**HOSPITALITY - IL SALONE DELL'ACCOGLIENZA NOW EVEN MORE INTERNATIONAL**

**50% OF SPACES ALREADY ALLOCATED FOR 2025**

**The highlights of the 49th edition of Italy's leading hospitality and catering exhibition, scheduled in Riva del Garda from 3 to 6 February 2025, include an expanded exhibition area, renewed spaces and new activities for inbound international buyers.**

**New training and experiential initiatives dedicated to The People Industry.**

**Hospitality - Il Salone dell’Accoglienza**, Italy’s most comprehensive trade fair dedicated to the Hospitality and Catering industry, has once again been certified as an **international event**. Serving as a guarantee of quality and reliability, this certification offers exhibitors the possibility to **apply for participation grants**. **Incentives and funding from Simest thus continue**, particularly aimed at micro, small and medium-sized enterprises. Applicants can register for up to three international events – even in different countries – with the grants covering expenses for the exhibition area (from registration to setup), the transport of materials and exhibited products, and promotional investments for the event.

Italy's **Hospitality and Catering** industry encompasses approximately **330,000 retail and catering businesses** and **employs 1,400,000 people**,representing 6.1% of the workforce, known as **The People Industry**, the driving force of hospitality and catering and a central focus of the upcoming edition of Hospitality. It plays a key role in Italy’s national economy and is essential for **tourism**, which accounts for **13% of the national GDP**.

"*We are proud to announce that, by the end of July, 50% of the exhibition spaces for Hospitality 2025 had already been allocated. This is an extraordinary milestone underscoring the importance of this event for companies in the hospitality and catering industry,*" stated **Alessandra Albarelli,** **General Manager of Riva del Garda Fierecongressi**. "*The fair provides exhibitors with the opportunity to present their innovations to both national and international markets, at a strategic time before the start of the summer season.*"

The Buyer Programme, introduced at the last edition, will be continued in 2025, bringing delegations of buyers from Slovenia, Eastern European countries, Scandinavia, Spain, Portugal, the UK, German-speaking countries, as well as Kenya and Central and South America, to Riva del Garda.

*"Our scouting activities and renewed collaboration with the ITA (Italian Trade Agency) will enable us to further strengthen the representation of selected buyers from various countries, creating even greater business opportunities for our exhibitors. Additionally, for Hospitality 2025, the exhibition spaces will be expanded and renovated, allowing us to host more companies and introduce numerous training and experiential activities, including competitions and special projects developed in collaboration with exceptional partners,*" concluded **Giovanna Voltolini, Exhibition Manager of Hospitality.**

The 2025 edition of Hospitality - Il Salone dell’Accoglienza is scheduled to take place at the Riva del Garda Exhibition Centre from 3 to 6 February.

Riva del Garda (TN), 31 July 2024

**Information on** [**Hospitality – Il Salone dell’Accoglienza**](https://hospitalityriva.it/it)Organised by Riva del Garda Fierecongressi, Hospitality is Italy's leading international exhibition dedicated to the Hospitality and Catering industry. Covering an exhibition area of more than 45,000 square metres, the event stands as the most comprehensive in Italy, featuring an extensive training program and wide array of companies and professionals in the Contract&Wellness, Renovation&Tech, Food&Equipment and Beverage areas, as well as special areas such as Solobirra, RPM-Riva Pianeta Mixology and Spazio Vignaiolo. Additional highlights include the open-air offering in the Outdoor Boom hall and the experiential and inclusive design concepts.

The 49th edition will be held in Riva del Garda, from 3 to 6 February 2025.

[www.hospitalityriva.it](http://www.hospitalityriva.it) @HospitalityRiva

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