



**FIERA MILANO**

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Rho (MI), 24<sup>th</sup> May 2021  
Prot. n.01/Bu Horeca

**EFCEM**  
**European Federation**  
**of Catering Equipment Manufacturers**  
Via Matteo Bandello, 5  
20123 Milano - MI  
Italia

Attention: EFCEM President, Phil Williams

**Ref.: Your Letter May 14<sup>th</sup>, 2021**

Dear President,

we write with reference to your letter received on May 14<sup>th</sup>, 2021 that we have read with attention and on which we wish to represent the following.

First of all, it is our intention to reassure you and your associates that HOST Milano will take place as a live event as scheduled and that Fiera Milano S.p.A. is ready for the reopening of exhibitions from the end of June 2021, having made all the efforts to ensure the operation in complete safety, in full compliance with the health rules and in accordance to the government Protocols (for information please visit the Host website [www.host.fieramilano.it](http://www.host.fieramilano.it)).

I kindly inform you that other important exhibitions will start again from the 5<sup>th</sup> of September like Salone del Mobile, Miart and other art and fashion events like Micam, Mipel, Linea Pelle, Simac-Tanning Tech; while October will be the month dedicated to the Hospitality and Food&Beverage industry with HOST Milano and Tuttofood, then we have the international event World Routes devoted to the aviation industry and EMO for the world manufacturing industry; on November with CPHI Worldwide for the pharma industry, Made Expo for Architecture and Design, as well as EICMA the international event for motorcycle and accessories.

We are nevertheless aware of the Exhibitor's concerns and the difficulties they are experiencing. For this reason Fiera Milano S.p.A. has confirmed the investments needed so that next edition of the exhibition could benefit from all useful actions to involve the largest number of national and international professional operators and, at the same time, to ensure the quality of the exhibition offer, placing HOST Milano one again the international leader event of the sector.

Exhibitions are industrial policy instrument for Companies and a crucial meeting points for exports; for this reason, as a result that all actions that we have considered are going on the right direction, at today HOST Milano welcome more than 1.000 Exhibitors coming from more than 40 Countries



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that, with great resilience and determination want to win back the international scene of the hospitality industry and achieve quickly economic results gained by the sector in 2019, attending the most important international hub of the hospitality field.

Fiera Milano S.p.A. never stopped to create new opportunities and from this edition will provide for HOST Milano a digital platform to expand in space and time the interaction between Exhibitors and Trade Visitors bringing together the entire hospitality community through a new interactive mode.

The high sense of cooperation, the open dialogue and the honesty that we both have always carry out with the Association You represent and the companies associates, are grounds for taking things forward during next months, aware that the success of one depends on that of the others.

Remaining as always at your complete disposal we take the opportunity to send our Best regards.

**Fiera Milano S.p.A.**

Group Owned Exhibitions Director  
Simona Greco