

Tuttofood - MiWine 2009

*10th-13th June 2009
Fiera Milano
Rho-Però exhibition centre*

Organized by Fiera Milano International



June 2008



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1) The Italian market *

The food industry is confirmed as second in the classification of the manufacturing industry in Italy, immediately after the metalworking sector. The following figures are reported by Federalimentare (Italian Food Industry Federation) and refers to 2005:

- Sales (value) → the Italian food industry in 2005 registered an increase of 1.9% with respect to 2004, with a total value of 107 billion €;
- Production (quantity) → the Italian production in this sector grew of 0.9% with respect to 2004 but decreased of 3% from 1996 to 2005;
- Import → in 2005 there have been no relevant changes in the import, with a total value of 12.7 billion €;
- Export → 2005 registered a growth of +3.4% with respect to the previous year and a total value of 15.1 billion € (while in 2004 exports were 14.6 billion €);
- Market share → the contribution of Italian products decreased with respect to the total market share of the food sector worldwide, and now it is around 4%;
- Companies → in 2005 there were 36,400 Italian companies, of which 6,550 employing more than 9 workers (in 2004 were 36,600).



*source: Federalimentare processing and estimates of ISTAT (Italian national Statistics Institute) 2005



2) The exhibition

Tuttofood, the international show dedicated to the whole agro-alimentary chain, will be held from 10th to 13th June 2009 at the same time of MiWine.

Tuttofood is a large and qualified professional event and it is the only one able to bring together the production channels of the food industry and Italian & foreign distribution in all its forms, from the specialist shop to the private labels.

Tuttofood is also the event that succeeds in integrating the needs of companies looking at the Italian market with those of companies considering the export as an opportunity of development.



3) The exhibitors *

(1 of 2)

Tuttofood 2007	Net Sqm	Nr
Total Exhibitors	30,000	1,167
Italian	27,000	1,041
Foreign	3,000	107 (of which 38 direct)

MiWine 2006	Net Sqm	Nr
Total Exhibitors	10,000	819
Italian	9,756	636
Foreign	244	183 (of which 18 direct)



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3) The exhibitors

(2 of 2)

PRODUCTS:	
Vinegars	Oils and fats
Drinks	Bread, bread substitutes and flour confectionery
Organic	Pasta
Cocoa and derivatives	Ready meals
Coffee and infusions	Innovative products
Meat and cooked meats	Rice, cereals, legumes
Preserves	Sauces and condiments
Delicatessen, specialties, typical foods	Health foods
Dietetic, baby foods, silver	Services
Confectionery and accessories for the confectionery industry	Herbs and spices
Fresh and frozen foods	Press
Gastronomy	Eggs and derivatives
Ingredients and additives, raw materials and semi-finished products	Various
Fish	Wine
Dairy produce	Sugar and sweeteners



4) The visitors

(1 of 2)

Tuttofood 2007	Nr
Total Visitors	32,693
Italian	24,519
Foreign	8,174 *

MiWine 2006	Nr
Total Visitors	5,700
Italian	5,000
Foreign	700 **

* During the past edition of Tuttofood more than 500 foreign companies have been invited reaching a total number of 700 professional buyers coming from these countries: Australia, Belgium, Bulgaria, Canada, China, Hong Kong, Egypt, Emirates, France, Germany, Japan, Great Britain, Greece, India, Israel, Holland, Poland, Portugal, Czech Republic, Russia, Singapore, Spain, South Africa, Sweden/Norway/Denmark, Thailand, Tunisia, Turkey, USA.

** for the 2006 edition of MiWine about 240 buyers have been invited from: Australia, Austria, Belgium, Brazil, Canada, China, Colombia, Korea, Croatia, Dubai, Hong Kong, Egypt, Emirates, Finland, France, Germany, Japan, Great Britain, Greece, India, Ireland, Israel, Malaysia, Mexico, New Zealand, Holland, Poland, Portugal, Czech Republic, Russia, Singapore, Spain, South Africa, Sweden/Norway/Denmark, Thailand, Taiwan, Tunisia, Turkey, USA.



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4) The visitors

(2 of 2)

For both the exhibitions, the sectors of the visitors are:

- Import/export
- Buying offices
- Platform/Distributors
- GD Managers
- Wholesalers
- Snack bar, pubs, breweries and take away managers
- Restaurant owners
- Catering companies
- Food & Beverage Managers
- Chef
- Specialized press



5) Strengths

- Tuttofood and MiWine are the only B2B event which is able to cover the whole agro-alimentary chain;
- Tuttofood and MiWine will be the ideal place where to compare experiences, analyze market trends, understand the evolution in consumption and buying behaviors, thanks to the organization of seminars and workshops.
- Internationalization → the aim is to increase incoming from abroad, both from the point of view of visitors, thanks to the invitation of professional buyers from all over the world, both from the side of the exhibitors, thanks to the signature of the agreements between Fiera Milano Spa and Hannover Messe, which has been in BRIC countries for some years, and also with Fancy Food;
- Location: Italy → the natural theatre for such an event could not be anywhere else but Italy, where the agro-alimentary sector is the second item in the GDP;
- Location: Milan → this is the city hosting the next Worldwide Expo in 2015, which is dedicated to the theme “Feeding the World”.



6) The events

The 2009 edition will be enriched by high-quality events, created with the aim to emphasize the specific nature of the exhibitions and to discover the new trends.

These are the competitions confirmed till now:

- **Best niche product award**
- **Best traditional product award**
- **Tuttofood Cheese Award** (special award dedicated to companies being part of the dairy produce sector)

The complete program containing all the events, seminars, workshops will be given to you as soon as ready.



7) Competitors

Tuttofood

These are the most relevant competitors for both Tuttofood and MiWine: visiting their websites you will be able to find out the names of exhibitors coming from your countries.

ALIMENTARIA - Barcellona Next edition: 22th/26th March 2010 http://www.alimentaria-bcn.com/		
	2006	2008
Net Sqm area	115,000	122,000
Total Exhibitors	4,148	5,000
Of which foreign	1,091	1,500
Total Visitors	152,344	157,632
Of which foreign	32,892	33,418

ANUGA- Colonia Next edition : 10th/14th October 2009 http://www.anuga.com/		
	2005	2007
Net Sqm area	145,294	153,483
Total Exhibitors	5,930	6,323
Of which foreign	4,996	5,402
Total Visitors	158,817	163,348
Of which foreign	83,312	92,056

CIBUS – Parma http://www.fiereparma.it/		
	2004	2006
Net Sqm area	50,036	51,872
Total Exhibitors	2,102	2,185
Of which foreign	206	194
Total Visitors	67,969	68,513
Of which foreign	5,459	5,534



Fonte: www.auma-messen.de



7) Competitors

MiWine

PROWEIN - Dusseldorf Next edition : 29th/31st March 2009 http://www.prowein.de/		
	2006	2007
Net Sqm area	38,471	38,860
Total Exhibitors	2,934	3,058
Of which foreign	2,192	2,276
Total Visitors	31,125	31,639
Of which foreign	6,907	8,226

VINEXPO- Bordeaux Next edition : 21st/25th June 2009 http://www.vinexpo.com/fr/index/		
	2005	2007
Net Sqm area	39782	35,668
Total Exhibitors	2,092	2,400
Of which foreign	895	1,010
Total Visitors	39,162	50,433
Of which foreign	11,261	15,079



Fonte: www.auma-messen.de



8) Participation costs

These are the official participation costs, you can find also visiting www.tuttofood.it: specific participation packages could be considered in case of special projects or collectives.

- Registration fee * € 200 + VAT
- Registration in paper and online catalogue** € 100 + VAT
- Insurance * € 84 + VAT

Free exhibition area:

- 1 free side € 130/Sqm + VAT
- 2 free sides € 143/Sqm + VAT
- 3 free sides € 157/Sqm + VAT
- 4 free sides € 170/Sqm + VAT



* Compulsory for direct exhibitors

** Compulsory for direct and indirect exhibitors, representatives and company brands



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