



INTERNATIONAL
HOSPITALITY EXHIBITION

17-21
OCTOBER
2025

fieramilano

NEW SHAPES OF HOSPITALITY

In collaboration with

madeinitaly.gov.it



Ministry of Foreign Affairs
and International Cooperation



FIERA MILANO

HostMilano, where innovation, internationalisation and quality become global business

Now in its **44th edition**, **HostMilano** confirms and consolidates its leadership in the professional hospitality industry with five days dedicated to business and networking thanks to companies, stakeholders, international buyers and visitors from all over the world.

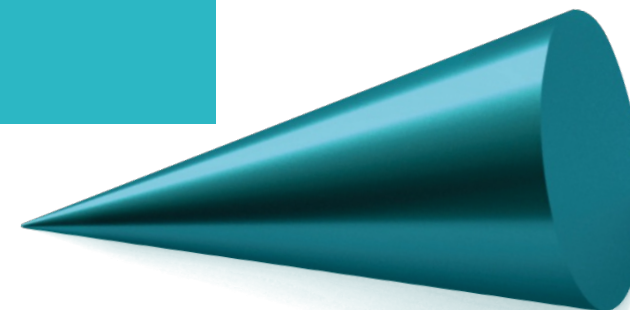
A must-visit event that in **2025** will bring together the entire **Ho.Re.Ca.** universe once again in Milan: from Professional Catering to Bakery, Pizza and Pasta; from Coffee, Tea, Bar, Coffee Machines, Vending, with the historic SIC, International Coffee Show, to Ice Cream and Pastry, passing through Furnishings, Technology and Tableware.

Internationality
Networking
Trend
Business
Excellence
Sustainability
Design
Quality
Hub
Innovation



FOCUS ON THE ART OF BAKING

In the **Host25** edition, the world of baking is expanded and renewed, including all the processes of the supply chain: from the artisanal sector to the semi-industrial sector, spanning kneading, processing, leavening and baking to the creation of the finished product in all its facets.



EXHIBITORS

2,100

from 50 countries

40%

international

3 MACRO AREAS

1.

Professional catering/Bakery,
Pizza, Pasta

2.

Coffee, Tea/Bar, Coffee Machines,
Vending/Ice Cream, Pastry, Bakery

3.

Furnishings,
Technology/Tableware

The right marketplace for:

DISCUSSION | NETWORKING | TRENDS
INNOVATION | TRAINING

TOP 10 COUNTRIES BY NUMBER OF VISITORS

Germany

Spain

France

USA

Switzerland

The Netherlands

Greece

Portugal

United Kingdom

Turkey

PROFESSIONAL OPERATORS

180,000
from 166 countries

42%
international

TARGET

- Distributors, resellers, exporters, importers
- Restaurants, pizzerias, kebab shops, fast food and street food outlets
- Self-service, company canteens, hospitals, cinemas, museums
- Bars, pastry shops, ice cream shops
- Large-scale retail outlets, shopping centres, convenience stores
- Wellness centres, gyms, spas
- Consultancy, services
- Architects, designers, contractors
- Butchers, delicatessens, bakeries
- Hotels, hotel chains, accommodation, cruise companies, airports, stations
- Chefs
- Installers, technicians
- Food&Beverage Managers

TOP 10 COUNTRIES BY NUMBER OF VISITORS



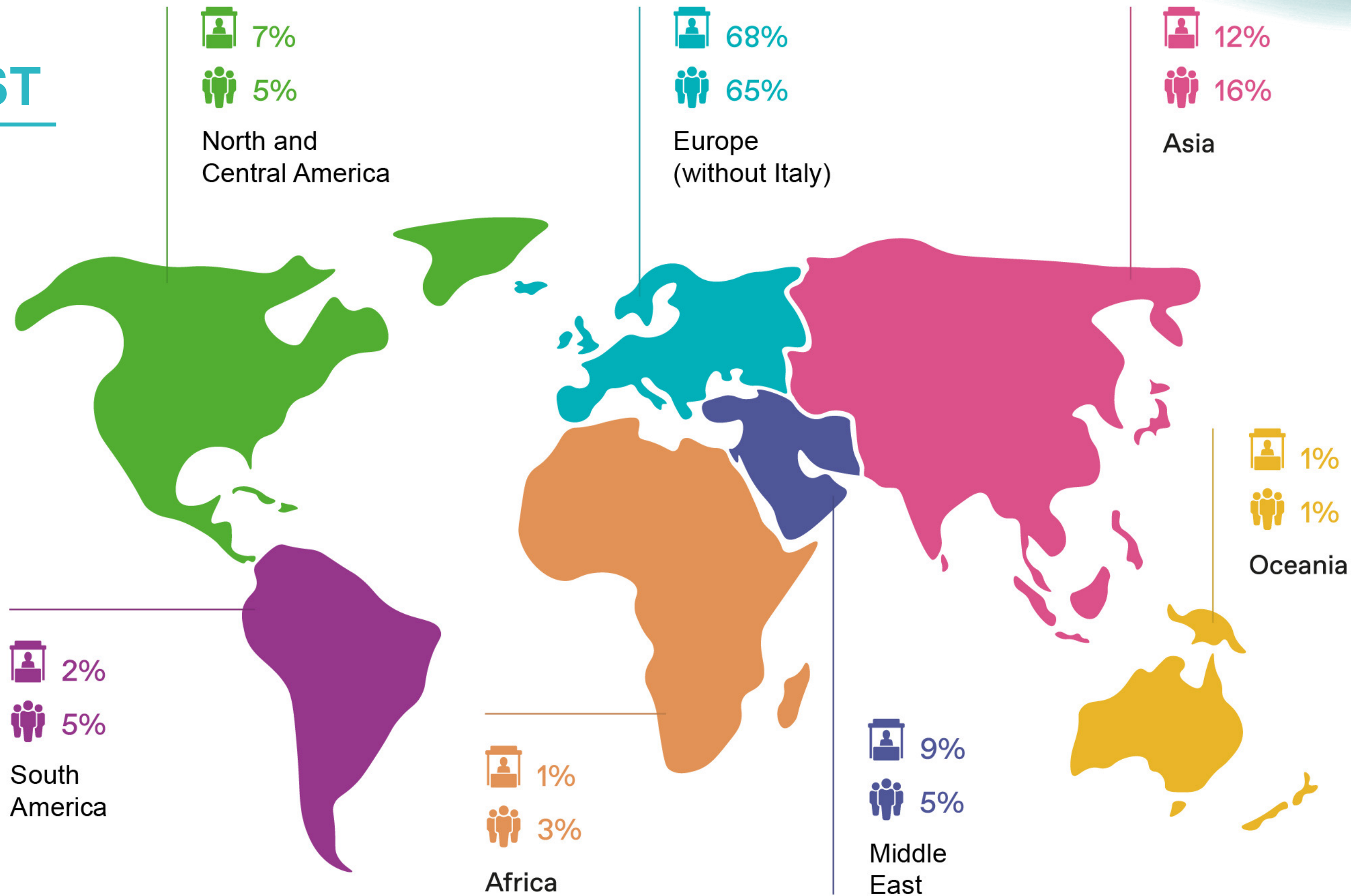
THE WORLD AT HOST

166

Participating countries

 Professional Operators

 Exhibitors



TOP HOSTED BUYERS

700
 from 75 countries

PROFILE: distributors/wholesalers/resellers, large-scale retailers, chains of hotels/restaurants/bars/ice cream shops, design and architecture studios.

FOCUS CATEGORIES

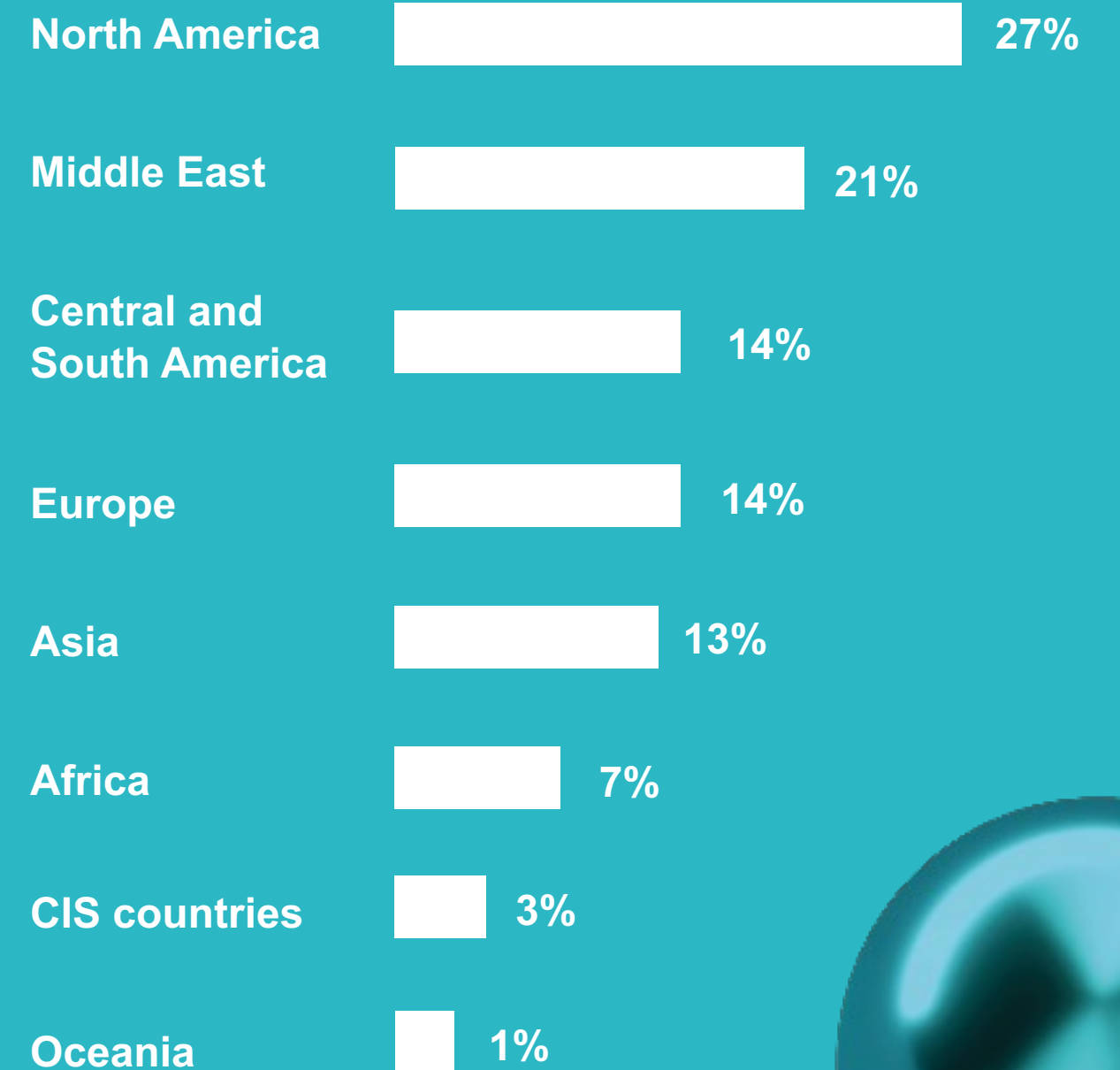
- 🕒 Ice cream shops and Pastry shops
- 🕒 Distributors and Importers
- 🕒 Large-scale Retail, Cash&Carry
- 🕒 Central Purchasing Departments, Hotel Chains, Restaurants, Coffee Shops, Bakeries
- 🕒 Contract, Real Estate, Design Firms

BUYER PROGRAMME: MY MATCHING

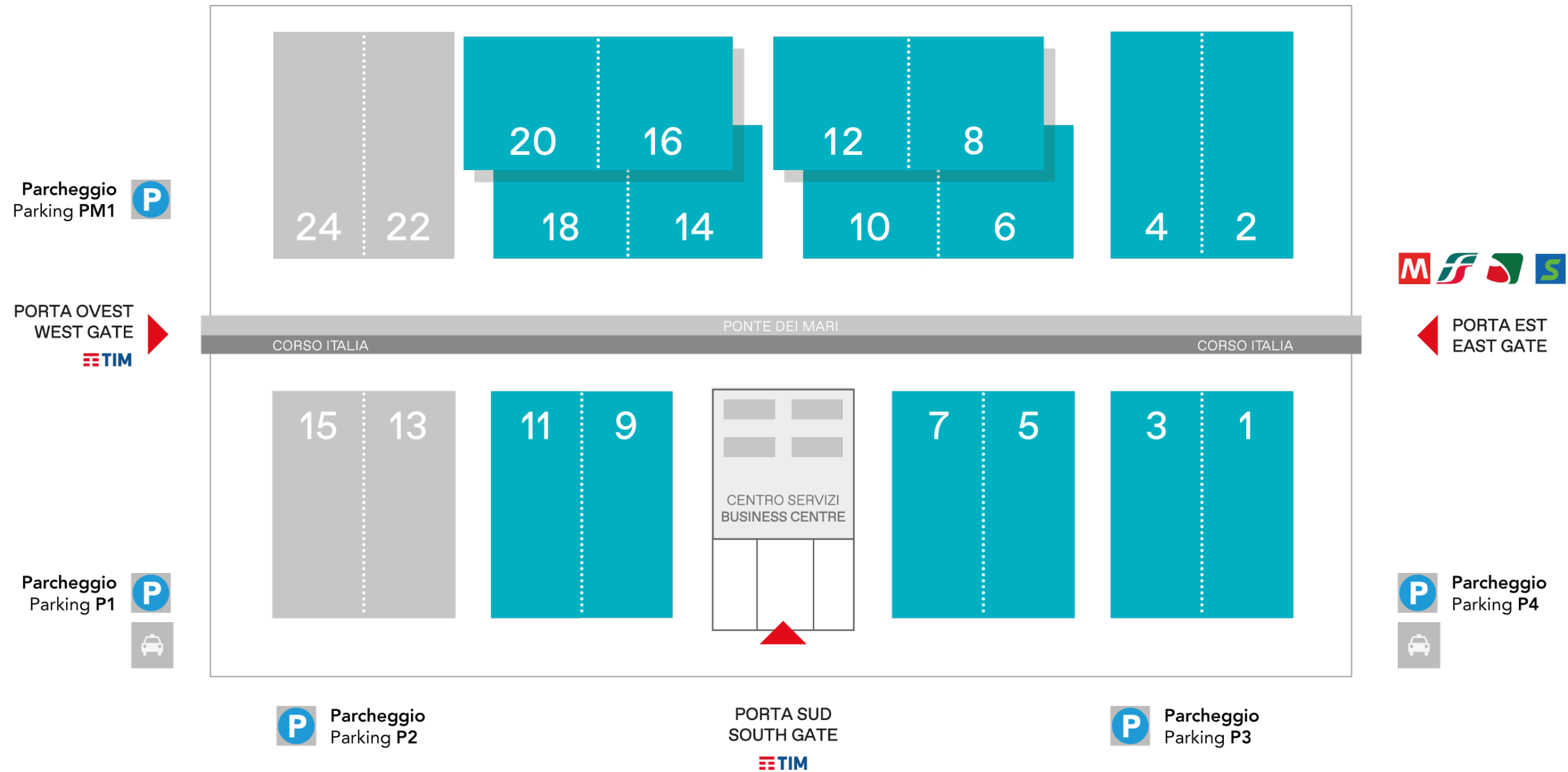


Agenda of targeted meetings planned before the event to create business opportunities during the exhibition.

BUYERS BY GEOGRAPHICAL AREA



EXHIBITION DISTRICT MAP



PROFESSIONAL CATERING

FOCUS ON COOKING

The professional catering business is in constant need of innovation and flexibility. HostMilano is the reference hub for distributors, resellers, exporters, importers who attend the event to meet the leading companies in the sector and see the most cutting-edge machinery and equipment for their business.

FOOD EQUIPMENT: SOLUTIONS FOR EVERY NEED

There is a wide choice of machinery and equipment specialised in food processing and washing, together with innovative solutions designed specifically to meet the needs of professional catering, including catering services, restaurants, restaurant chains and retail outlets in the food sector.

PROCESSING AND STORAGE: METHOD AS A RESOURCE

The methods used to process and store food are what make the difference in any kitchen, together with the accessories, both large and small.

DELIVERY

The change in out-of-home consumption habits has highlighted the need for continuous updating of the sector. HostMilano has perceived this right from the start and presents a dedicated offer to the market with the support of the main leaders.

THE CULINARY ART: THE ENCOUNTER WITH FLAVOUR

Opportunities for training and discussion with internationally renowned chefs and leading figures in the sector to discover and gain insights into new processing techniques and the trends of the future.



BAR | COFFEE MACHINES | VENDING

THE FUTURE IS READY TO BE TASTED

Product excellence and service innovation combine to create a distinctive experience in the bar universe. Through the introduction of new trends, tools and techniques, the dialogue between different production companies is encouraged, thus promoting a continuous evolution of the sector.

THE BAR: AN EXCITING JOURNEY

The heart of the bar beats every moment of the day, from dawn to dusk. With a wide range of machinery, equipment and accessories that make every space functional and versatile; a welcoming, vibrant and potentially ideal retreat for any occasion in which food and drink play a starring role.

MACHINES AND ACCESSORIES: EXCELLENCE IS THE SECRET INGREDIENT

The latest technologies in the world of coffee machines, equipment and professional accessories work in harmony to guarantee the essential quality of an excellent service.

VENDING MACHINES: WHERE WHAT'S NEW TODAY MEETS THE NEEDS OF THE FUTURE

Constant analysis and research on leading manufacturing companies, in a sector that is constantly expanding and increasingly focused on topical factors such as safety and quality. The primary objective is to guarantee customers the perfect break in their day, adaptable to any context: from small offices to large companies, from schools to airports, and from gyms to any work or recreational environment, both public and private.

PRODUCTS AND EQUIPMENT FOR THE BEVERAGE MARKET

From the basic product (syrups, juices, drinks, water) to the most innovative equipment.



COFFEE | TEA

THE PERFECT COMBINATION OF AROMA AND TASTE

Selected roasters, importers, producers, professional operators and the best companies in the world. HostMilano is the meeting point for the entire business that revolves around the world of coffee and tea.

THE AROMA OF THE BLENDS WAFTS FAR AND WIDE

Coffee and its ancient tradition are perfectly represented in the event where it is possible to find blends, products, contents, insights and professional training that enhance and promote the excellence of this product.

TEA: INFUSION IN THE WARMTH OF TRADITION

Tea can be treated in various ways to produce a wide range of flavours and aromas, which depend mainly on the production process, the variety of the plant and the region of origin.

It is a drink that favours good health, well-being and tradition, and it can be enjoyed at any time of the day, during leisure and business activities, thanks to its widespread presence at resorts, hotels, pastry shops, restaurants, spas, bars and tea houses.

MARKETS AND PROSPECTS

Exclusive events, created in collaboration with the most important representatives of the sector and high-profile associations, closely examine the varied universe of coffee and tea, analysing in detail every aspect of an increasingly diversified offer, which is constantly expanding and renewing.



FURNISHINGS | TECHNOLOGY

WHEN THE SPACE BECOMES A MEETING PLACE

HostMilano celebrates the art of hospitality by placing it front and centre. Through exclusive formats, new ideas and surprising solutions, original, functional and engaging spaces are created, designed with the collaboration of top professional architects and designers.

FURNISHINGS: A MIX OF SPACE AND LIVABILITY

New, innovative and sustainable materials to ensure a comfortable and functional environment: indoor and outdoor tables and chairs, lighting and furnishing accessories, but also ideas, new formats and “hybrid” installations to represent every furniture requirement as effectively as possible.

TECHNOLOGY: INNOVATIVE HUB FOR PRODUCTS AND IDEAS

A space dedicated to management software for the world of professional catering, to applications for customisation, personalisation and the efficiency of processes and machinery.

A stage with a high content of innovation, not only in terms of products but also for new ideas that merge with innovation, sustainability, digitalisation and artificial intelligence to create solutions that anticipate the future in terms of energy savings, the use of recyclable materials and the use of new technologies.



TABLEWARE

THE FINEST *MISE EN PLACE*

The experience in the world of tableware moves between the constant search for quality and the incessant drive for innovation. This dynamic balance is manifested through a varied range of elements that combine the elegance of classicism and tradition with the most original solutions.

PROTAGONISTS OF THE TABLE

Cutlery, plates, glasses, table linen, trays, silverware, porcelain and carafes are not simple utensils, but the real protagonists of tables around the world. These components not only contribute to the creation of an impeccable *mise en place*, but they are also able to adapt to the needs of any context, season and atmosphere, always under the banner of style, quality and attention to detail.

PROFESSIONAL APPAREL FOR EVERY OCCASION

Not only tableware, but also clothing for professional dining room and kitchen staff: original uniforms and accessories, elegant and always with attention to the smallest detail to best interpret every style.



ICE CREAM

ICE CREAM PROJECTED INTO THE FUTURE

The excellence of Italian-made quality in constant geographical expansion and a growing hybridisation with other sectors such as coffee, pastry-making and mixology. The world of ice cream is represented at HostMilano through its entire supply chain: semi-finished products, machines, refrigerated cabinets and designer display cases.

SEMI-FINISHED PRODUCTS: QUALITY FIRST

A range of proposals aimed at satisfying all needs: semi-finished products for artisanal ice cream, flavourings for base mixes, ready-to-use semi-finished products and products for decorating.

MACHINES: PROCESSING TAKES TO THE FIELD

Increasingly efficient and high-performing machines for artisanal ice cream making: churners, pasteurisers, ageing tanks and specialised machines for products such as cream and frozen yogurt.

REFRIGERATED CABINETS AND DISPLAY CASES: DESIGN AT THE SERVICE OF EFFICIENCY

Efficiency, energy savings but also quality and design are the keywords to satisfy every need in relation to the storage and presentation of the products to the public.

HYBRIDISATION AND APPLICATIONS

Product and service hybridisation as a constantly growing trend: ice cream is increasingly being used in the bar, coffee and mixology worlds to present increasingly tasty and innovative creations in line with the demands of the market.



PASTRY MAKING

SHAPES, COLOURS AND SWEETNESS SPRING TO LIFE

HostMilano is the international stage for the pastry sector in all its forms. Quality, innovation and technique come to life thanks to leading producers of raw materials, accessories and equipment for the dessert sector.

RAW MATERIALS: THE FOUNDATIONS OF QUALITY

All the finest quality raw materials are here to let the imagination run wild and allow you to develop creations of all kinds: semi-finished products, basic ingredients, jams, cocoa and derivatives, starches, flours, yeasts and compounds.

ACCESSORIES AND EQUIPMENT: THE PROCESS THAT MAKES THE DIFFERENCE

Quality, design and Made in Italy come together, respecting the pastry tradition, to offer the best possible product: ovens, mixers, blast chillers, dough sheeters and all kinds of equipment needed in a pastry workshop.

COMPETITIONS AND EVENTS: THE CURTAIN GOES UP

Internationally renowned cake designers, pastry chefs, chocolatiers and ice cream makers compete in highly innovative and artistic contests but also in showcooking sessions and masterclasses with best practices from both the oldest traditions and the most recent and avant-garde experiments.



BAKERY | PIZZA | PASTA



INTERNATIONAL HUB OF THE ART OF BAKING IN MILAN

HostMilano confirms its position as an international reference hub for the whole bakery supply chain, during which raw materials, finished products, machines, ovens and equipment are perfectly represented. Quality and innovation are the key words for presenting a complete range of products.

THE PROCESS AS INNOVATION

New processing, cooking and preservation techniques through the use of natural, genuine and innovative solutions.

ALL THE SEGMENTS ARE HERE

All the segments of the world of the art of baking – both artisanal and semi-industrial – are perfectly represented, guaranteeing quality and versatility for every need.

SAVOUR THE FUTURE

An extensive calendar of training events, technical and thematic insights, networking and competitions to anticipate change and new trends in the sector.



PARTNER ASSOCIATIONS

ITALY

Professional Catering:

- APPLIA

Ice cream Pastry making:

- ACCADEMIA MAESTRI DEL LIEVITO MADRE

Bread Pizza Pasta:

- APPAFRE Associazione Produttori Pasta Fresca Affiliata
- ASSOCIAZIONE PANIFICATORI MILANO
- SIPAN Produttori di materie prime e attrezzature per il mondo della Panificazione

Bar/Cafes:

- ALTOGA Associazione Torrefattori e Grossisti Alimentari

USA

- SEFA Supply & Equipment Foodservice Alliance
- FEDA Foodservice Equipment Distributors Association

CANADA

- RESTAURANTS CANADA
- CAMA-ACAD Canadian Automatic Merchandising Association
- CICC Convenience Industry Council of Canada
- BAC Baking Association of Canada
- IDC Interior Designers of Canada

SOUTH AMERICA

- ACHIGA (Chile) Asociación Chilena de Gastronomía
- ACODRES (Colombia) Asociación Colombiana de la Industria Gastronómica
- CANIRAC (Mexico) Cámara Nacional de la Industria Restaurantera
- FEHGRA (Argentina) Federación Empresaria Hotelera Gastronómica Argentina

SPAIN

- AFEHC Asociación de Fabricantes Españoles Hosteleria y Collectividades

INTERNATIONAL

- NEWH The Hospitality Industry Network
- World Coffee Events / Specialty Coffee Association
- EFCM European Federation of Catering Equipment Manufacturers
- FCSI Foodservice Consultants Society International



EVENTS AND TRAINING

HostMilano is a showcase that combines innovation, training and competition.

The greatest chefs, master coffee roasters and ice cream, chocolate and pastry experts compete in highly innovative and artistic contests.

Events that not only demonstrate the high quality, professionalism and efficiency of the equipment, but also act as a catalyst for evolution and research in the ho.re.ca sector.

Training seminars dedicated to architects offer the opportunity to learn more about the latest trends in design and furnishings for the hospitality sector.

127 Conferences

195 Workshops
and showcooking sessions

6 Championships



SMART Label - HOST Innovation Award

Innovation, technology and design.

Now in its seventh edition, Smart Label – Host Innovation Award is the prestigious award for innovation in the hospitality sector organised in collaboration with the POLI.design Consortium at the Politecnico di Milano under the patronage of ADI - Italian Association for Industrial Design.

The award is given to products/services/projects, presented by exhibiting companies, that stand out for their distinctive characteristics in terms of functionality, technologies, environmental sustainability, ethics or social aspects.

The award is divided into three categories: Innovation SMART Label, Green SMART Label and SMART Label.

The members of the judging panel are selected from teachers, professionals and international experts in the fields of design, hospitality and energy saving. The judging panel evaluates the products/services/projects on the basis of a series of factors such as the efficiency of the functions, the effectiveness of the performance, the innovative nature of the methods used and technologies.

SMART
LABEL



ROAD TO HOST 2025

MIDDLE EAST

Riyadh, Jeddah, Dubai, Qatar

Latin America

Mexico

Asia

Singapore, Japan, China

Europe

France, Germany, Spain, Great Britain, Austria,
Denmark, Turkey

United States

Las Vegas, Chicago, Colorado Springs, Atlanta

Canada

Toronto, Montreal



HOSTMILANO 2025 INVESTMENT



EXPANSION

into larger and more diversified markets CANADA, USA, SOUTH AMERICA, MIDDLE EAST and ASIA.



CONSOLIDATION

of traditional markets.



SCOUTING

of high-profile qualified operators and new business.



DEVELOPMENT

of partnerships with national and international institutions and associations to create a strong, business-oriented strategic network.



COMMUNICATION

divided into targets and countries (newsletter in several languages, one-to-one email marketing, etc...).



MEDIA

preferential access to national and international journalists in the sector.



AMBASSADORS

Journalists, bloggers and international influencers monitor the evolution of the Ho.re.ca. and Retail worlds.



OBSERVATORY

On the status of the supply chain: changes, consumption models and new formats.



EVENTS

Over 20 national and international events to update the market on new trends.



MEDIA PLANNING

Investment in media

40%
Italy

60%
Foreign



Trade
Italy



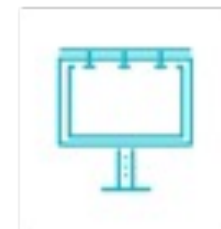
Foreign
trade



Generalist



Radio



Outdoor



TV



Decordynamic
advertising

Investment in foreign media

39% USA

42% Europe

4% Asia

15% Middle East

Investment in European media

41% Germany

28% UK

21% Spain

10% France

AMBASSADOR PROGRAMME: BE MY HOST

Also returning in 2025, “Be my Host”, the partnership programme with journalists, bloggers and influencers who monitor the evolution of the Ho.re.ca. and Retail worlds from all over the planet for HostMilano. Host Ambassadors are real “antennas” who are the first to talk about new points of view, stories and interesting facts from their countries of origin, innovations and trends on HostMilano's digital channels, thereby activating a global conversation in the sector.



HERE'S WHERE THE HOST AMBASSADORS ARE:

Australia, Brazil, Canada, India, Spain, France, Austria, UK, Italy, USA, China, Sweden, United Arab Emirates, Turkey, Mexico



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FOR INFORMATION
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