



Salone Internazionale dell'Ospitalità Professionale  
International Exhibition of the Hospitality Industry

**Press release**  
**May 2009**

## **HOST 2009: PROFESSIONAL HOSPITALITY HAS AN APPOINTMENT IN MILAN**

*Strengthened by the results of the 2007 edition, the event presents all the sectors components in seven areas from a system point of view. To optimise the visits of operators, the contemporaneity and synergy with the Franchising & Trade and the Wellness Spa & Beauty Exhibition is confirmed.*

Milan, 19 May 2009 – Host, the professional hospitality fair is back in the **fieramilano** area in Rho from **Friday 23** to Tuesday **27 October 2009**. It's ready to respond to the recession with an increasingly international slant, and to understand and interpret areas and trends that continue to be a business opportunity for the segment. That is how the new edition was presented today in a press conference in which the results of research conducted by **Renato Mannheimer's Ispo** on the behaviour of Italians relating to the hospitality industry were announced. The presentation was strengthened by **case histories** of successes in certain sectors: *Town House* hotels, which have turned their suppliers into real partners and particularly focus on service by training highly qualified butlers, as well as certain advertising space projects by the *Pierandrei Associati* architectural practice, conceived as relationship, communication and sensorial experiences locations for today's more sophisticated customers: projects made possible by teamwork with their suppliers.

**Host**, which is characterised by an exhibition concept that integrate complementary supply chains in a "**being a system**" logic, will present itself at the two yearly event strengthened by the results of the 2007 edition: **1.865 exhibitors (+3.61%** compared to 2005) of which **350 from overseas** with **135 thousand professional visitors** from **134 countries**.

In line with the past edition the participation of **Exhibitors** that, from an investment optimisation point of view, recognise the quality of the event and the investments made in organisation of events and promotions which give added value to their companies, is planned for this year as well.

*"The recent institution of the Ministry for Tourism is finally a clear signal – I think it is worth underlining on occasion of Host, the most important event of the professional hospitality segment – of how the government has understood the fundamental role of the tourism industry, which produces 8% of the national GDP. Therefore, the decision of the CAI to reduce the Milanese airport system is not understandable. It is a fundamental infrastructure for economic development not only of Milan, but for all of the Lombardy region, a region which without fear of contradiction has been defined as the Italy's driving economic force – stated **Adalberto Corsi**, the President of Fiera Milano Expects and commissary Vice-President of the Milan Union of Commerce – how can*





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*they not understand that damaging Malpensa means damaging the entire Italian economic system?*

*“the signs from the industry are that the hospitality industry will continue to grow notwithstanding the recession” commented **Corrado Peraboni**, the Chief Executive Officer of Fiera Milano Expocts, the organisers of Host, “and that in the near future it will continue to show that it is one of the driving segments of the world economy. Host is ready to meet this challenge, and presenting all the components of the supply chain as a system with a global perspective, it is a moment for meeting and comparing experiences and a unique business opportunity for all the industry’s Operators.*

**Host** has **seven themes** that cover all the big macro-areas of the hospitality-catering sector in a complete and coherent manner: **Professional catering** (equipment, systems and accessories) and **Mipp** (Milan – Bread, Pizza and Pasta fair); **Bar** (coffee making machines and bar equipment), **Gelateria & Pasticceria** (Ice-cream producers and confectioners) (machines, equipment, furnishings, accessories and products for ice cream producers and confectioners) and **Sic** (the international coffee fair); **Hotel Emotion** (the hotel industry fair) and **Shop Project** (the international fair for the design and furnishing of sales outlets).

It’s an event that is always at the forefront and that unites complementary supply chains in accordance with a “**being a system**” logic, allowing professional visitors, who often involved in both supply chains, to valorise the contemporaneity and synergy, to optimise their visits and increase business opportunities. From this point of view, **this year’s innovation** is the total integration of **Shop Project** within **Host**.

Nowadays, for **Professional catering** operators, innovation is increasingly becoming a necessity. **Host** responds to this with its exhibition of services, machinery, and products that ‘make a difference’.

**Mipp**, the specialised sector dedicated to bread, pizza and pasta, has room for the entire supply chain in terms of the production and treatment of products to the ‘arte bianca’ (white art), with the exhibition of machinery, ovens, equipment, raw materials, products and services.

As part of **Host** the Operators of the **Bar** sector will find excellence in coffee machines, equipment, supplies and services. A dynamic segment, characterised by continual innovations in products and services.

The entire **Ice cream and confectionary** supply chain will be attending **Host**, from raw materials to furnishings, to machinery and equipment for the production, preservation and distribution of products, as well as all the products and services needed to carry out these business activities in the best possible way.





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The whole coffee industry is represented in **Sic**, which will not only be attended by many of the biggest producers, importers and coffee roasters in the world but also the most important industrial companies that manufacture machines for the different coffee production and packing processes, as well as the biggest associations and service companies for the transportation and promotion of products.

Operators will be able to find everything in the hotel industry In **Hotel Emotion**: from furnishings to hotel contract, as well as an up to date product mood with tableware, accessories and furnishing fabrics, from new technology to fitness equipment, and from building supplies to the services of international designers.

**Shop Project** is a specialised fair in which all manufacturers of furniture for shops, visual merchandising professionals and top designers present their products or services in an international context.

**Host 2009** will take place at the same time and in synergy with **Franchising & Trade** e con **Wellness Spa & Beauty Exhibition** (which is also organised by **Fiera Milano Expects**), benefitting from all the potential a fair such as Host can offer, and creating numerous informative and promotional events which will allow Operators, who often visit both these events, to **further optimise their visits**.

The **Host** event will take place in the **fieramilano area** in Rho from **Friday 23 to Tuesday 27 October 2009**. For up to date information please consult the following website: [www.host.fieramilanoexpects.it](http://www.host.fieramilanoexpects.it). Planning your visit by pre-registering on the website entitles you to discounted prices: **8.00** Euros for one day instead of 15.00; two days for **15.00** Euros instead of 26.00; and three days for **21.00** Euros instead of 35.00.

**Fiera Milano EXPOCTS: established to organise fairs**

*EXPOCTS S.p.A., a company in the Fiera Milano Group, can boast of over thirty five years specialisation in the organisation of international fairs, giving Fiera Milano EXPOCTS S.p.A. a prominent position in Italy and Europe. Fiera Milano EXPOCTS S.p.A's mission has always covered different sectors, including extremely important product and service sectors in financial and cultural terms: tourism, fashion, commerce, services, technology, art, food, well-being and music. The President of Fiera Milano EXPOCTS S.p.A. is Adalberto Corsi; Corrado Peraboni is the company's Chief Executive Officer.*

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