



44° EDIZIONE
RIVA DEL GARDA
QUARTIERE FIERISTICO

1 ottobre 2019

www.hospitality.it

**Hospitality – Il Salone dell'Accoglienza
The Hospitality Fair 2020:
More direct producers, stronger presence of major brands
+ 44% exhibitors confirmed their participation**

The 44th edition of the leading Italian trade fair in Ho.Re.Ca., scheduled in Riva del Garda from 2 to 5 February 2020, was presented today in Milan. There will be more space dedicated to the food area, new types of products and a focus on training with the Academy events. The "Cucina in Emergenza" (Emergency Cooking) project, created by FIC, makes its debut.

Milan, 1st October 2019 - The 2020 edition of **Hospitality - Il Salone dell'Accoglienza**, scheduled from 2nd to 5th February in the Riva del Garda exhibition centre, was presented today in Milan.

Hospitality is the evolution of Expo Riva Hotel - the leading Italian trade fair in the hospitality and catering sector which from the next edition will feature a new, more contemporary and international image. The new brand sums up and represents the experience of an event with a long tradition, looking to the future and attentive to the emerging needs of companies and professionals in the sector.

At the beginning of the construction phase, **the President of Riva del Garda Fierecongressi, Roberto Pellegrini**, presented the Riva del Garda exhibition centre: more than 40,000 square metres, and twelve pavilions in four integrated structures. Located in a strategic position, over the years it has established itself as a trend hub and meeting place for business development and has also helped expanding the tourist and economic system of Trentino. *"Hospitality is one of our leading events and perfectly represents our natural vocation for*



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tourism and hospitality. In the next few years, thanks to the important investments already planned, we will be able to offer not only larger spaces that will allow us to welcome even more exhibitors and visitors, but also increasingly high quality services and a new district, both in terms of technology and infrastructure".

Carla Costa, Head of the Exhibition Area of Riva del Garda Fierecongressi, explained how the fair has grown and evolved over the years, thanks to its ability to adapt to changes in the market and to meet the exhibitors' needs. *"After 43 editions, the time has come to have a new name and a new visual identity that would better identify the fair as a point of reference for the Ho.Re.Ca. world as well as an international business and information hub for professionals in the sector".*

And it is thanks to exhibitors and visitors that the fair has become a "place to be" for the Ho.Re.Ca. segment. This is confirmed by the figures which, **four months after the opening date**, show an increase of **43.6%** (compared to the same period in 2018) in **the number of exhibiting companies that have confirmed their participation**. Another interesting fact is the increased **number of direct producers and large brands**.

According to Carla Costa, *"We are satisfied with these results, especially because, in addition to the loyalty of our historic exhibitors, we have also seen the addition of new brands that have chosen to participate in Hospitality for the first time"*.

Contract & Wellness, Beverage, Food & Equipment, Renovation & Tech are the four thematic areas of the fair, which define both its image and the exhibition layout.

Hospitality 2020 will be an event rich in content; a unique and complete exhibition itinerary from raw materials, to equipment for hotels and restaurants, including plant engineering for the production of beer.



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Among the novelties of the next edition, the extension of the Food Hall - **1,500 square meters more than last year** - which will also host new types of products, such as frozen fish and red meat, and will feature more space for ice cream and pastry products, following the growing interest from direct producers of raw materials.

Not to mention the routes dedicated to new eating habits, such as **Gluten Free, Vegan, Halal and Kosher**.

A point of reference for getting to know and deepening your knowledge of the latest developments in the sector, the **Hospitality Academy** offers a 360° mobile training throughout the year. During the four days of the event, visitors and professionals will also have the opportunity to participate in more than **100 appointments** including seminars, round tables and workshops on trends, strategies and news in the Ho.Re.Ca. world. Of course, there will also be show-cooking, tastings and competitions organized by the associations attending the fair and by the exhibitors.

The two **special areas** of the beverage sector, **Solobirra** and **RPM - Riva Pianeta Mixology** - have also been confirmed for the 2020 edition of the Fair. Alongside the exhibition of craft beers, Solobirra launches two competitions: a technical contest - Solobirra 2020 - and a graphic competition - Best Label - dedicated to labels.

Riva Pianeta Mixology will bring to the public the expertise of the most talented mixologists, along with masterclasses for bartenders.

Among the novelties for the next edition of the event, **Marcello Sanna, Vice President of the Emergency Solidarity Department of FIC-Federazione Italiana Cuochi (Italian Chefs Federation)**, presented the new project "Emergency Cooking" that will make its debut at Hospitality. *"I would like to thank the Italian Chefs Federation, which chose Hospitality for the first stage of the national emergency cooking competition"*, concluded Carla Costa. –



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"This is a project in line with our fair and that we welcomed with enthusiasm, because it gives visibility to the work of volunteers who are able to create excellent dishes in full compliance with health and hygiene procedures and regulations, even in emergency situations and in particularly difficult scenarios".

Always attentive to sustainability and social responsibility, from 2016 Riva del Garda Fierecongressi has been participating in the Food For Good project, which provides for the reutilization of surplus food from events with the aim of transforming abundance into a precious resource, to give its contribution to the fight against food waste.

Hospitality - The Hospitality Fair, sponsored by Federalberghi and Federturismo Confindustria, is an event sponsored by the Autonomous Province of Trento - Department of Handicrafts, Commerce, Promotion, Sport and Tourism; Casse Rurali Trentine and Cassa Rurale Alto Garda. The event is also organized in collaboration with national partners: Federazione Italiana Cuochi (FIC), Associazione della Sommellerie Professionale Italiana (ASPI), Associazione Maitres (AMIRA), L'Associazione le Donne della Birra, Pizza New S.p.A. - Pizza e Pasta Italiana; and with local partners: Confcommercio Imprese per l'Italia - Trentino, Unione Albergatori (UNAT), Associazione Albergatori e Imprese Turistiche della Provincia di Trento (ASAT) and the Department of Education and Culture of the Autonomous Province of Trento, Associazione Cuochi Trentini, L'Associazione B&B di Qualità in Trentino.

Info about Hospitality – Il Salone dell'Accoglienza

Organized by Riva del Garda Fierecongressi, Hospitality, formerly Expo Riva Hotel, boasts an exhibition area of over 39,000 square meters. In the 2019 edition, the Show achieved record numbers: 525 exhibitors, 21,135 professional operators and more than 28,000 visitors. The 44th edition will be held in Riva del Garda from 2nd to 5th February 2020.

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