

## The Food Marketplace for Southern Europe

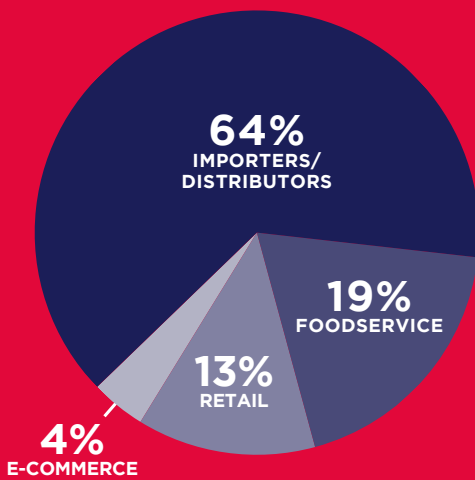
### VISITORS

**82,551** from 143 countries

### EXHIBITORS

**3,079** from 43 countries

### TOP BUYERS BY ACTIVITY



### TOP PRODUCT INTERESTS

-  Nuts
-  Snack Foods
-  Pork & Beef
-  Condiments
-  Specialty Foods

### ITALIAN MARKET FACTS

Italy is the **third-largest economy** in the euro-zone, with a GDP estimated at \$2.4 trillion and a per capita GDP of \$39,675

Italian imports of consumer-oriented products from the United States reached **\$458.4 million** in 2019

Italian tastes are evolving, and **international and ethnic food products** are now more sought after

### FEATURED VISITORS



### WHY EXHIBIT?

- High consumer interest in U.S. imports, as U.S. products are viewed as “trendy, new and innovative”, especially those with added benefits of health and lifestyle
- Exclusive access to MyMatching - the innovative matchmaking system where **13,609 meetings were generated** between exhibitors and top buyers
- Now co-located with **HostMilano, the world’s leading hospitality tradeshow event**, granting a platform for the international Food and Hospitality sector to connect and flourish



**I think TUTTOFOOD is a fantastic exhibition. It’s a brilliant opportunity to bring quality food, meeting great new buyers – not just from Italy, but from the Balkans and from the Far East as well.**

Kevin Verbruggen, California Prune Board



USDA ENDORSED



Officially Endorsed by the U.S. Department of Agriculture, Washington, DC

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# Maximize Your ROI with the USA Pavilion at TUTTOFOOD 2021



## You Focus on Business, We Handle the Rest



### PRIME LOCATION

A highly desirable location ensuring maximum traffic & visibility



### TURNKEY SOLUTIONS

All-inclusive booth packages & personalization options



### EXPERT ASSISTANCE

Dedicated IMEX staff from registration through show days on-site



### USDA ENDORSED

OAA Rome staff on-site for market assistance & promotion



### ENHANCED VISIBILITY

Exhibitor listings in official printed, online & Pavilion directories



### FULL ACCESS

Complimentary exhibitor badges & visitor invitations



### EXCLUSIVE SERVICES

Preferred hotel rates, freight forwarding, interpreter, catering, etc.



### MATCHMAKING

Exclusive matchmaking services introduce you to key buyers

## Reserve Your Space and More Information

[REGISTER NOW!](#)

[2019 POST SHOW REPORT](#)

[USDA EXPORTER GUIDE](#)

[UPCOMING SHOWS](#)



USA PAVILION ORGANIZED BY



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