



ENJOY YOUR BUSINESS



# TUTTOFOOD

MILANO WORLD FOOD EXHIBITION

**ENJOY YOUR BUSINESS**

**FIERA MILANO /// MAY 8 - 11 2017**



**FIERA MILANO**

## FIGURES SHOW OUR SIZE

50 Around  
EXHIBITIONS AND EVENTS PER YEAR

33.500 Around  
EXHIBITORS EVERY YEAR

5.000.000 More than  
VISITORS PER YEAR

1.700.000 Around  
NET SQUARE METRES LEASED  
EVERY YEAR

Opened in the Autumn of 2005, Fiera Milano Rho is widely seen as the most modern exhibition space in Europe. An architectural masterpiece designed by **Massimiliano Fuksas** and set in the vicinity of Milan, the trade fair centre is made entirely of glass and steel. The east-west axis of the complex is covered by a striking sail-like roof, the Vela, which has become the distinctive landmark of the neighbourhood. Located few kilometres from Milan City, Fiera Milano Rho is one of the most cutting-edge, functional and largest trade fair centres anywhere in the world, covering an indoor surface area of **345,000** square meters and an outside area of **60,000** square meters. The new trade fair is served by an underground metro and a high-speed railway, and has **40,000** square meters of parking for visitors and exhibitors. Milan has thus reasserted itself as an Italian and international exhibition hub. For its functionality, sheer size, architectural quality and design, the trade fair centre ranks among the very best in the world.





**SAVE THE DATE**  
**MAY 8-11 2017**  
**FIERA MILANO**

#### **FIERA MILANO- ITALIA**

**TUTTOFOOD**- the international food & beverage fair organized by Fiera Milano- opens its door to exhibitors, buyers and visitors for the sixth time from Monday 8 May to Thursday 11 May 2017. Growing in stature from one fair to the next, **TUTTOFOOD** has become the perfect stage for those keen to show off their products to the domestic and international market, and for anyone interested in learning about trends in the market. Our success is also built on the solid relationships we enjoy with the major business associations (Assica, Unaprol, AIDEPI, Assobirra, Mineracqua, Unas and Unionalimentari), and on our international network.

# FACTS AND FIGURES 2015

EXHIBITION AREA

**180.000 sq metres**  
+ 50% vs 2013

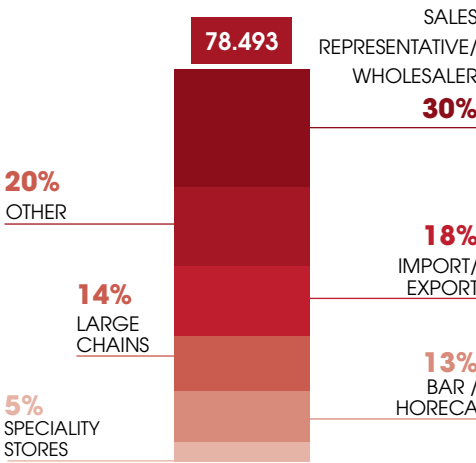
VISITORS

**78.493**  
of whom **23.430** international  
+ 56,4% vs 2013

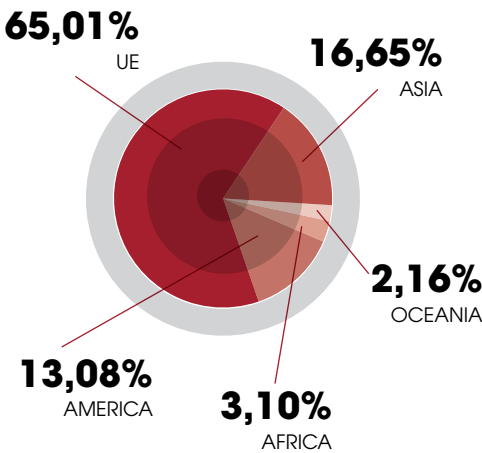
EXHIBITORS

**2.838**  
of whom **432** international  
+ 41,9% vs 2013

## TYPE OF VISITOR

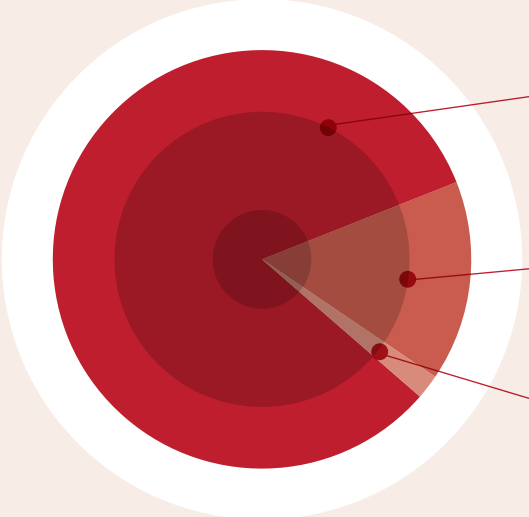


## FOREIGN VISITORS

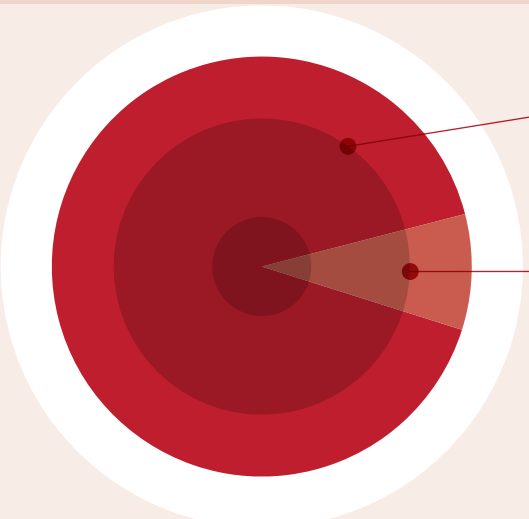


# SATISFACTION INDEX

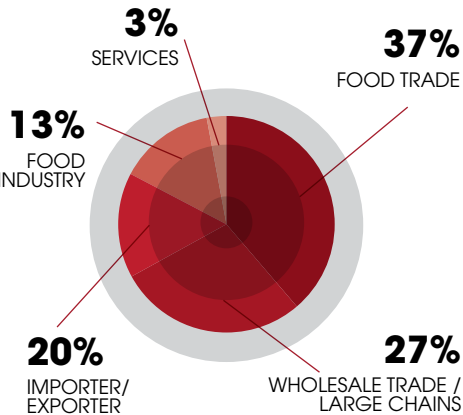
## VISITOR SATISFACTION RATING



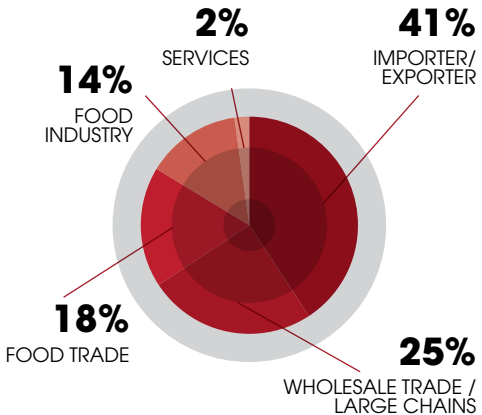
## BUYER SATISFACTION RATING



## AREAS OF ACTIVITY - ITALY



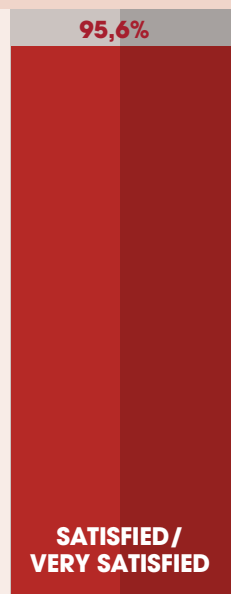
## AREAS OF ACTIVITY - INTERNATIONAL



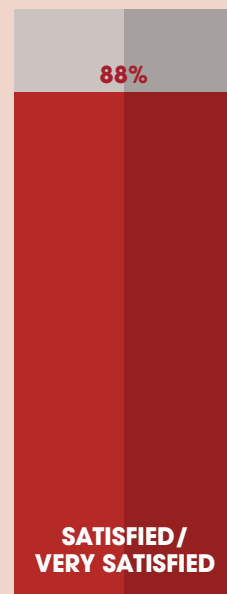
## RATINGS OF EXHIBITORS 2105

## RATINGS OF VISITORS/BUYERS 2015

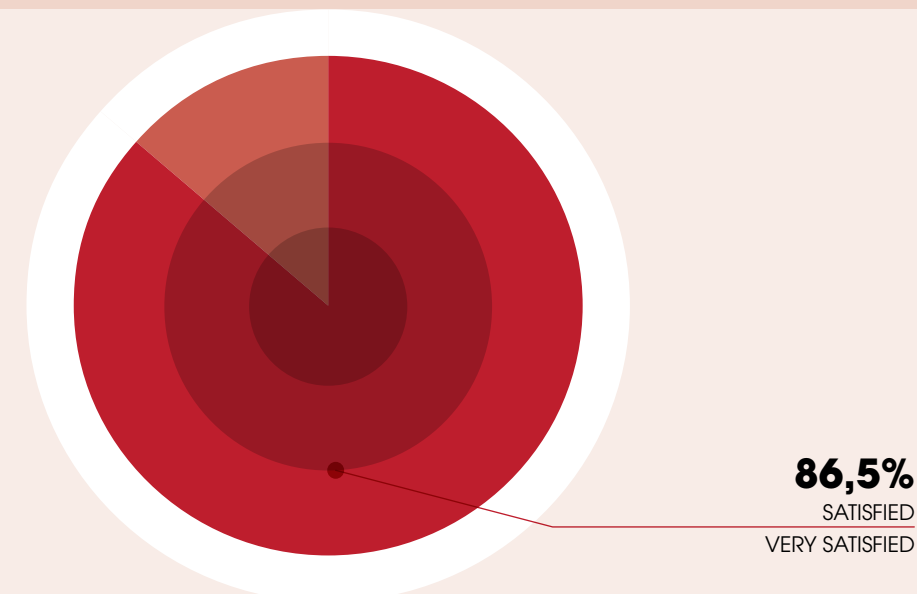
OVERALL SATISFACTION WITH YOUR PARTICIPATION IN THE EXHIBITION



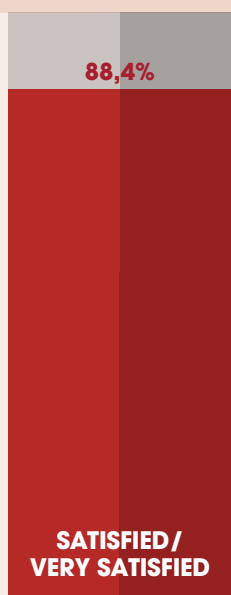
THE FLOW OF VISITORS TO YOUR STAND



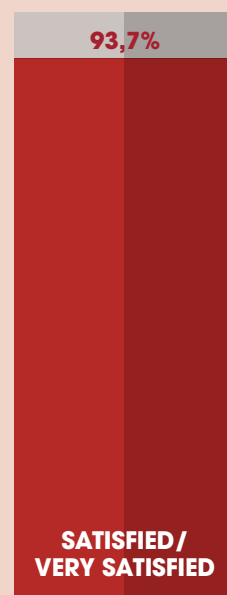
OVERALL SATISFACTION WITH YOUR PARTICIPATION IN THE EXHIBITION



EFFECTIVE SUPPORT FOR DEVELOPING NEW CONTACTS ON AN INTERNATIONAL SCALE

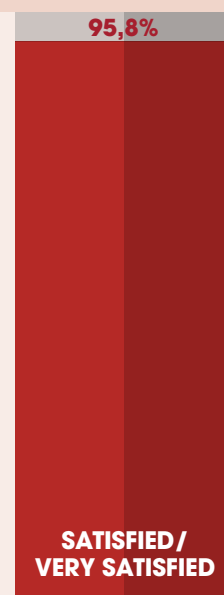


THE QUALITY OF THE VISITORS TO YOUR STAND



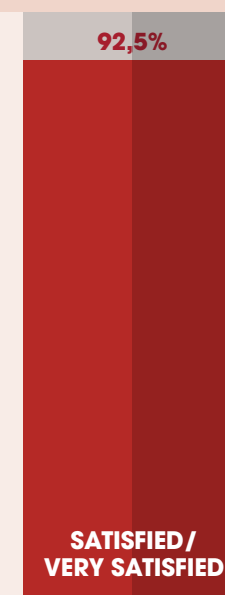
EXPERIENCE

(INNOVATION, CONTENT, STIMULATION)



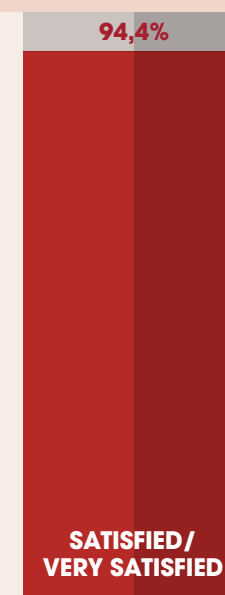
BUSINESS

(OPPORTUNITY TO ESTABLISH RELATIONS)



CONTACTS AND RELATIONS

(ENCOUNTERS WITH INDUSTRY OPERATORS)

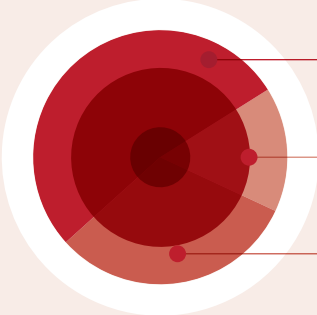
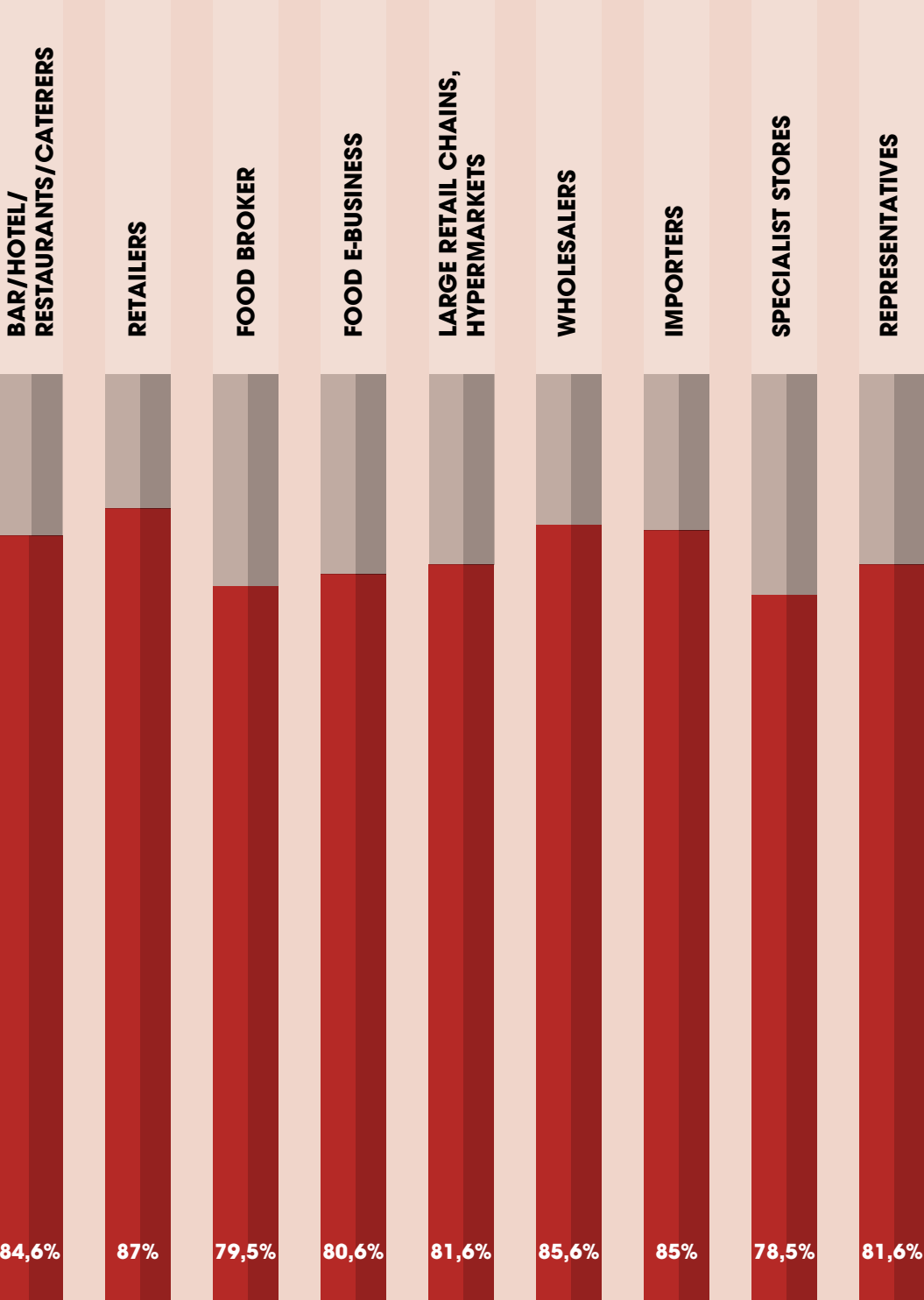


LEVEL OF GENERAL SATISFACTION  
AT TAKING PART

RATING COMPARED TO PREVIOUS EDITION

IS THIS YOUR FIRST TIME TO TAKE PART?

SATISFIED / VERY SATISFIED



53,2%  
YES

15,6%  
N/A

31,2%  
NO

HOW IS THE EXHIBITION FARING?

GROWING STRONGLY

21,7%

GROWING

47,8%

STABLE

26,1%

DECLINING

4,3%

DECLINING SHARPLY

0%

OTHER

0%





## REASON WHY

- **MILANO:** In 2015 Milan became the European capital of food. In the coming years, the city will be hosting all the B2B activities activated during the Expo.
- **INTERNATIONAL SCOPE:** TUTTOFOOD has already made major investments so that in 2017 it can hit its target of 100,000 visitors. It is focusing its energies on attracting an international contingent from Europe, the USA, Canada and Japan (in collaboration with the Foreign Trade Agency).
- **BUSINESS MATCHING:** After trialling this service in 2015 with 2,100 top buyers, the organizers are opening it to all qualified visitors who apply to enter the TUTTOFOOD Business Community, where supply is matched to demand.
- **QUALIFIED PARTNERS:** The support of leading trade associations and institutions ensure the quality of the event.
- **OBSERVATORY:** Industry experts provide key analyses of consumption and market trends.
- **HUB:** The event is a global platform that, in addition to generating business, gives insight into culture and lifestyles, and opens up a vista into the countries of the Mediterranean basin.





## A NEW LOOK FOR TUTTOFOOD 2017

TUTTO**FOOD** is becoming "iconic". The product icons used to identify each category are clean, streamlined and immediately recognizable: in a word, minimal. The stylized geometric icons make use of solid colours, bringing the graphics up to date with the latest taste for flat-design symbols. The central icon is a tomato, symbol of the fair, inside which is set a map of the world underlining the international character of the event.

creostudios.it



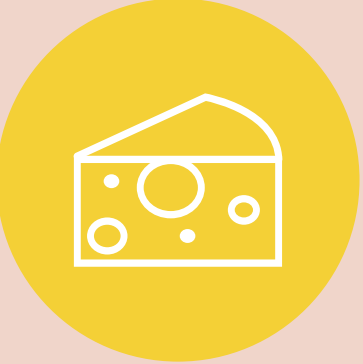
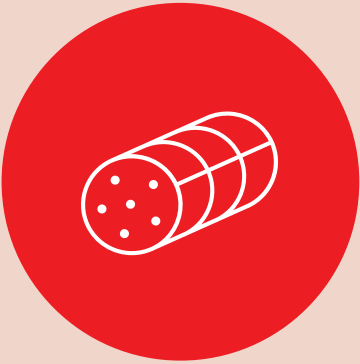
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INFO@TUTTOFOOD.IT



PRODUCT

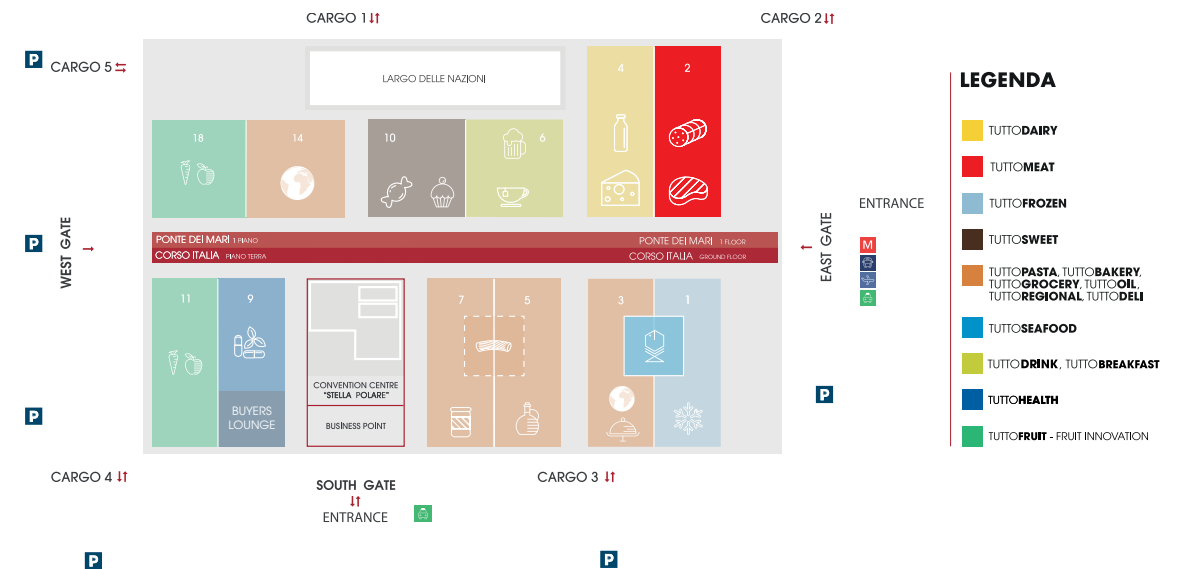
CATEGORIES



# TUTTO**MEAT**



## TUTTO**FOOD** 2017



## NEWS 2017

- 2 more pavilions than the 2015 edition
- 3 new product sectors
- Integration in the show of the fresh, logistical and nutraceutical areas
- Expo Matching Program (EMP) platform available for all exhibitors in order to make appointments with buyers before the show starts. This service allows one to better plan his or her time at the show in order to meet business objectives
- Dedicated incoming buyer programme, divided by geographical area and distribution channel in order to guarantee exhibitors meet with qualified buyers specific to their industry
- We will come up with dedicated information sessions in order to stay up-to-date on the latest innovations in the specific industry
- Agreements with main industry groups
- In-depth updates as the show gets closer so that the supply and demand sides are linked up
- Contests that reward the best products on the markets
- TUTTO**FOOD** NIGHT
- Workshops in the MEAT AND CURED MEATS pavilion organised along with ASSICA, which has confirmed its participation for TUTTO**FOOD** 2017
- Academy dedicated to the industry it will be possible to participate in information sessions and cooking demonstrations specific to the product sector

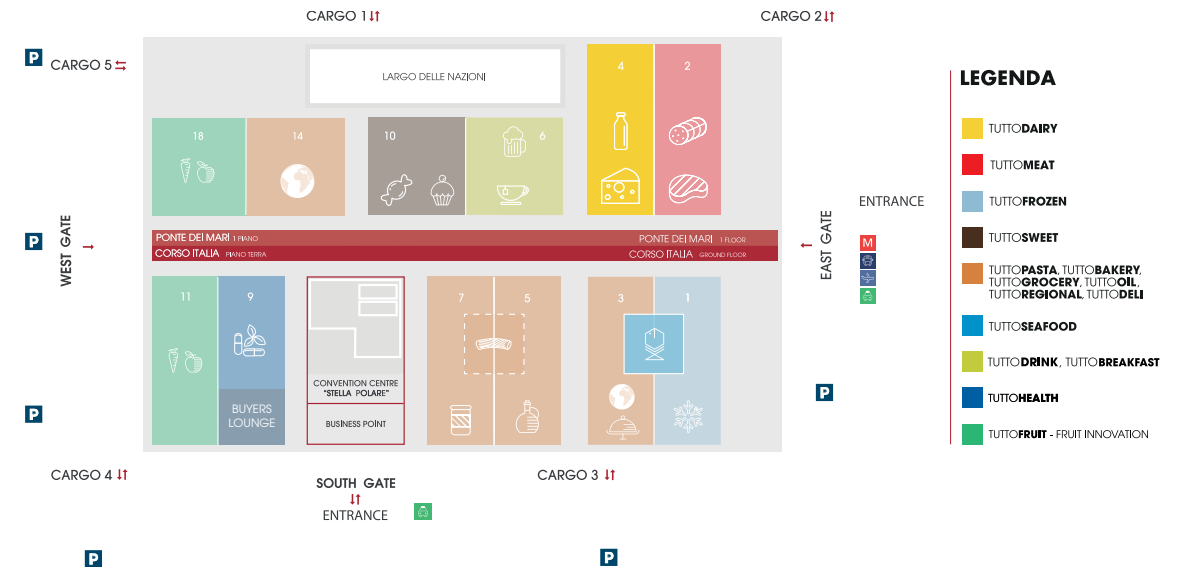




# TUTTO**DAIRY**



## TUTTO**FOOD** 2017



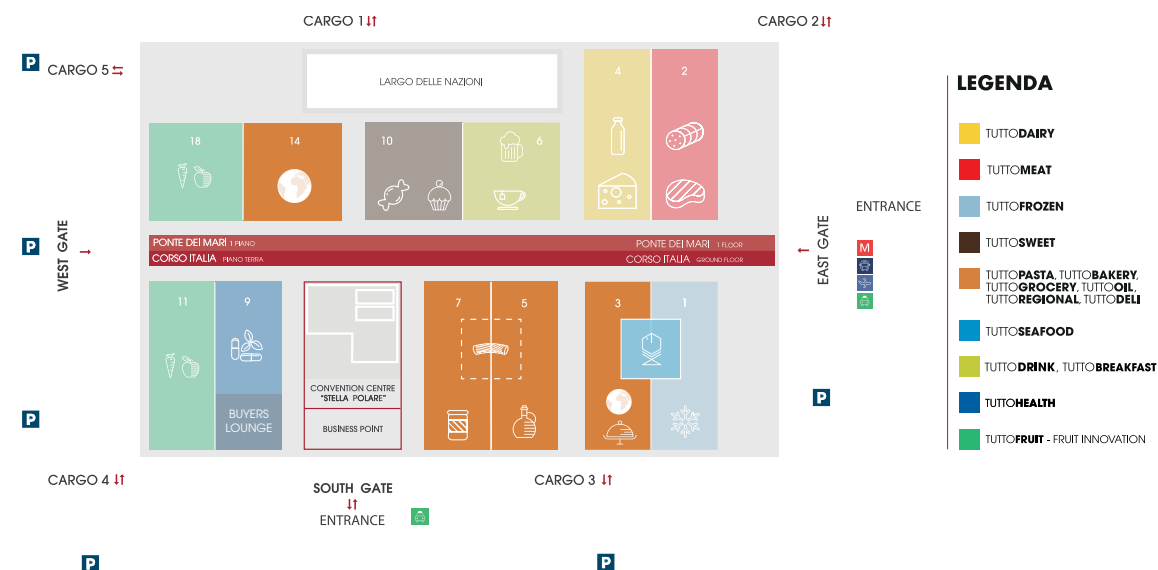
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  - Contests that reward the best products on the markets
  - **TUTTO**FOOD** NIGHT**
  - A project with an international focus dedicated to cheese, which will bring together different cultures and lifestyles with a single common denominator getting to know this main product category in all of its types
  - Academy dedicated to the industry. It will be possible to participate in information sessions and cooking demonstrations specific to the product sector
  - The pavilion is confirmed to be located in the entrance of the East Door, the entrance that most visitors pass through

# TUTTOMULTI



## TUTTOFOOD 2017



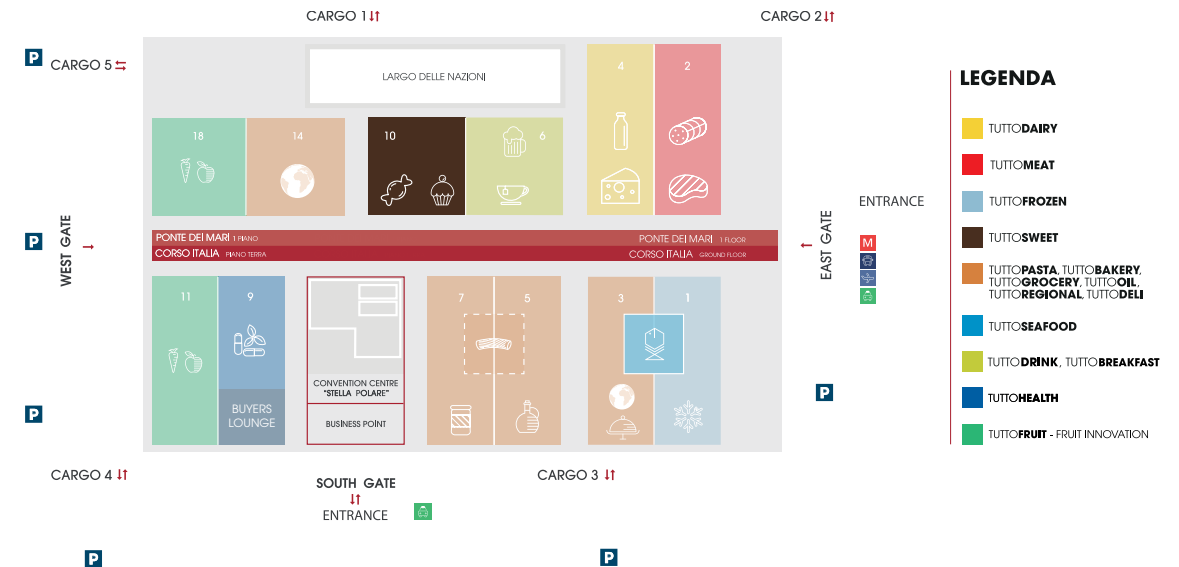
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- TUTTOFOOD NIGHT
- Creation of a specific project dedicated to pasta, one of the most loved foods in the world. The objective will be to – via events that will take us to the next edition and beyond – make the product even more popular. It is a symbol of our identity and culture.
- Focus on the nutritional model of the Mediterranean diet, a style that has become a point of reference throughout the world in terms of living healthy by following the rules and habits inspired by the traditions of our land.
- Guided tastings of our regional specialties
- Establishment of an area dedicated to oil in collaboration with Unaprol
- Academy dedicated to the industry. It will be possible to participate in information sessions and cooking demonstrations specific to the product sector
- Increase in presence of functional foods as well as gluten-free, “silver” and children’s products
- Study of specific areas in the certified organic industry

# TUTTOSWEET

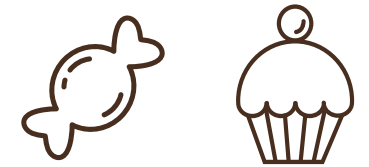


## TUTTOFOOD 2017



## NEWS 2017

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- Contests that reward the best products on the markets
- TUTTOFOOD NIGHT
- Thanks to the partnership with AIDEPI (association of sweets and pastry industries in Italy), which has confirmed its presence at TUTTOFOOD with a pavilion entirely dedicated to confectionary industry.
- Academy dedicated to the industry. It will be possible to participate in information sessions and cooking demonstrations specific to the product sector in collaboration with new qualified partners in the confectionary industry
- Confirmation of confectionary industry alongside the Ho.Re.Ca. pavilion to further reinforce the common themes that bring these two industries together





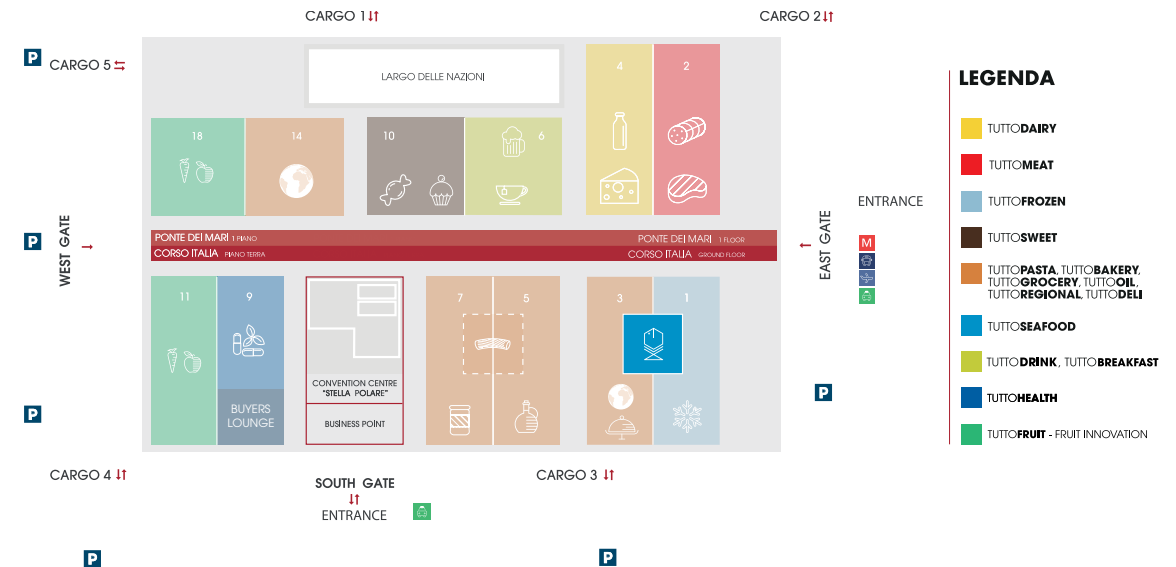
The floor plan shows the layout of the exhibition area. At the top, there are three gates: CARGO 1 (left), CARGO 2 (middle), and CARGO 3 (right). Below these is the 'LARGO DELLE NAZIONI' area. The central part of the plan is divided into two main sections: 'PONTE DEI MARI' (left) and 'PONTE DEI MARI' (right), both labeled 'CORSO ITALIA'. The 'PONTE DEI MARI' (left) section includes a 'CONVENTION CENTRE "STELLA POLARE"' and a 'BUSINESS POINT'. The 'PONTE DEI MARI' (right) section includes a 'BUYERS LOUNGE'. The bottom section is labeled 'SOUTH GATE' and 'ENTRANCE'. The plan also shows various booths with numbers and icons representing different food categories: DAIRY, MEAT, FROZEN, SWEET, PASTA, BAKERY, GROCERY, OIL, REGIONAL, DELI, SEAFOOD, DRINK, BREAKFAST, HEALTH, and FRUIT. A legend on the right side of the plan explains the color coding for these categories.

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- TUTTO**FOOD** NIGHT
- Reinforcing of the Ho.Re.Ca con area with a greater focus than in previous editions on breakfast
- TUTTO**BREAKFAST** is being launched. This product area will allow for the world of eating out to come together with the confectionary industry. These two areas have always been linked, especially when it comes to the first meal of the day
- Assobirra has confirmed it will once again be a partner, and at TUTTO**FOOD** 2017, it will make a significant contribution with an even stronger area dedicated to beer and microbreweries, representatives of the “nouvelle vague” in Italian beer
- Academy dedicated to cooking demonstrations, courses for restaurants, courses for bartenders, guided tastings for the coffee, wine, liquor and beer industries

# TUTTOSEAFOOD



## TUTTOFOOD 2017



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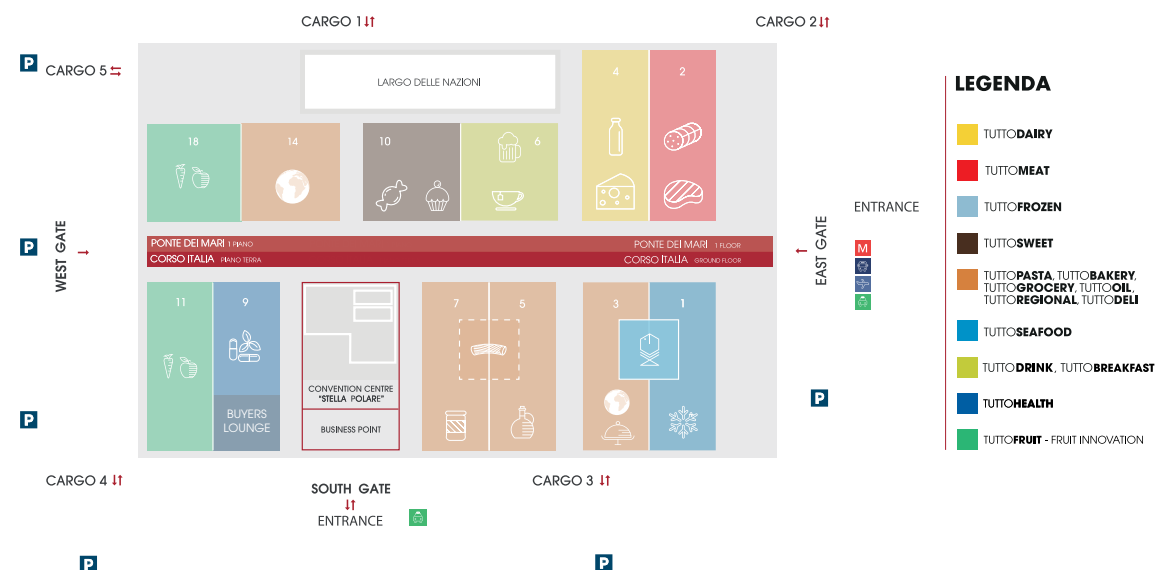
## TUTTOFOOD NIGHT

- New position for the **SEAFOOD** industry. For the 2017 edition, it will be positioned at the entrance of the EAST DOOR inside pavilions 1-3, between frozen foods and mixed products. This will allow exhibitors to welcome buyers and visitors right at the main entrance to the show
- Will present a wide range of products dedicated to the industry and to the transformation and commercialisation of seafood products; covering the fresh foods, preserved foods and frozen foods areas with the presence of the main national and international collectives and key players in the industry
- **TUTTOFOOD** in 2017 will also be the ideal place for highlight production and bring visibility to companies to increase awareness of new products and methods of transforming seafood products
- A wide range of dedicated meetings will be offered along with in-depth information on the market and financing for the industry; cooking demonstrations and tastings that will best represent every product of excellence, highlighting the product with pairings of food and beverages as prepared by the expert hands of renowned chefs

# TUTTOFROZEN



## TUTTOFOOD 2017



## NEWS 2017

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- Agreements with main industry groups
- In-depth updates as the show gets closer so that the supply and demand sides are linked up
- Contests that reward the best products on the markets
- TUTTOFOOD NIGHT
- Renewal of partnership with Unas for the TUTTOFOOD 2017 edition
- Academy dedicated to the industry. It will be possible to participate in information sessions and cooking demonstrations specific to the product sector
- In this edition, the frozen foods industry will be positioned at the main entrance of the show, in pavilion 1, near the East Door. This is the entrance where most visitors come into the show



TUTTO**MEAT**

TUTTO**DAIRY**

TUTTO**MULTI**

TUTTO**SWEET**

TUTTO**DRINK**

TUTTO**SEAFOOD**

TUTTO**FROZEN**

TUTTO**FOOD**



PRODUCT CATEGORIES

## THE PERFECT MEETING

TUTTOFOOD 2017 offers, free of charge, an easy-to-use and rapid online service to connect exhibitors and buyers. The new tool is called the Expo Matching Program (**EMP**).

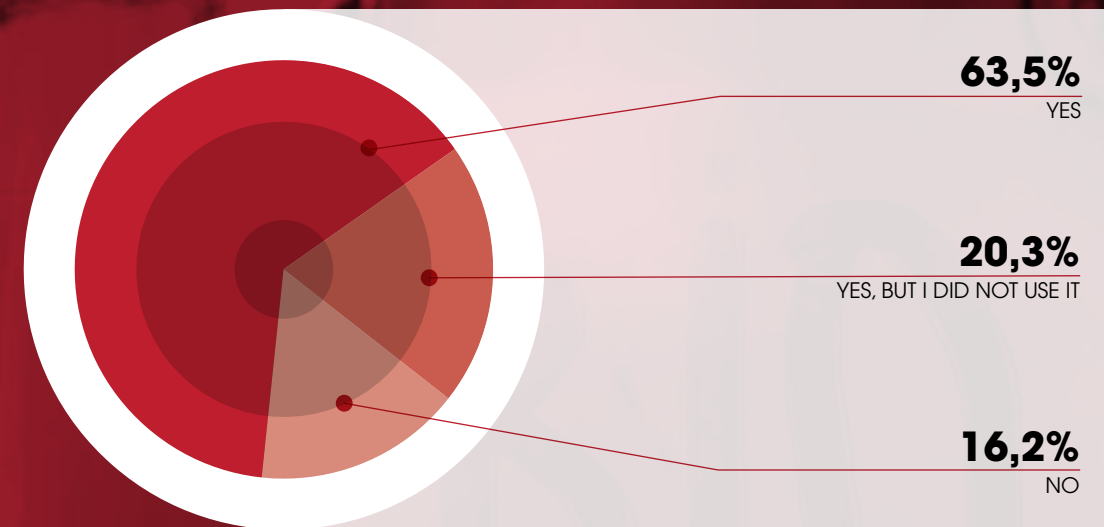
The **EMP** enables participants to make appointments at the event even before it starts. Every part is therefore able to arrange a schedule of meetings through the online platform, which has been designed to facilitate the matching of supply and demand.

## BENEFITS

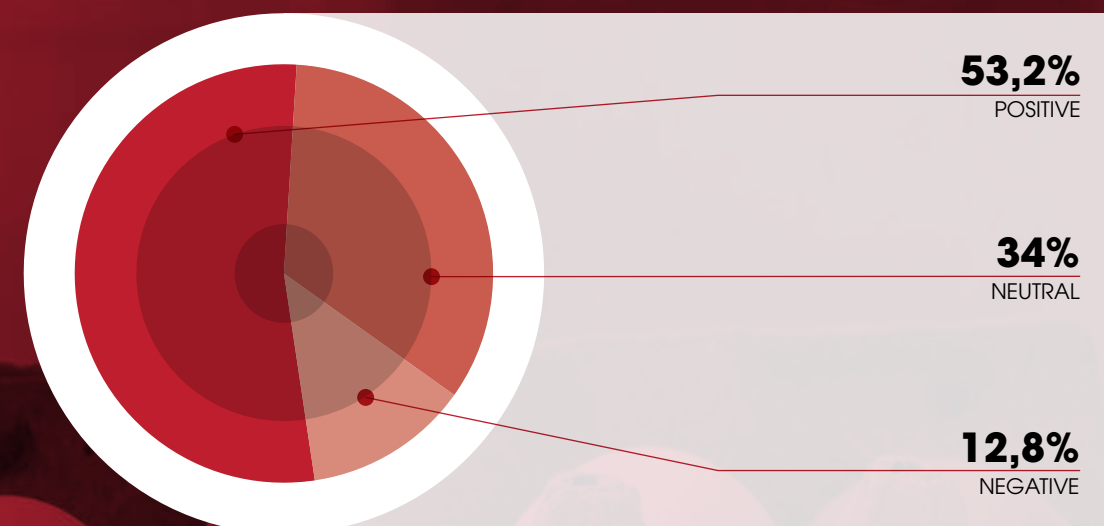
- See what exhibitors are displaying, and view the products of other international professionals before the event even starts
- Set up a schedule of pre-arranged meetings
- Save time by making the most of your visit to the fair
- Measure and quantify the value of your presence at the fair
- Accurately profile other operators (exhibitors and buyers).

**EMP:** online and always available – by far the best way to organize meetings between operators!

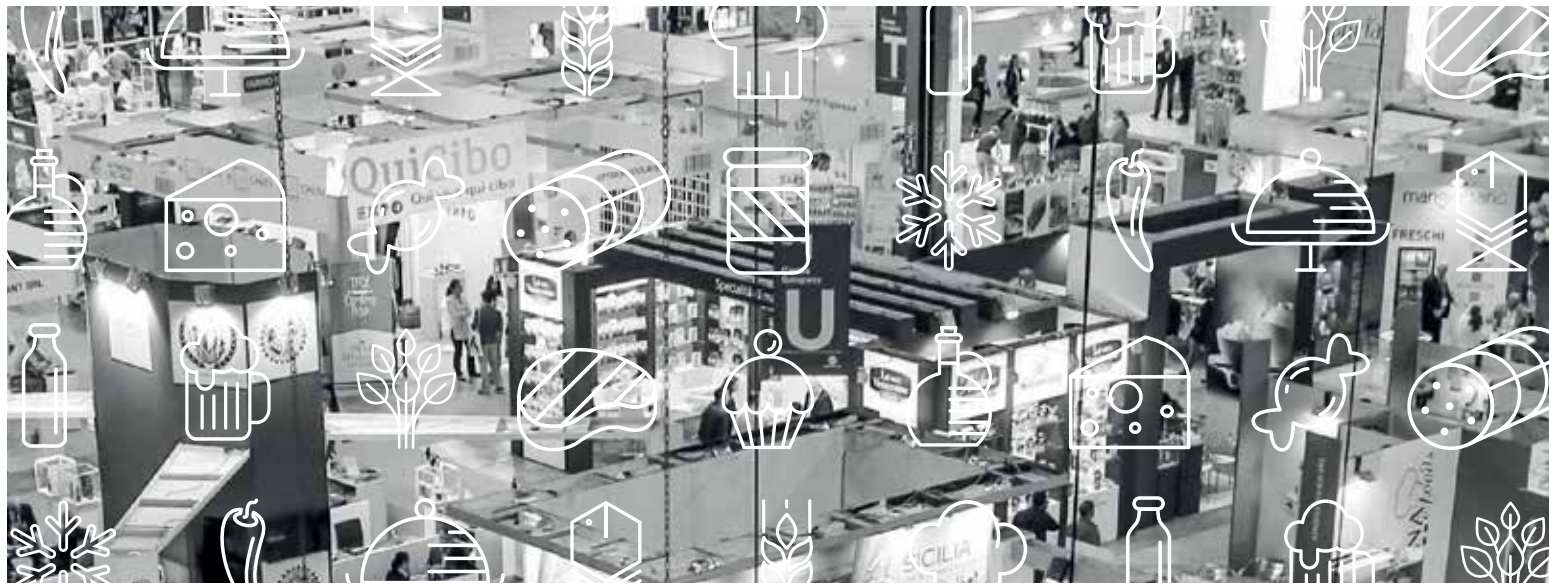
## KNOWLEDGE AND USE OF EMP (RESPONSES FROM BUYERS)



## SATISFACTION WITH EMP (RESPONSES FROM BUYERS)







## BUYERS

One of the great strengths of TUTTOFOOD is the presence of incoming buyers. The organizers select from among global **Top Buyers** in the agri-foods business and invite them to the Exhibition. They include key players from some of the top retail chains in the world with the greatest buying power. The Buyers Office relies on the support of Fiera Milano's International Network (CCIE, ITA, private agents) whose offices are located around the world. In this way, we are continuing to expand our list of contacts for each market and sector year by year. In 2015, the hosted buyers came from 77 countries, with the largest numbers from our target areas: the USA, the UK, Belgium, Germany and France. The business activity is outlined beforehand thanks to the **Expo Matching Program**, an online platform that matches supply (producers) with demand (buyers), and enables participants to schedule a series of targeted meetings (corresponding to the market, product or industry in which they operate) that are pertinent to both parties.

**In the 2015 edition of TUTTOFOOD, nearly 12,000 appointments were arranged between buyers and sellers: a triumph of matchmaking.**

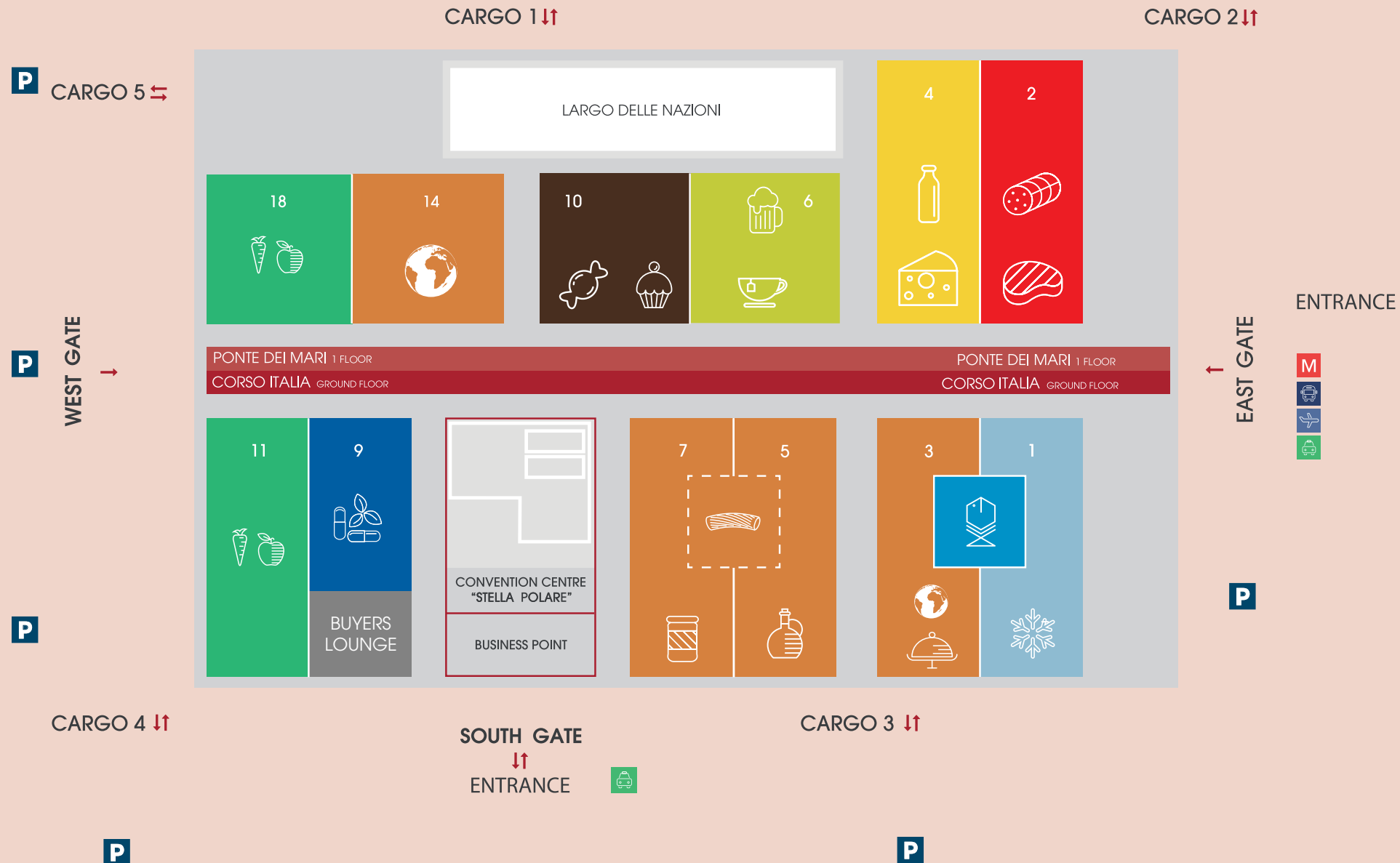


## HOW WE PROMOTE OURSELVES

- **CONFERENCES:** These are organized both before and during the event. Each conference, organized in collaboration with key players in the industry, is dedicated to a specific product or market category.
- **SPONSORSHIP:** The various sponsorship activities include happenings, displays and evening events outside the exhibition.
- **WEBSITE:** The website is always up to date and brimming with content.
- **SOCIAL NETWORKS:** TUTTOFOOD makes use of social media for the exchange of information, comments and suggestions.
- **ROAD SHOW:** This travelling event gives us an opportunity to meet and be met, and is one of the best ways to raise our profile both nationally and internationally.
- More than 2,000 journalists have attended and, in 2015 alone, 1,200 articles about the event have been published in Europe.



EDITION 2017  
MAY 8 - 11



## LEGENDA

- 
- TUTTO**DAIRY**
- TUTTO**MEAT**
- TUTTO**FROZEN**
- TUTTO**SWEET**
- TUTTO**PASTA, TUTTO BAKERY,**  
TUTTO**GROCERY, TUTTO OIL,**  
TUTTO**REGIONAL, TUTTO DELI**
- TUTTO**SEAFOOD**
- TUTTO**DRINK, TUTTO BREAKFAST**
- TUTTO**HEALTH**
- TUTTO**FRUIT - FRUIT INNOVATION**

## CONTACTS

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### **M. Luisa Conte**

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#### **TUTTODRINK**

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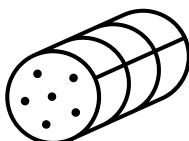
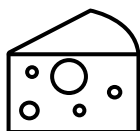
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