

TUTTOFOOD 2019 CLOSES AND CONFIRMS AGAIN ITS ROLE OF INTERNATIONAL PLATFORM IN THE AGRI-FOOD SECTOR

- 82,551 visitors (+3% on the visitors of the previous edition)
- 3,079 Italian and international brands from 43 countries
- Attention from the institutions with the visits to the exhibition of the Prime Minister Conte and the Minister Centinaio

Milan, 10 May 2019 – The seventh edition of TUTTOFOOD, an increasingly **international hub** and **global player** for a strategic sector for the Italian economy such **agri-food**, closed yesterday evening. A systemic role underlined by the institutional presence of the Prime Minister **Giuseppe Conte** and of the Minister of Agriculture, Food, Forestry and Tourism **Gian Marco Centinaio**.

82,551 operators were present, **21%** of whom were **foreigners** from **143 countries**, with **12 new entries** (in particular from **Central America, the Middle East** and **North Africa**) who met the **3,079 Italian and international brands** present at the event.

The **first 10 foreign countries** of origin are, in order, the **USA, Spain, France, Germany, the United Kingdom, China, Canada, the Benelux, Japan** and the **Russian Federation**. The delegations of buyers were important and appreciated, also thanks to the fine tuning made with **ITA/ICE Agenzia**. There are more than **1,414 accredited Italian and foreign journalists** and **325 bloggers**.

There were also large numbers of visitors to the more than **250 side events** of the exhibition, such as those dedicated to the **blockchain, retail and food intelligence**.

In the pavilions and in the stands, exhibitors displayed traditional products alongside new superfood products, in a context characterized by a strong return to the use and enhancement of valuable raw materials. An edition based on **quality food** and **product innovation**, but also on health, proper nutrition and sustainability.

Yesterday was also the last day for **Milano Food City**, the “fuorisalone” to which TUTTOFOOD has contributed with a rich schedule of events characterized by great public response.

The appointment with the eighth edition of TUTTOFOOD is at fieramilano **from 17 to 20 May 2021**.

Fiera Milano Press Office

Rosy Mazzanti – Simone Zavettieri

T: +39 024997.7457

E: press.tuttofood@fieramilano.it

