

4 days of meetings and training appointments to be inspired by new settings, meet designers and experts and discover or present the latest news and trends in the sector.

HOMI LAB: the place to present home experience projects. Workshops with education credits carried out in cooperation with PLATFORM Architecture and Design and Fondazione Architetti.

Training seminars for companies, that want to go digital, focus on the world of tableware and cooking in collaboration with the ART association.



5. International visibility and Communication projects



INTERNATIONAL VISIBILITY AND COMMUNICATION PROJECTS

Talking with the world



For exhibitors, choosing HOMI means having plenty of opportunities for **promotion and visibility** all year round.

An **on and offline** media and promotion plan allows HOMI to be always present on the market and interact with companies, visitors, press and national and international stakeholders.

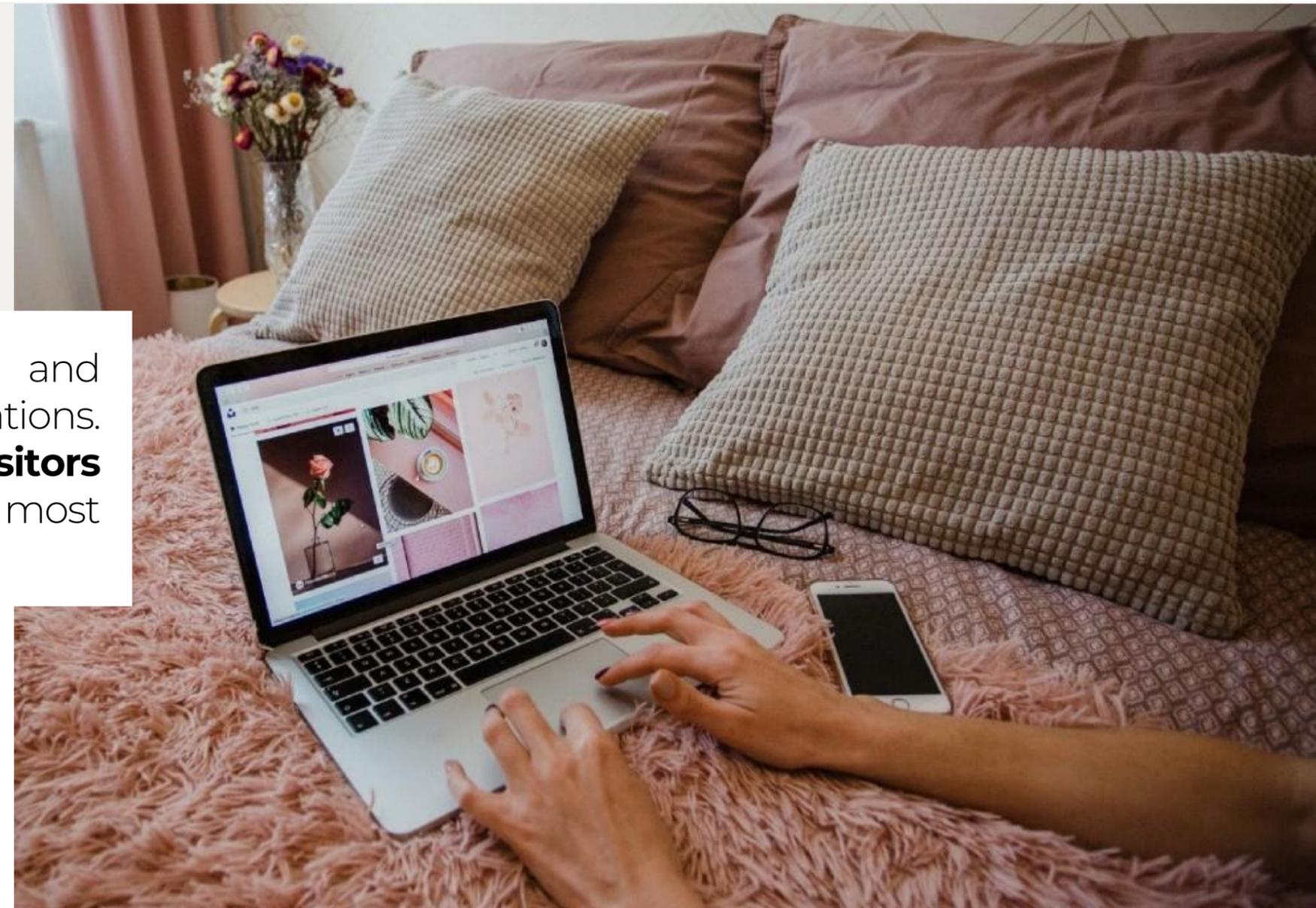
INTERNATIONAL VISIBILITY AND COMMUNICATION PROJECTS

Information that makes the market grow

Targeted communication, regular observatories and newsletters to report on company news and innovations. HOMI provides **a content platform to keep trade visitors constantly informed throughout the year** with the most updated information, product news and trends.



- A comprehensive trade and consumer **media plan**
- A dedicated **press office**
- A **new site** full of news, trends, inspirations and useful information
- An **international editorial plan** with over 20 newsletters and 80 news a year
- Current and trending **social content**
- **Social advertising** and display media plan
- One-to-one campaign with **e-blasts** to a targeted database



IN 2021, MEDIA CAMPAIGN IN COOPERATION WITH THE ITALIAN TRADE AGENCY IN:

Russia

Americas: United States, Canada, Mexico, Brazil and Colombia

Middle East: United Arab Emirates

Africa: Algeria, Egypt, Ghana, Angola, South Africa, Morocco, Tunisia

Asia: India, China, Japan, South Korea

INTERNATIONAL VISIBILITY AND COMMUNICATION PROJECTS

HOMI in the national and international media



Italian magazines

AD
 CASA CHIC
 CASASTILE
 COMPOLUX COSE DI
 CASA DCASA
 DDN
 ELLE DECOR
 GARDEN&GRILL
 GREEN STYLE GREEN
 UP GREENLINE

ITALIAN LIGHTING
 ITALY EXPORT
 LA CARTOLERIA
 LA CASA IN ORDINE
 LA CERAMICA MODERNA & ANTICA
 LA CUCINA ITALIANA
 LIVING
 MADE IN ITALY
 PLATFORM
 PROMOTION MAGAZINE
 VANITY FAIR

International magazines

20 PRIVATE WOHNTRÄUME
 ACTIEF WONEN/DÉCO IDÉES
 CARAS DECORACAO
 CASA VIVA COUNTRY
 HOMES DIE VITRINE
 DIZAJN DOMA ELLE
 DÉCORATION
 FEELING WONEN/GAEL MAISON
 GIFT FOCUS
 GIFT REVIEW
 H.O.M.E
 HOGARES
 HOME FASHION NEWS
 HOMES & GARDENS
 INTERIERNY
 INTERIOR+DESIGN

LIVING ETC
 MARIE CLIARE MAISON
 MOJ INTERIJER
 NEST
 OFFRIR INTERNATIONAL
 P&G
 POSUDA
 PROGRESSIVE GIFTS&HOME WORLDWIDE
 STIJLVOL WONEN/PURE MAISON BELGIO
 STIL&MARKT
 TABLE ET CADEAUX
 TABLEWARE INTERNATIONAL
 TEXTILE PARA L HOGAR
 TREND AND STYLE

Last edition figures

Exhibitors

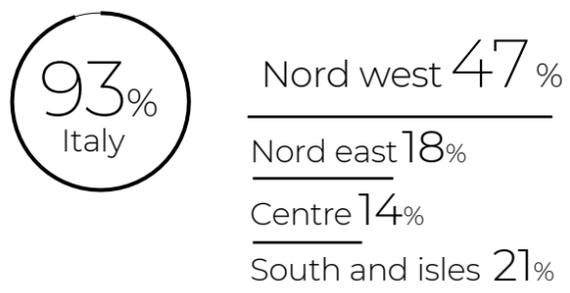
600 from 23 countries



Table | Kitchen | Decoration | Textile | Modern fragrances | Classic Italian | Gift | Outdoor

Trade visitors

50,000



Independent Stores | Wholesalers | Interior Designers and Architects | Chain of stores | Home Hospitality | Department and Concept Store | Cash and Carry | E-Commerce | Garden Center | large-scale organized distribution



Top foreign visitor countries

Switzerland | Russia | France
Spain | China | Japan
Germany | Portugal Croatia |
Usa | Romania

TOP INTERNATIONAL BUYERS

Canada *Drake General Store*
France *DIOR MAISON*
Israel *Fox home*
Japan *Matsuya/Ginza Department Store*
Russia *JCS Stockmann*

Saudi Arabia *United Eddy Co LTD*
South Africa *Woolworths Ltd South Africa*
South Korea *Hyundai Department Store*
Thailandia *The Mall Group*
Kazakistan *Noble*



Solutions for exhibitors

The background image shows a bright, modern exhibition space. A prominent feature is a large, white, geometric structure made of thick, angular beams that creates a series of triangular and rectangular openings. The floor is light-colored. In the foreground, there are several large, plush, lime-green armchairs and smaller ottomans. Further back, there are tables covered with red cloths, and people are seen walking and sitting, suggesting a busy trade fair environment. The overall atmosphere is clean, bright, and contemporary.

SOLUTIONS FOR EXHIBITORS

Stand construction and special packages



Homi offers **turnkey exhibition design solutions** to lighten your exhibition preparation workload. An answer for all your needs.

Are you a small craftsman, a designer?

We offer you:

World Designer.

Area dedicated to international designers, with stands of 6, 9 and 12 square meters.

Are you a manufacturer of fragrances, textile capsule collections?

Gallery is designed for you. Long and narrow stands (2 m deep) with stands of 6 and 9 square meters.

Have you got a more structured collection, you need more space?

Living and Standard, come with a basic set-up that can be enriched, on request, thanks to our ecommerce facilities.

Are you an association and wish to organize a collective of at least 6 companies ?

We have the solution for you

Have you got special needs that our packages don't meet?

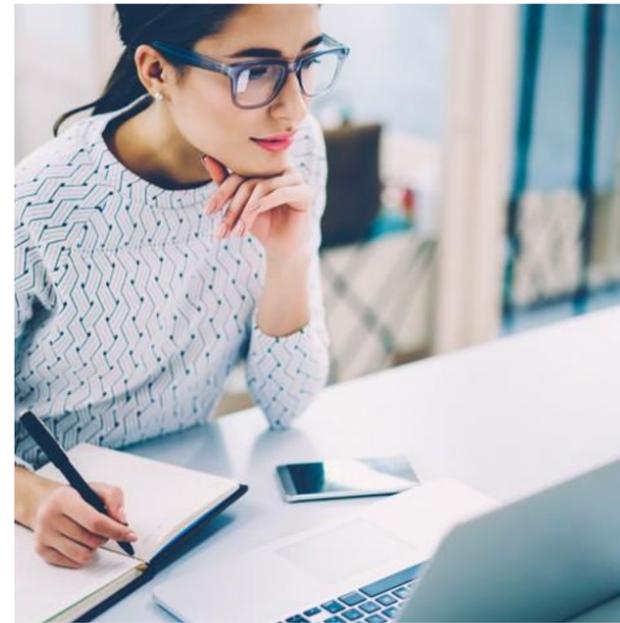
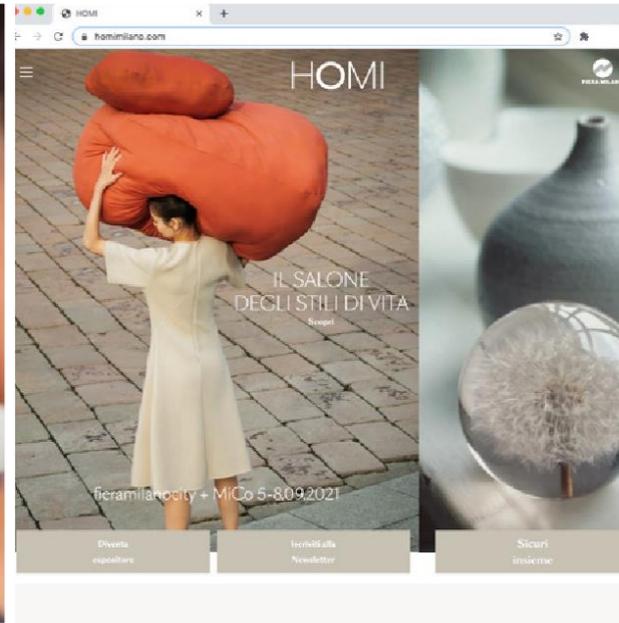
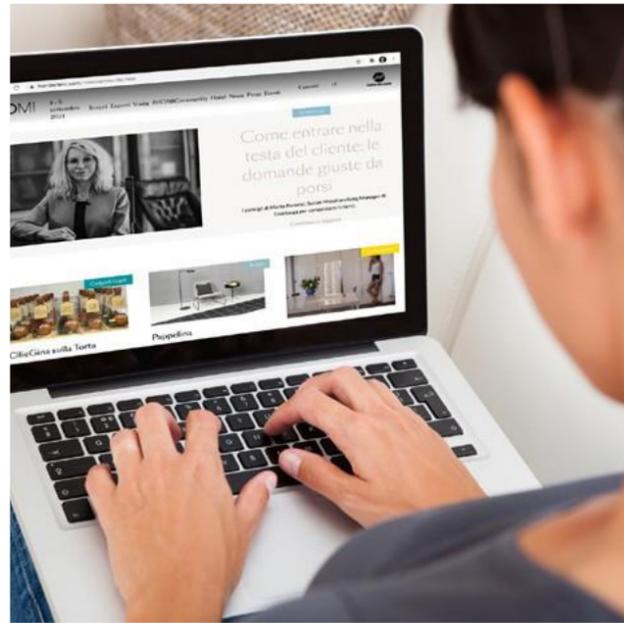
Our team 'personalizzati' is at your service to provide you with the ideal solution for your business.

For each solution it is possible to further customize the set-up by choosing different services.

SOLUTIONS FOR EXHIBITORS

Lead generation opportunities during a year-round

Homi offers solutions on and offline



#HOMICommunity

Opportunity to enhance your participation to the community all year round. News of your company featured

Homi website

Visibility spaces at your disposal: from banners published in the sections of the site to the promotion of your company on newsletters and e-blasts

Webinar and digital Events

We can organize digital events on innovative platforms for you, or you could sponsor one of our throughout the year

E-blasts

We can get your message to all companies in our national and international database, through dedicated e-blasts and advertorial

Communication on Social media

Available all our social channels to give your company maximum visibility and interaction with the market

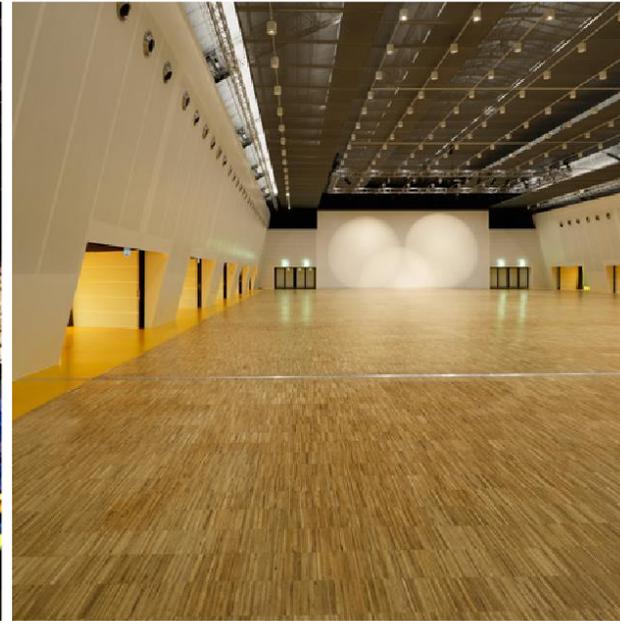
SOLUTIONS FOR EXHIBITORS

Increase your visibility at the fair and create valuable relationships with your customers.



Events

We will help you organise your event at the fair and in the city



Dedicated Showroom

Dedicated spaces at your colours : from the banners on the website, on the newsletters to special DEM or a dedicated showroom during the fair



Advertising outside the venue

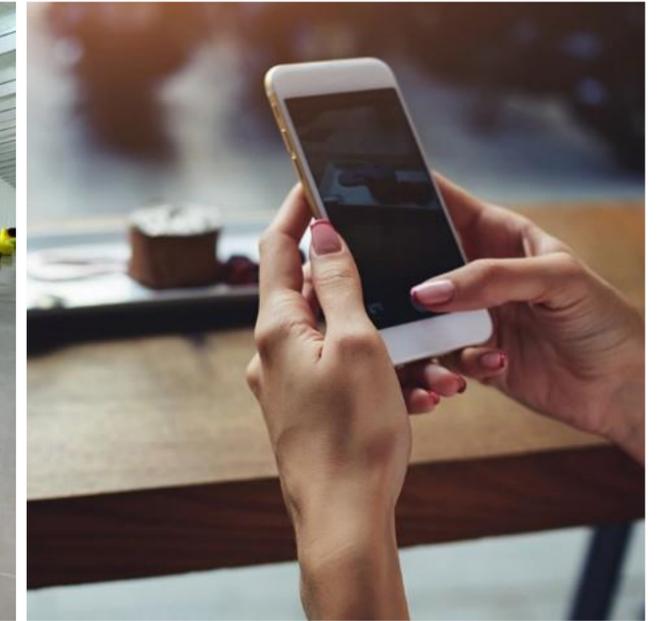
4 days of full visibility on one of the main boulevard of the city that drive to the fairground, Viale Scarampo



Special area Sponsorship

(relax, conference room, buyer lounge, ...)

Advertising and logo on the directories of fair, digital signage



APP

Advertising on the fiera milano app

SOLUTIONS FOR EXHIBITORS

An turnkey event

We take care of everything... from the trip to the stay in Milan, to the organization of your events at the fair and in the city.

MiCodmc is available to organize in every detail the stay in Milan: travel, hotel reservation, transfer or any other service, thanks to:



Agreements with Milan **hotel** in and in the immediate vicinity of the exhibition centre



Partnership with the main **airlines companies** to ensure the best conditions



Train facilities



Support for organizing exhibitor **events** during fair days: **MiCodmc** is on hand to organize a private event or dinner for customers, with proposals ad hoc for any budget and number of guests



Total support in the organization of exclusive **tours and excursions** to experience the city and its surroundings in a very special way and unique through the choice of classic cultural visits, unusual itineraries and shopping tours

HOMI

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FOR INFORMATION

sales.homi@fieramilano.it

[#HOMIcommunity](#)

[#italianhomelifestyle](#)

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