



**FIERA MILANO**

**TUTTOFOOD**  
MILANO

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### TUTTOFOOD TO BE THE HUB AS AGRIFOOD RELAUNCHES IN 2021

- **FIERA MILANO PLATFORM.** The platform dedicated to the entire supply chains community, catering to exhibitors, visitors, buyers, journalists, bloggers and opinion leaders
- **SME SUPPORT.** Easy access to credit thanks to partnerships with major financial institutions
- **For the first time, the exhibition offer relating to the Meat, Seafood and Dairy supply chains is consolidated with MEAT-TECH, the IPACK-IMA exhibition dedicated to meat and ready-meal processing and packaging that will run alongside TUTTOFOOD**

*Milan, 9 July 2020* – It's time to look ahead. Many analysts estimate that recovery will already begin at the end of this year, though they agree that the real relaunch will come next year. **TUTTOFOOD**, the exhibition dedicated to quality Italian and international food&beverage, is already working hard to prepare its 2021 edition – set to take place **at fieramilano from 17 to 20 May** – that will see exhibitors and buyers travel from all over the world to Italy, where they will focus on innovation, strategies and the future of the supply chain.

### **Preparation for an edition that will further confirm the key role TUTTOFOOD plays as an international hub**

Initiatives to guarantee **a real network of direct relations** with key stakeholders on the market are already under way, with scouting activity to **increase the number of hosted buyers** from countries of particular interest such as **Singapore, Japan, the USA and Europe (the UK, Germany, France, Spain, The Netherlands)**, but also planning strategies to involve an increasing number of **bloggers, influencers and trend setters**. Focus on the **USA, Canada and the Middle East** continues with the involvement of associations and chambers of commerce.

A growing internationalisation that is also confirmed among the exhibitors. To date, **more than 550** names are already confirmed from countries including **Belgium, Germany, Greece, Ireland, The Netherlands, Peru, Portugal, Romania, Spain, the United States, Switzerland and Taiwan**, as well as Italy. One new feature is **TUTTOFRUIT**, an area dedicated to fresh fruit and vegetables and innovation in the IV and V ranges, which value fruit and vegetable products **with high service content**. The 2021 edition also focuses on an organic development of the latest sectors launched – **TUTTOWINE, TUTTODIGITAL** and **TUTTOHEALTH** – as well as on consolidating more traditional sectors.

With this growth, and as a showcase for the Made in Italy on global markets, **TUTTOFOOD** continues to strengthen its position as a **hub where international companies can meet their stakeholders** in a qualified way, within the context of the Italian agrifood ecosystem, focused on quality, innovation and food safety.

### **A partner to companies from here to 2021**

**TUTTOFOOD 2021** will be an increasingly effective place where to talk, view and touch everything that relates to innovation in technology, from **apps to food delivery, e-commerce and traceability**.



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**Evolution Plaza** will be the area for next generation digital transformation solutions, the core of TUTTODIGITAL, which will propose initiatives from both global players and innovative start-ups, as well as **best practices** suggested directly by exhibitors. In order to share its digital contents throughout the year, the exhibition relies on the know-how of partner **Netcomm**, the Italian digital commerce consortium.

Another key space is the **Innovation Area**, which will present the **new TUTTOFOOD contest** dedicated to innovation.

Also making a return is the **Retail Plaza**, the stage where stars of the **Retail and large-scale retailers world** will showcase their good practices regarding the newest solutions and very latest trends, engaging with the live audience. The project will benefit from scientific coordination.

**Fiera Milano Platform**

The TUTTOFOOD hub is strengthened with the launch of Fiera Milano Platform, a new **platform dedicated to the entire community of supply chains involved: exhibitors, visitors, buyers, journalists, bloggers and opinion leaders**. An innovative, integrated system which, from September, will focus even more on the network revolving around each exhibition, and simplify interactions between buyers and companies. **The project includes an ecosystem of services: the solid strengthening of contents on event websites and social media profiles** to best present the trends and products with images and stories from those involved, a synergy between F2F and digital meetings (first and foremost webinars), and **redesigned catalogues for the presentation and sale of products**. In addition, **a digital map of the exhibition will allow for remote usage**, as well as direct, real-time negotiations. The event becomes “phigital”, or hybrid, with the creation of new formats that are simultaneously digital and accessible to a live audience.

Among the structural interventions carried out inside the exhibition centre, with the use of multiple touch points based on new technologies (IoT, Data analytics, Cloud, Mobile App), Fiera Milano has implemented a series of tools that include: **an infrastructure consisting of 80 high-resolution LED walls, which can be adapted to a wide variety of infotainment types** and is due for launch in September, in the Rho centre; **a heatmap** to allow geolocation within the exhibition centre; **a map monitoring flows and routes in the halls for better interaction between buyers and exhibitors**, and **a new exhibition centre app** with services including the new way-finding system, fast track, reservations for parking and food service.

**Synergy with MEAT-TECH: integration of the meat, seafood and dairy supply chains with the very best technology.**

The 2021 edition means further, unparalleled added value, by simultaneously running the third edition of **MEAT-TECH**, the IPACK-IMA exhibition dedicated to **processing and packaging** solutions for the meat, meat products and ready meal industry. A unique project on the European scenario that integrates the exhibition offer of the **Meat, Seafood and Dairy** supply chains, historic TUTTOFOOD sectors, with the best of processing and packaging technologies and solutions. Further strengthening the **supply chain logic** that has long characterised TUTTOFOOD, this contemporaneity will increase the opportunities for networking and business for both TUTTOFOOD exhibitors, who are also processing and packaging technology customers, and the operators in attendance at **MEAT-TECH**.



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**TUTTOFOOD** is the agricultural and food exhibition with the most complete product offer in Italy, spanning **all Food & Beverage supply chains**. Starting with traditional sectors such as meats, salami and cold pork meats, milk and dairy products, multi-products, pastry, oil, drinks or pasta, in recent years **TUTTOFOOD** has also become a point of reference for frozen foods and fish, even expanding into new sectors such as healthy foods, wines, digital and, as of the next edition, fresh fruit and vegetables and the IV and V ranges. It is hosted at **fieramilano**, the most technologically and logistically advanced exhibition centre, able to effectively support the meeting of supply and demand.

**TUTTOFOOD 2019** saw the participation of **3079 brands**, **16% of which were international, from 43 countries**. In 2019 it was attended by **82,551 professionals**, **23% of whom from abroad, from a total of 143 countries**.

**The following sectors will be present at TUTTOFOOD 2021:**

**TUTTOFROZEN; TUTTOSEAFOOD; TUTTOPASTA; TUTTOGROCERY; TUTTOOIL;  
TUTTODAIRY; TUTTOMEAT; TUTTOHEALTH; TUTTOFRUIT; TUTTODRINK;  
TUTTOSWEET; TUTTOWINE; TUTTODIGITAL; TUTTOWORLD.**

For more information: [www.tuttofood.it/en](http://www.tuttofood.it/en), [@TuttoFoodMilano](https://www.instagram.com/TuttoFoodMilano).