



European Federation of  
Catering Equipment Manufacturers

Mrs. Simona Greco  
Global Exhibitions Director  
Fiera Milano SpA  
Strada Statale Sempione, 28  
20017 Rho MI

## EFCEM view on HOSTMilano 2021

Dear Mrs. Greco,

EFCEM recognises and fully support the value of HostMilano, which is recognised to be the world leading exhibition for the Ho.Re.Ca. and food service equipment and a main driver for business development in our sector.

I would like to share with you the position of EFCEM members concerning the next edition of the exhibition planned from 22 to 26 October 2021.

As you certainly know there are many doubts on all interested parties, not only on manufacturers or exhibitors' side on the effectiveness of the exhibition should it be confirmed for October 2021.

In fact, even if the COVID 19 pandemic seems to turn to a more positive outlook, mainly thanks to the lockdowns in the first quarter of this year and of intensive vaccination campaign running in many Countries worldwide, there are still doubts arising from the spread of COVID 19 variants and from the effectiveness of vaccination and restriction measures in some world regions. This will surely go over for the next months and many visitors, in particular buyers coming from non-European regions, will have difficulties in planning their visit to the exhibition and will probably decide not to come.

This is causing high concerns and uncertainties on our member Companies that account for the biggest part of exhibitors in the Ho.Re.Ca and coffee making sectors and which were normally exhibiting at HOST Milan. From discussions we had with our Members it was made clear that a significant number of Companies are oriented to attend but with reduced stand sizes when compared to previous editions, others have decided or are planning not to attend as uncertainties on required ROI in terms of visitors, contacts and business development are quite significant. This in particular considering that our Industry was one of those mainly impacted due to closing down for several months of the activity in the hospitality sector with consequent impact on equipment suppliers' turnover.

Although we recognize your efforts to keep the show running with the intent to give a sign of optimism and confidence in the future after these hard months and to keep high level the recognition and the value of HOST Milan, we would like to make clear the situation as it has been depicted in the previous paragraph, to give you suitable elements for a sound analysis and decision regarding the running of the show.



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It is also worth to mention that National Associations represented in EFCEM informed that a significant number of their member Companies will favour a postponement of one year of the show to be held in October 2022.

In addition, we kindly ask you to duly consider and implement the following points:

- the deposit that has already been paid by exhibitors which will finally decide not to participate and where they have indicated that they wish to cancel prior to your decision, shall be totally reimbursed or, should the relevant Company wish so, be considered as an anticipation of the deposit for the next Edition of the show that the Company will attend.
- any final information of the fair to be confirmed or cancelled or postponed shall be issued at latest 120 days before the planned dates of the show, meaning by 20 June 2021.

We warmly hope that you will give due attention to this letter and to our requests and we are fully available for a meeting (physical or on the web, depending on your availability) to further evaluate the situation and confirm the best approach to satisfy the needs of your primary clients: our National Associations and their member Companies.

We look forward to receiving your reply.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Phil Williams', is written over a light blue horizontal line.

Phil Williams

EFCEM President

Milan, 14<sup>th</sup> May 2021

The European Federation of Catering Equipment Manufacturers (EFCEM) was founded in 1969 and includes the key European National Associations and their national members. EFCEM represents manufacturers and distributors of equipment for the storage, preparation, cooking, distribution of food and ware-washing and laundry equipment for the catering, hospitality, foodservice sectors, whether they are profit or not for profit operations.

EFCEM members represent over 800 companies who supply commercial catering equipment to the European and International Foodservice industry.

The total turnover of the companies represented by EFCEM National Associations accounts for more than € 14.000 m and their products range from utensils to full professional kitchen equipment.