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## Press office

### RESULTS BEYOND EXPECTATIONS FOR HOSTMilano AND TUTTOFOOD. FIERAMILANO CONFIRMS ITSELF AS THE EUROPEAN HUB

- *More than 150 thousand visitors met 2,700 companies, strengthening Milan as a European exhibition hub and for the international promotion of Italian excellence*
- *The agreement with Informa Markets, one of the world leaders in the trade fair sector with 450 events in its portfolio, will increase the internationalisation of Italian companies attending Fiera Milano events. First event with FHA-HoReCa in Singapore*

*Milan, 27 October 2021 - Between the two events, **more than 150 thousand** trade visitors: the return in person of **HostMilano** and **TUTTOFOOD**, which ended today at fieramilano in Rho, in conjunction with MEAT-TECH, exceeded all expectations.*

*"The gamble of going back to meeting in person proved to be a winner - comments **Luca Palermo, CEO and General Manager of Fiera Milano** -. There was a great desire to do business live, as shown by the meetings of the more than 150 thousand visitors with more than 2,700 companies. Together with the new agreements signed by Fiera Milano, this liveliness reinforces the supply chain approach that the Italian agri-food and hospitality ecosystem needs to present itself abroad in an organic way".*

Crowded aisles and lively exchanges at the stands consolidate fieramilano's growing role as a **European exhibition hub** and internationalisation driver for Italian companies of all sizes. A continuous and organic strategy, as demonstrated by the constant increase in international buyers, also in collaboration with **ICE Agency**.

In terms of agreements, the new partnership with **Filiera Italia and Coldiretti** will promote Made in Italy agri-food products around the world in innovative ways, with the aim of doubling the value of exports. The recent agreement with **Informa Market**, on the other hand, one of the world leaders in the trade fair sector with over 450 events in its portfolio, will bring the companies taking part in Fiera Milano events to even more strategic foreign areas. Among the first events, the participation of Italian companies in the next editions of **FHA-HoReCA**, an event dedicated to food and hotellerie organised by Informa in Singapore.

*"The collaboration between Fiera Milano and Informa Markets - continues Palermo - starts from the Food & Hospitality sectors, where we are international leaders, and then continues in other sectors. We are certain that this alliance can represent a further opportunity for internationalisation to be offered to*



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*companies participating in trade fairs. Our ambition remains unchanged: we want to strengthen ourselves as a European hub capable of hosting congresses and events with a global reach. This is why we are increasingly focused on activating partnerships with major international players".*

With this edition **HostMilano** and **TUTTOFOOD** have confirmed themselves as platforms not only for business, but also for **presenting data and research, sharing knowledge, international competitions and discovering new trends:** hundreds of events are scheduled.

For updated info on events [www.host.fieramilano.it](http://www.host.fieramilano.it), @HostMilano  
[www.tuttofood.it](http://www.tuttofood.it), @TuttoFoodMilano.