



Outlining the organization of the Milan exhibition dedicated to the food business

**Tradition, innovation and business: TUTTOFOOD
will be held at fieramilano from 10 to 13 June 2009**

The city of Milan is known as one of the world's principal "business centres", the home of Italy's financial institutions, the Stock Exchange and the leading publishing houses. Among its sources of pride is a numerous, prosperous population; the inhabitants of the Lombardy region number over 9 million, more than 15% of Italy's total population. Milan accounts for 10% of the national GDP, and average pro capita income is 39,442 euro (that for Lombardy is 33,635 euro) compared with the national average of 25,921 euro. In addition, Milan holds the national record for industriousness, with an unemployment rate that is half that for the rest of the country, for innovation, with 40% of new patent applications presented, and also for culture – every year 10 million tickets are sold here for art shows, concerts and cinema. City of choice for top names in design and fashion – with 650 show-rooms it is practically on the same level as Paris and New York – Milan now opens its doors, for the first time in an organized way and with a grand project, to the great food business market.

It is from this premises that TUTTOFOOD, the exhibition organized by Fiera Milano International, takes its inspiration. Innovation, the defence of tradition and attention to quality are the guide lines for this international event, the second edition of which will be held at fieramilano from 10 to 13 June 2009. "Results from the first edition of TUTTOFOOD held in May 2007 – says Sandro Bicocchi, Managing Director of Fiera Milano International – were extremely encouraging, with 1,163 exhibiting companies in 30 thousand square metres net, 30% of which were foreign companies from 33 countries". The same success was recorded with regard to professional visitors, one of the factors used to really "weigh up" the impact of a fair on the market; these were 21,749 with 25% being from abroad, from the European Union (41%), Non-EU Europe (18%), North America (15%) and Asia (8%), a total of 82 countries. Important numbers, certainly, but even more important is the quality that these numbers represented.

Among the new ideas for this second edition are the three competitions for the best innovative product, the best niche product and the "TuttoFood Cheese Award", a special recognition by the Milanese exhibition for the dairy sector. The defining features of a niche product are three: low volume production; rare, and therefore superior and costly, raw materials; a non-industrialized production process. The Competition, aimed mainly at those companies who direct their products at specialty shops or high-end restaurants, is intended to give visibility to excellence in the food business, to defend traditional production processes and support those companies who base their marketable differences on quality and not on price. The Competition for the best innovative product aims to give visibility to the research and development in which each of these companies invests time and resources, and to select those products which are not yet commercially available but which could turn out to be a future business success.

"One of the most significant features of TUTTOFOOD 2009 - says project manager Michela Fischer – is that despite the wealth and variety of companies that are the subject of an exhibition of this type, each product and each company has its visibility and, therefore, its chance to be noticed by the numerous operators who will visit the show. Because – let's be clear about it – companies who invest in an exhibition want to see returns. Returns in the form of business and also useful information. This is why we are working on a series of conferences on themes of current relevance such as *The international meat market in the short and*

medium term and Development of the PAC: the food industry balance with emerging countries; these are topics that help companies to be players also in the future. "The expectations of many companies anxious to begin or develop a new commercial and market strategy with a strong internationalization content with us - says Biccocchi - are very high. And so TUTTO**FOOD** starts off accompanied by the trust and encouragement of the market and country's financial institutions".

TUTTO**FOOD** is on course as an event to which the Milan trade fair circuit has assigned an important, strategic role, also in view of the great Expo 2015 World Fair which will have as its theme "Feed the World", and which will not fail to provide interesting prospects for the trade fair sector. In any event, Italy as a whole is in one of the world's leaders in the production and trade of agrobusiness products and at the same time - because of its economic and social characteristics and its food culture - is one of the biggest importers (the Italian agrobusiness market is worth 105 billion euro).

Info at : www.tuttofood.it