



will join forces to present new solutions for hotel food; also *Autochthon*, the forum specific for local wines. These events show how Italy, and Sud Tyrol/Alto Adige in particular, have transformed hotel hospitality into a brand of excellence. [www.hotel.fierabolzano.it](http://www.hotel.fierabolzano.it)

## HOST 2009

Forte dei risultati del 2007, l'edizione 2009 (dal 23 al 27 ottobre) presenta in un'ottica di sistema tutte le componenti del settore dell'hospitality in sette aree specializzate, in sinergia con le manifestazioni Franchising & Trade e Wellness Spa & Beauty Exhibition. Sette, quindi, le aree tematiche di Host a coprire in modo articolato tutte le tre grandi macroaree del settore ospitalità-ristorazione: Ristorazione professionale (attrezzature, impianti e accessori) e Mipp (Milano - Salone Pane Pizza Pasta); Bar (macchine da caffè e attrezzature per bar), Gelateria & Pasticceria (macchine, attrezzature, arredamenti, accessori e prodotti per gelateria e pasticceria) e Sic (Salone Internazionale del Caffè); Hotel Emotion (Salone dell'industria alberghiera) e Shop Project (Salone internazionale di progettazione e arredo per punti vendita). A testimoniare l'attenzione che Host dedica alle iniziative innovative, non solo come impegno etico, ma anche come volano di sviluppo per il settore, Hotel Emotion ospita WT Hotel, progetto di un hotel techno-sensoriale a cura di Chiara Cantono per un nuovo concetto di ospitalità altamente innovativo, interpretato dalle più avveniristiche soluzioni a livello di materiali, tecnologie e design. Sono coinvolte tra le aziende più innovative a livello internazionale con l'obiettivo di proporre soluzioni concrete e innovative per la realizzazione di strutture avanzate per il contract alberghiero e wellness.

Strengthened by the results of the 2007 edition, between October 23rd and 27th this year, Host will present all the components of the hospitality sector in an exhibition split into seven specialized areas, in synergy with the events Franchising & Trade and Wellness Spa & Beauty Exhibition. The seven sectors of Host cover the three macro-areas of the hospitality-catering business: Professional catering (equipment, plant and accessories) and Mipp (Milan - exhibition for bread, pizza and pasta) Bar (coffee-making machines and bar equipment), Ice-cream and confectionary (machinery, equipment, furnishings, accessories and products for ice-cream and confectionary) and Sic (The international Trade Show for Coffee); Hotel Emotion (The exhibition for the

hotel industry) and Shop Project (The international exhibition for store design and furnishings). Bearing witness to the attention that Host dedicates to innovative initiatives, not just as an ethical commitment but as a driver for the sector's development, Hotel Emotion will host WT Hotel, the design for a techno-sensory hotel organized by Chiara Cantono for a new highly-innovative concept of hospitality, interpreted by the most futuristic solutions in terms of materials, technology and design. The most innovative International companies are involved in the exhibition with the objective of presenting innovative concrete solutions for the creation of advanced structures for the hotel contract and wellness sectors. [www.host.fieramilanoexpects.it](http://www.host.fieramilanoexpects.it) (L. C.)

