



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

The event

HOST 2009: THE WORLD IS BACK IN MILANO AT HOST 2009

The 36th Host, which opened today, shows a +10% increase for International exhibitors, which includes the presence of important new entry countries: Brazil, Israel and Mexico. There are six theme areas covering the entire HoReCa sector, with an exhibition layout that makes the most of the synergies between related sectors.

Milan, 23 October 2009 – the number of languages spoken in the **Fieramilano area in Rho** for **Host**, the international professional hospitality fair, is increasing. At the 2009 edition, which will start in less than a week, on **Friday 23 October**, and which will carry on until **Tuesday 27**, there will be three **new entry countries**, all of which carry some weight: **Brazil, Israel and Mexico**.

The enlargement of the already ample team of countries present, which this year is a total of 40, has also seen a parallel increase in the number of **International Exhibitors**, with an increase of **+10%** compared to the 2007 edition. **Host** is undergoing an expansion in internationalism which can be seen in the facts and figures and which is a factor that is pushing forwards the entire sector represented by this event. As, for example, **Sic**, the coffee fair which is part of **Host**, which is showing an **overall increase of +10%** compared to 2007, and the **Bar** sector, which has expanded by **+6%**, along with the **catering** sector, which has expanded by **+2%**.

There are many domestic and International Buyers present as well, ensuring an effective meeting of supply and demand. International Buyers coming from all the big traditional markets, such as **France, Germany** and the **Mediterranean Area**, and developing economies such as the **Middle East, Russia, India** and **Vietnam**, including the presence of names such as **Costa Coffee, Kentucky Fried Chicken, Pizza Hut**, and **Spencer's Retail Stores**.

"The figures achieved this year as well, despite the recession - stated Adalberto Corsi, the President of EXPOCTS S.p.A. and Vice-President Vicario of the Milan Union of Commerce – once again confirm Host's position as the leading event in our sector, the most important professional hospitality exhibition in the world, which best represents a meeting point for producers and visitors".

Host 2009 therefore shows **signs of growth** and overall figures in line with the 2007 edition, which achieved exceptionally positive results: this year there will be **1,445 exhibitors** covering an area of 91,000 square metres net. These are results made possible by an **exhibition concept** that effectively combines **complementary supply chains**, thereby permitting professional visitors to make the most of business opportunities.

There will be **six theme areas** at **Host 2009**, covering the three macro-areas of the HoReCa sector with an exhibitions layout designed to make the most of the synergies between **related sectors: professional catering** (equipment, systems and accessories) and **Mipp** (Milan –Bread Pizza Pasta Fair) at **pav. 1-3, 5-7 and 6-10**; **Bar** (coffee machines and bar accessories), **Ice Cream & confectionery** (machines, equipment,





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furnishings, accessories and products for ice cream parlours and confectioners) and **Sic** (International Coffee Fair) **at pav. 9-11 and 14-18; Hotel Emotion** (the hotel industry fair) **at pav. 2-4.**

To further improve the visits of Operators, **Host** will take place at the same time as **Franchising & Trade at pav. 16** and **Wellness Spa & Beauty Exhibition at pav. 2-4** (which is also organised by **Fiera Milano Expocts**).

Host 2009 will be held in the fieramilano area in Rho from Friday 23 to Tuesday 27 October 2009.
For up to date information please visit the following website: www.host.fieramilanoexpocts.it.

Fiera Milano EXPOCTS: Born to organise exhibitions

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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