

Come Export With Us in the USA Pavilion

MAY 6-9, 2019

FIERA MILANO, ITALY

The Food Marketplace for Southern Europe

VISITORS

80,146 from 141 countries
23% (18,434) international

3,150 Hosted Buyers with
9,200+ confirmed one-on-one meetings

TOP SOUTHERN EUROPEAN BUYERS



PRODUCT CATEGORIES WITH GOOD SALES POTENTIAL



Beer



Snack Foods



Nuts



Organic Products



Gluten-Free



Specialty Foods

Top Reasons to Exhibit

- U.S. consumer-oriented food exports to Italy reached \$497.7 million in 2016
- Italy is a major food processor and a net agricultural importer
- Italian tastes are evolving and international and ethnic food products are now more sought after

EXHIBITORS

2,850 from 40 countries
21% (599) international

TRENDS IN ITALIAN FOOD CONSUMPTION

% INCREASE 2007 - 2016

69%

ORGANIC

40%

GLUTEN FREE

20%

ETHNIC

TOP 5 PRODUCT CATEGORIES OF INTEREST



1 Beverages



2 Grocery Products



3 Dairy



4 Sweets



5 Meat



This is a great place to do business, because Italy has great importers and distributors that distribute in multi-country regions in Europe.

Brooks Ohlson, Sacramento CITD Director,
Center for International Trade Development



USDA ENDORSED



Officially endorsed by the U.S. Department of Agriculture, Washington, DC and the Office of Agricultural Affairs in Rome

Benefit from the Prestige and Visibility of the USA Pavilion

Exclusive USA Pavilion Services and Amenities



A highly desirable **central location** on the show floor.



A fully-assisted, exhibitor-friendly process from registration through show dates from IMEX Management staff in the **U.S. and on-site in Italy.**



The prestige and visibility of the USA group stand, a **focal point for visitors** and trade press.



Individual listing in and complimentary copies of the **official show catalogue** and **US Pavilion directory.**



Individual partitioned exhibit space that showcases each exhibiting company's identity.



Free **exhibitor badges** and **visitor invitations.**



Marketing support services from the Office of Agricultural Affairs in Rome, including local promotion to importers, on-site market briefing and on-going market assistance during the show.



Assistance with shipping, hotel arrangements, etc.

Reserve your space and more information below



I was delighted to see a significant presence of U.S. exhibitors for the first time at TUTTOFOOD in 2017... this is the perfect showcase to present trendy products to the Italian and international market. The figures from 2017's edition say it all – 80,000 certified professionals, a quarter of which came from outside of Italy.

Robert Peaslee, Commercial Councilor,
US Commercial Service, Milan



USA PAVILION ORGANIZED BY

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