



**TUTTOFOOD**  
MILANO WORLD FOOD EXHIBITION

**TUTTOFOOD 2017**



# About the Fair

TUTTOFOOD is the **international B2B show** dedicated to **Food & Beverage**, organized by Fiera Milano.

It is the only industry show on the Italian trade show scene with a truly **international feel**.

In just 6 editions, it has become the perfect showcase for presenting one's products to the **national and international markets**, testing out innovative ideas and experiences and participating in **workshops, seminars and conferences**.

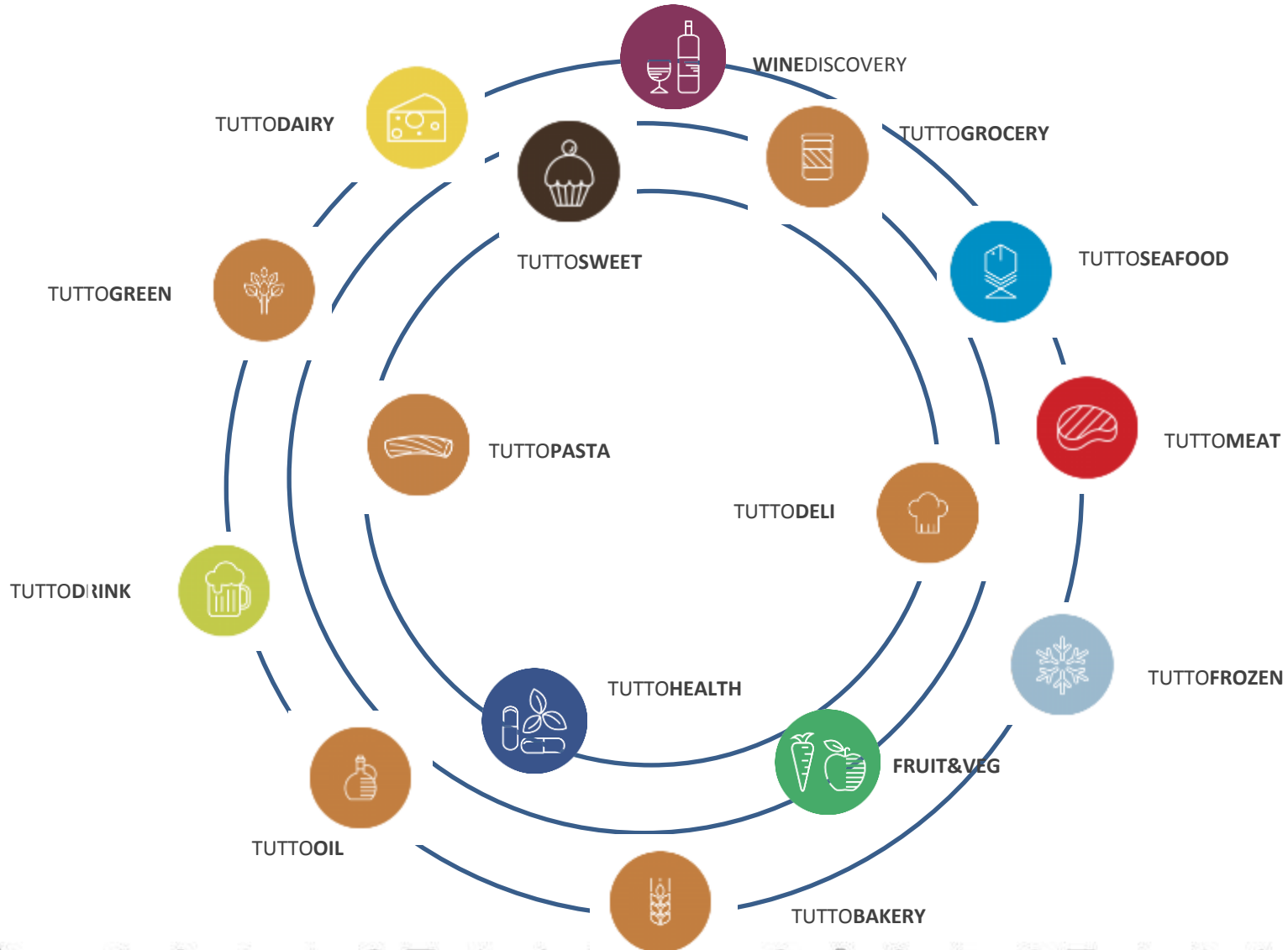
Despite of its short life, it has already attained the **third place in the ranking** of professional Food and Beverage events in Europe, increasing year after year, with more and more visitors who come not only from Italy but also from foreign countries.

TUTTOFOOD is a professional and modern Exhibition, its aim is to inform all the attendees about the **market trends** and offer a **professional overview** of the **new food consumption** and important **business opportunities**.



# What you find in TUTTOFOOD

TUTTOFOOD represents the **most complete offering** in terms of food & beverage.



# Who visits TUTTOFOOD?

Our visitors play an important role in the purchasing process.

- Italian importers of foreign products
- Foreign importers of Italian products
- Buyers for national and international large-scale retail
- Buyers for small and medium retail chains



- Ho.Re.Ca representatives, buyers for catering chains, restaurant, hotel, bar, canteen and wine shop managers
- Travel catering buyers
- Specialty food shop buyers
- Wholesalers and distributors



- Food industry – Producers of raw materials
- Service suppliers
- Chef
- Gourmets
- Opinion makers
- Press



# TUTTOFOOD 2017

## FACTS AND FIGURES 2017



# TUTTOFOOD Exhibitors 2017

EXHIBITION AREA

60.372 SQM



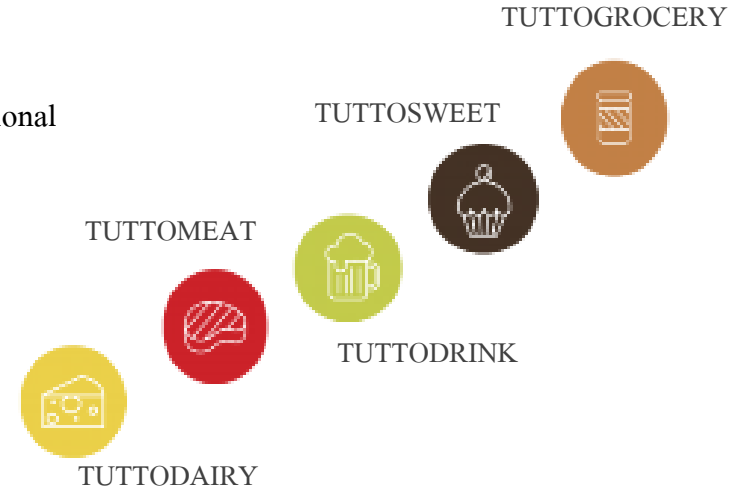
79% Italian

2.850

21% International



## Top 5 of Product Sectors

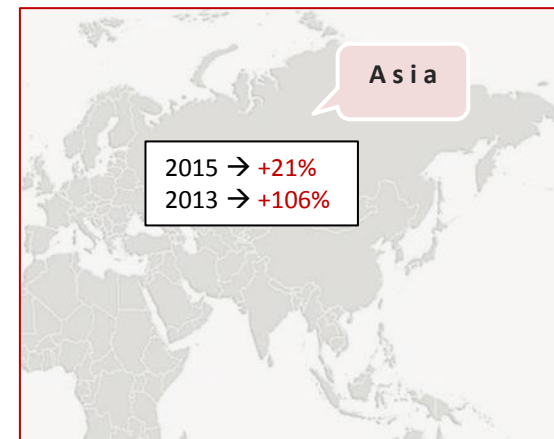
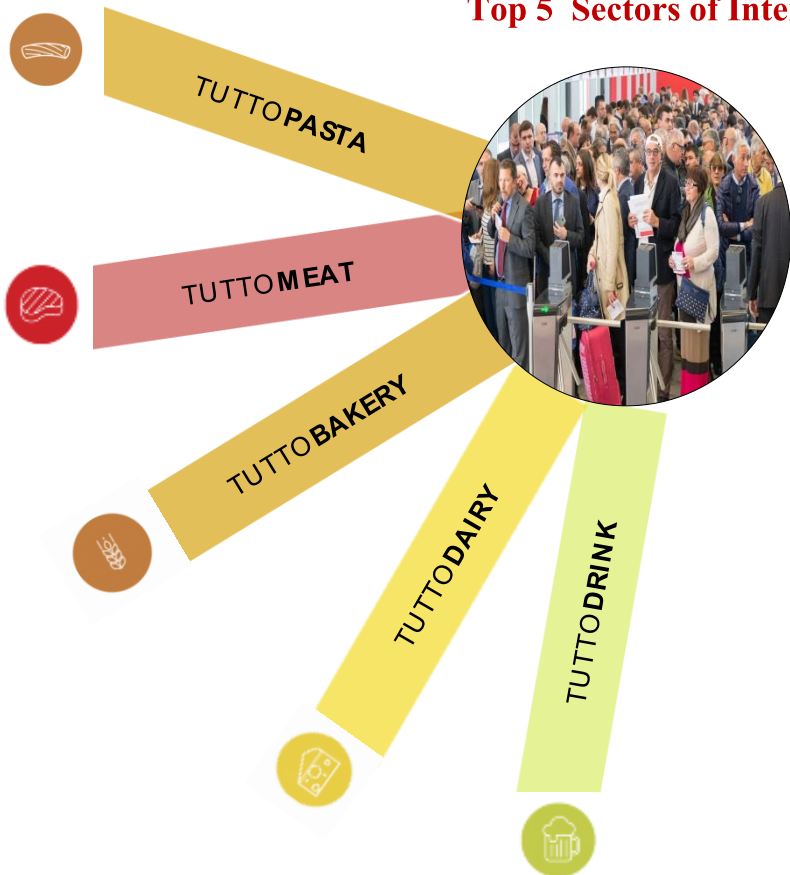


## Top 10 Countries

Spain	France	Germany	China	Greece	Netherlands	Austria	Croatia	Slovenia	Korea

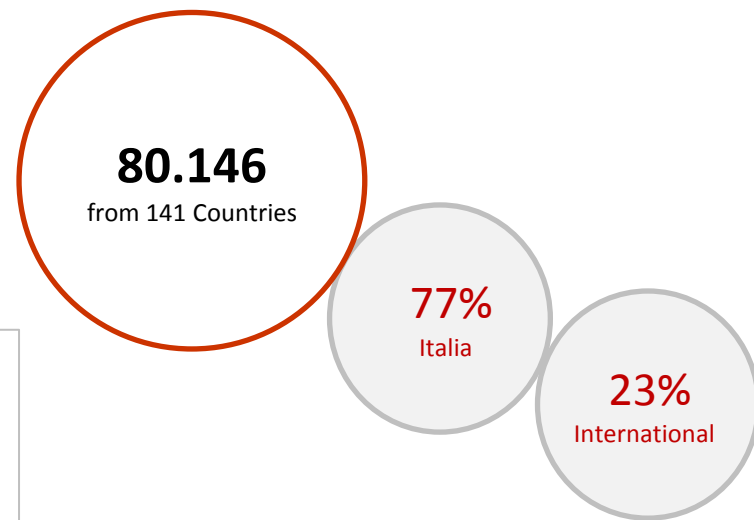


## Top 5 Sectors of Interest



## Top 10 Countries

Spain, France, Germany, China, United States,  
Netherlands, United Kingdom, Switzerland,  
Canada, Belgium

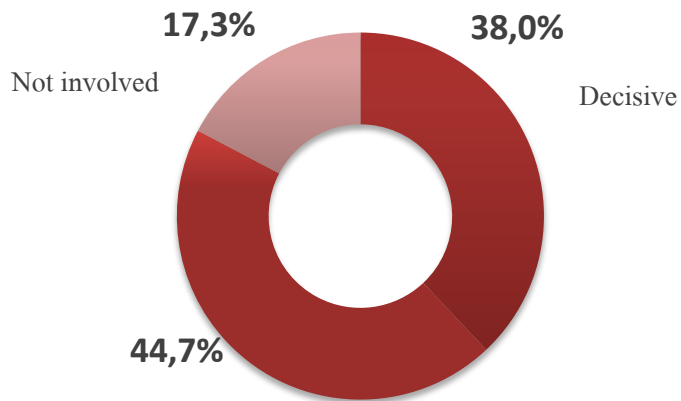




# Buyers Profile

TUTTOFOOD trade operators have direct influence on the investment decisions in their company.

TUTTOFOOD is where the top executives of the food industry meet up and decide to purchase.



Decisive and contributory to the purchasing process






**8 of 10** dialogue partners are very valuable.



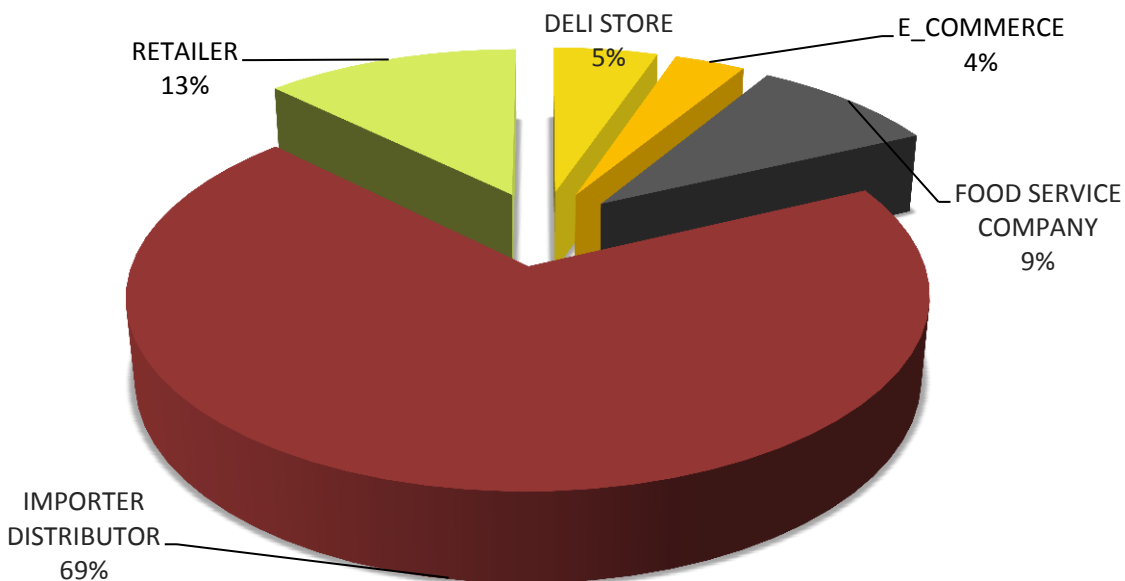
- Importer
- Wholesaler
- Retailer
- Broker
- Food sales representative
- Food e-business
- Hotels – Restaurants – Caterers
- Specialties – Deli store
- Hypermarkets – Supermarkets – Department stores – Convenience stores
- Airline, cruise, ferry and railway companies

## Top 5 of Product Market



-  TUTTODRINK
-  TUTTOGROCERY
-  TUTTODAIRY
-  TUTTOSWEET
-  TUTTOMEAT

## What is the main Company activity of our Buyers?



# Top Italian Buyers at TUTTOFOOD 2017



laRinascente



il gigante



# Top Foreign Buyers at TUTTOFOOD 2017

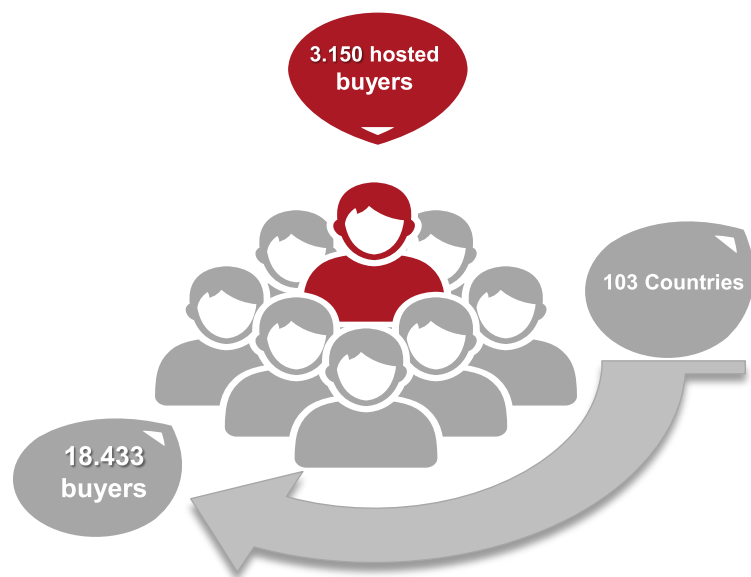


# A loyalty Incoming Buyer Program

TUTTOFOOD will keep investing in the Hosted Buyers Program for **international buyers**.

The aim of the program is to guarantee the attendance of the international **top level decision makers** from the sectors represented in the show.

It offers **exhibitors** the **opportunity to recommend their major clients** and/or their prospects to invite them to visit the exhibition as a Hosted Buyer, after being validate by TUTTOFOOD.



**Top 10 Countries:** *United States, Canada, United Kingdom, Germany, China, Netherlands, France, Russia, Sweden, Australia, Spain.*

# Buyers' facilitations and benefits

- Expected contribution for **travel and accommodation** costs.
- **VIP Pass** through a fast lane for all exhibition days
- Access to the **Buyers Lounge**
- Welcome kit (catalogue, pocket guide and other useful tools to move in Milan)
- Invitation to the **TUTTOFOOD Night**
- Partnerships for cultural and **sport events, themed guided tours and shopping program**
- Holiday packages to promote the discovery of Lombard territory in collaboration with Regione Lombardia



Flight



Accommodation



VIP Pass + Welcome Kit



TTF Night

This new tool has been conceived to **improve the connection between supply and demand**, developing **real business opportunities**.

Setting up the agenda, the professionals of TUTTOFOOD have been able to organize in advance their visit at the exhibition, freely search by macro industry and country, directly contact the companies of their interest and fix the appointments, saving up a lot of time.

MyMatching gave to Buyers the opportunity to look for **new suppliers** and **new products** to import and so increase the offer in their own shops whereas for Exhibitors it was an incredible way to **meet the best International and Italian Retailers**, find new potential clients and discover **new markets**.

Business Meeting

**9.288**



# TUTTOFOOD 2017

## NEWS





In the last Edition, TUTTOFOOD introduced for the first time the RETAIL PLAZA, an area dedicated to national and international retailers. Thanks to webinars, workshops, research programmes and round tables, visitors have had the incredible opportunity to hear and discuss about the Large scale Retail.



# Store Tour & Factory Visit

TUTTOFOOD has given to Buyers and foreign Exhibitors a great chance: to spend a worthy day dedicated to **retail strategy in Italy**, visiting some strategic and trendy Superstores, Gourmet stores, Supermarkets and Flagship stores in Milan.

An educational experience to let them understand how the Italian Market works, in other words the competition, and how the products can be positioned in Italian shops.



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TUTTOFOOD has organized **factory visits** in some important Italian companies.

Through this amazing experience the Buyers have been able to observe the manufacturing process, asked technical questions and directly tasted the products.





Fiera Milano has established an important collaboration with **JRE EUROPE**, the international association Jeunes Restaurateurs bringing together young Chef of proven talent and skills.

Inside the exhibition, **TUTTOFOOD** has organized a specific area where **20 chefs from 12 European countries** have been involved in various initiatives to cook live and serve the public extraordinary preparations of Italian and international cuisine, using the products of participating companies.



Fiera Milano has a trusted partner in loco - The Italian Chamber of Commerce in Singapore- that knows:

- the local market
- the companies needs
- the opportunities of the Italian market for them



The Italian Chamber of Commerce in Singapore will act as Representative Office and will facilitate the participation at the Show at all levels (logistic, administrative, technical, ect).

CLAUDIA CASTELLO

International Sales Account

Fiera Milano Spa

Ph +39 02 4997.6610

Mob. +39 388 9483778

Email: [claudia.castello@fieramilano.it](mailto:claudia.castello@fieramilano.it)

SAMANTHA RAIMONDI

Network Management / International Network & Institutional Relations

Fiera Milano Spa

Ph.+39 02 4997.7909 – F.+39 02 4997.7758

Mob. +39 335 391138

Email: [samantha.raimondi@fieramilano.it](mailto:samantha.raimondi@fieramilano.it)