



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

Host 2009, a lively edition more International than ever

Milan, 27 October 2009 – A **particularly lively** atmosphere characterised the business contacts, events and training seminars of the **36th edition of Host**, the International Exhibition of the Hospitality Industry, which closed today in the fieramilano area in Rho.

An edition characterised by an **increasingly International atmosphere**, as the figures confirm: attendance by **overseas visitors** reached **33 thousand** from **143 countries**, **almost a fifth** of the total figure of **125 thousand** - in line with the 2007 edition. **France** and **Germany** confirmed that they are the most important markets in Europe. Particular interest was also shown by operators from the **Mediterranean basin**, with operators from **Morocco** and **Turkey** at the head of the queue; from the **Middle East**, above all there were operators from **Saudi Arabia**, the **United Arab Emirates** and **Israel**, and for **Asia**, the **Chinese** and **Indian** markets in the front row. They were also important attendances from **Australia** and **Brazil**, and some **African** countries are starting to come into the market.

The **Exhibitors** expressed satisfaction for the rate of internationalisation and the quality of the **meetings** they had. For **Remo Ottolina**, the President of **Caffè Ottolina**, *"...Overall our presence at the event was very positive. We made a lot of useful contacts, above all in the International field, which is what we were most interested in"*, while **Vittorio Bartyan**, a Director of **Telme**, underlined that *"...Host is a must for this sector, because Milan is the only real international fair in Italy. Here we above all made International contacts, all highly qualified and 75-80% constituted by distributors, which for us is fundamental"*.

In fact, **Host** is an event that companies wait for to exhibit their innovations, and which this year focused above all on **eco-sustainability**, **design** and energy saving. **1,445 Exhibitors** from **40 Countries** is enough to prove that the Operators, all of which were highly qualified, were **willing to do business**, as expressed by the deep interest in the innovative solutions on show.

Alberto Zanata, the President of **Electrolux Professional Products**, stated that *"...Host 2009 gave us the possibility of presenting concepts more than products, which respond in a strategic way to the signals and dynamism that we are noticing in this sector, in particular in certain segments and geographical areas around the world"*.

*"Customers all around the world are asking us for Technology and service – agreed **Matteo Gialdini**, the Marketing Manager of **Gruppo Angelo Po** – and this is what we have been focusing on, combining them with Italian design. We export 60% of our production all over the world, and here at Host we have been able to make the International contacts we were looking for"*.

The busy atmosphere of business meetings characterised the whole range of sectors at **Host**, from the bar to the hotel. In respect of the bar sector, explained **Luca Dussi**, the Marketing Director of **Gruppo Cimbali**: *"We exhibited a range of models which can satisfy any kind of need, and the response of visitors was decidedly positive. Above all, the attendance by overseas operators was significant"*.





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In the hotel hospitality sectors, **Mario Viola**, the Sales Manager of the Ho.Re.Ca and Roasting Division of **Tognana Porcellane**, stated that *"the new product lines with first class materials that combine functionality and design, quality and resistance, raised the interest and were appreciated by the visitors to the fair. "Host was the first event to present our products to a very interested International public along with Sambonet and Rosenthal, the prestigious German ceramics manufacturer, which our Group acquired in July"* concluded **Piero Gallione**, the Sales Director for Italy of the Hotels Sector of **Sambonet Paderno Industrie**.

A full calendar of events and training seminars, with **over 350 events** in five days, was the background to the exhibitions context. A great success, in particular, for the special areas.

At **Hotel Emotion**, with a combination of eco-sustainability, design and technology as the protagonists, in the **Double Face Room** and **WT Hotel by Host** areas, a 'glimpse' of a hyper-technological and hyper-comfortable future, as well as **Host In Translation**, an ideal journey into transit and holiday locations.

The **Villaggio del Caffè (Coffee Village)** hosted **events** dedicated to the entire supply chain **for the first time at a fair**: from green leaves to roasting, and from toasting to training. Among the numerous events were the traditional **"Cono D'Oro"** (Golden Cone) **competition** and the **1st Italian Gran Prix of coffee cafeterias**. Always on the theme of coffee, the **Le Dame del Caffè** exhibition was held, which brought the most beautiful espresso machines of the 20th century to **Host**.

The **Piazza del Gelato (Ice Cream Square)** saw the Lombardy selections for the **5th Italian Ice Cream Makers Championship** as well as Masters courses and innovative demonstrations.

Lastly, the **Professional Catering** area and **Mipp - Milan Bread Pizza Pasta**, saw a series of theme workshops organised by **Host** and **AB Tech Expo**, and exciting competitions and practical demonstrations involving the best pizza masters competing in the **1st Italian Quality Pizza Championship**, as well as the **acrobatic pizza makers** of the **Masters in Quality Pizza** and **teams of Italian chefs** at the top of their profession all over the world, like the **Veneto Chef** team, which has just won the **International Kremlin Culinary Cup** in Moscow.

Host hopes to see you at the **37th edition**, which will be held in the fieramilano area in Rho from Friday 21 October to Tuesday 25 October 2011.

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