



HOMI

THE LIFESTYLE TRADE FAIR

Milano

05-08.09.2021

Rho fiera hall 9-14-18



homimilano.com

ITA®
ITALIAN TRADE AGENCY



FIERA MILANO

Milano, the home of design

Why Milano, why Italy

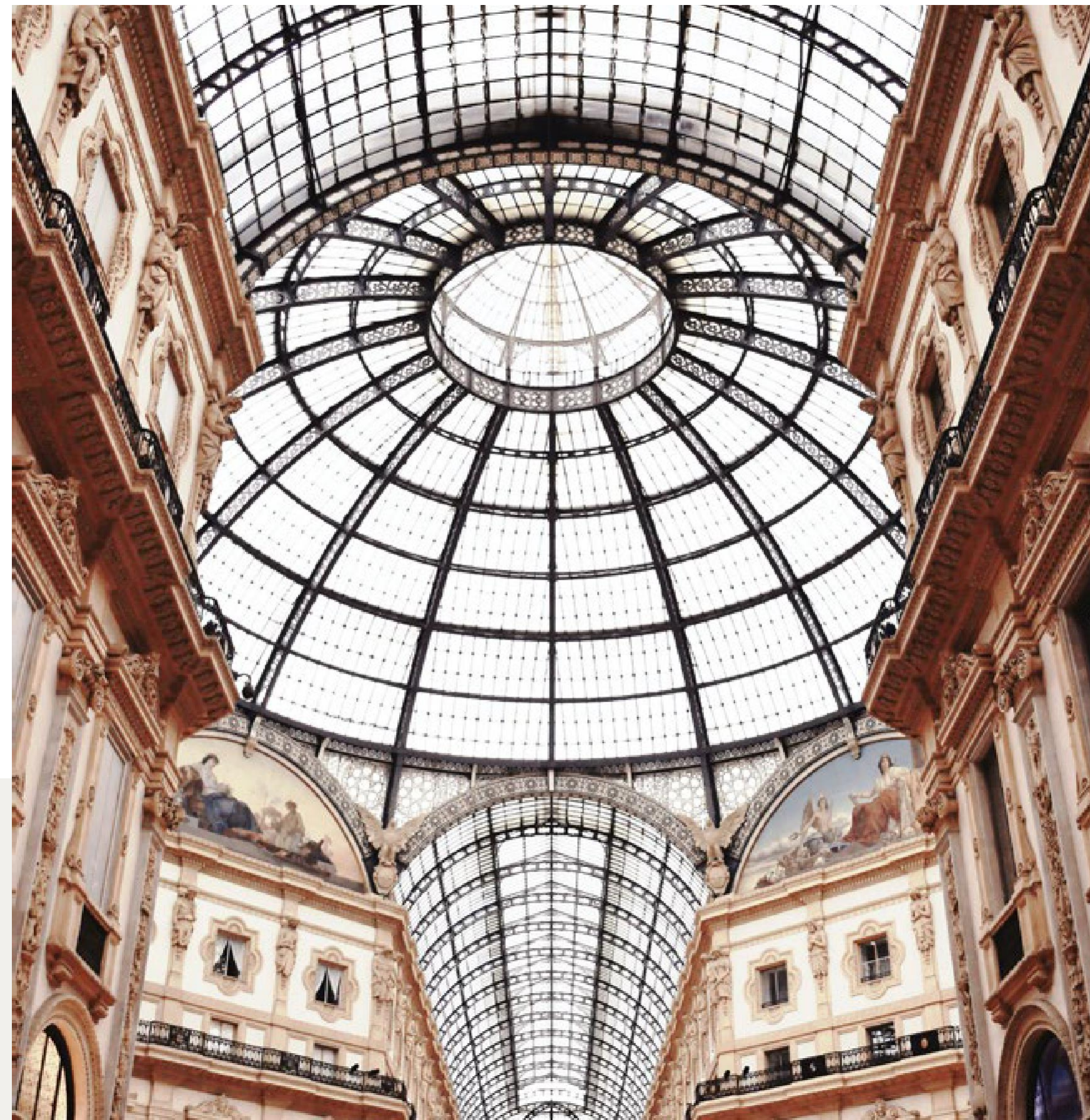
Italy represents a reference point for style: a superpower of beauty, know-how and talent. A continuous source of inspiration.

An international stage

The **Milano Design Week** is a large, spontaneous and widespread collective event that transforms all the city's districts into one big world design stage. **HOMI is, within this project, the No 1 hub for home decor and furnishing accessories. A b2b event dedicated exclusively to professionals in the sector.**

MILANO, CAPITAL OF DESIGN

The city accounts for 18.3% of national output and 14% of the workforce in Italy. It is home to two of the world's **most important design museums**: the Triennale, with a collection that includes 1,600 design objects, and the awarded the Compasso d'Oro, the ADI Museum (Industrial Design Association), with over 350 pieces.



Figures for a sector looking to the future

ITALIAN MARKET OF HOME PRODUCTS

2650
Million US dollars



Italian consumption of Home Products is estimated to be 2650 million \$ in 2020.

In the last decade (2010-2020), Italian consumption grew on average annually by +1.1% in \$.

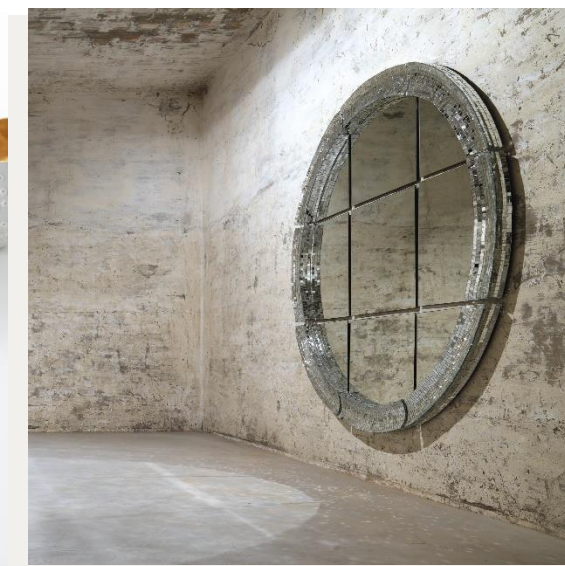
In 2020, Italians' online purchases grew by 3.4%. According to the latest survey of the B2C - Netcomm School of Management ecommerce Observatory of the Politecnico di Milano, the product sectors recorded explosive growth online in 2020: in absolute terms there was an increase for the Furniture and Living Home products of **+1.1 billion euros** compared to 2019

Souces Netcomm forum and exportplanning

In 2020 Italian imports of Home Products recorded a drop (-7.6% in \$), decreasing to a value of 1 583 million \$. Mainly due to gap of delivery from Asia.

However, in the 2021-2024 scenario, Italian imports are **expected to grow annually by +7.6% in \$**, thus reaching the maximum value of 2 122 million \$ in 2024.

Italy is a **net-exporter of Home Products**: exports (3.4 Bn \$ in 2020) overcome imports. Italian production of Home Products is estimated to be 4.4 Bn \$ in 2020.





A TOTAL NEW TRADE FAIR EXPERIENCE

A year-round journey for a total and effective immersive experience



HOMI crosses the boundary between online and offline by engaging all operators in the sector in a different and innovative way. It proposes solutions that place **immediacy, immersion and interaction** at the top of the list.

The opportunities offered by the physical event in September are complemented by a plethora of **innovative services**. They allow operators all year round to activate connections and relationships, communicate products in the best possible way and create a lasting relationship with customers, **before, during** and **after** the event.

A NEW TOTAL TRADE FAIR EXPERIENCE

#HOMICommunity The fair beyond the fair

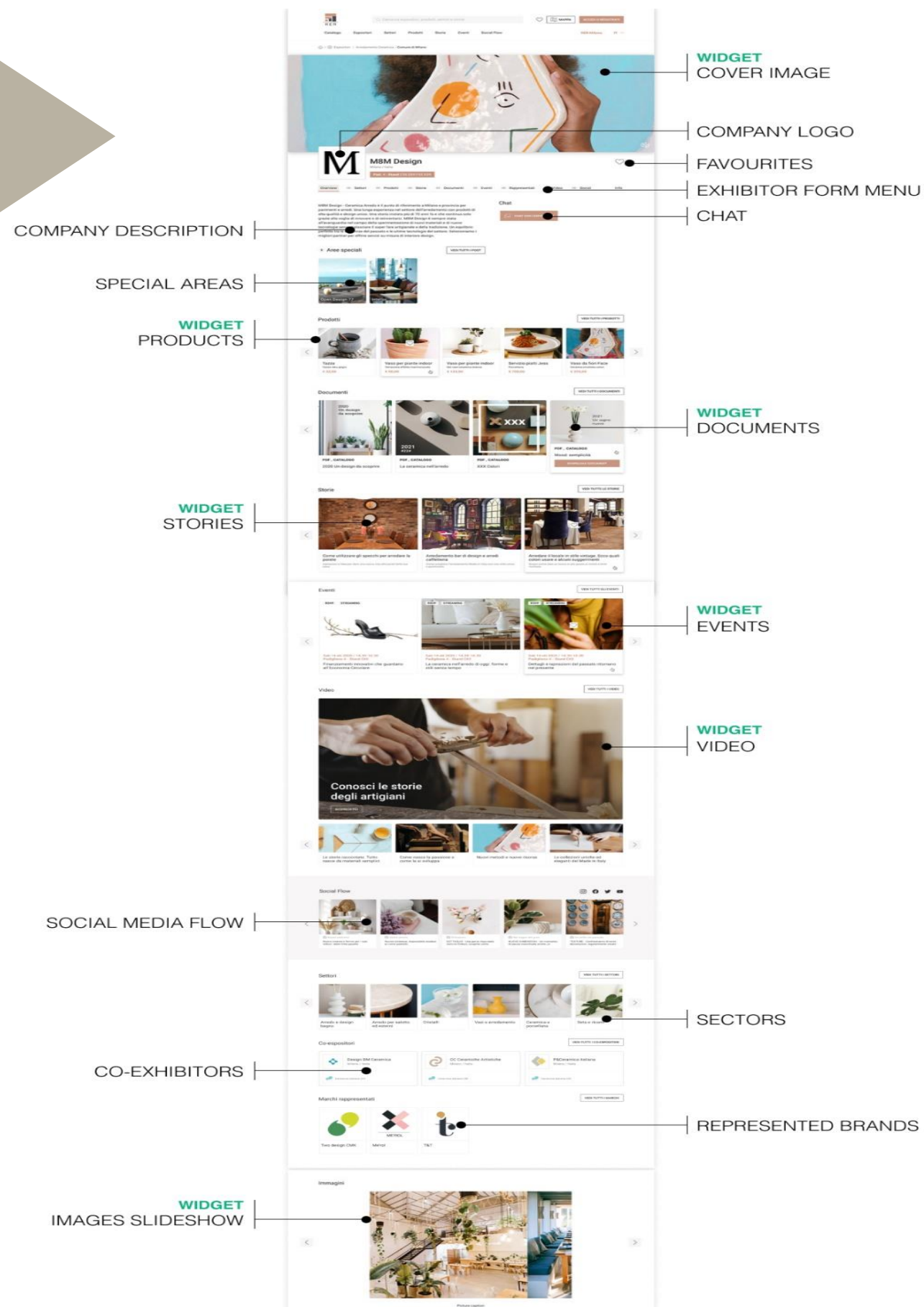


HOMI is an international stage that **allows operators and buyers from all over the world to talk about themselves and present their new products and markets on HOMI's digital channels all year round.** The #HOMICommunity project gives space to companies, products and trends through an online platform proposing new **inspirations** and **discussions** on the evolution of the sector and presenting a showcase of **preview products for the September physical event.**

#myhomelifestyle

#italianhomelifestyle





A DEDICATED SHOWCASE

Each company has a reserved space to communicate with market on homimilano.com. One Community, 2 levels of services

HOMICommunity :

Free access

- COMPANY PROFILE
- 3 STORIES
- 6 PRODUCTS
- 1 VIDEO

- SOCIAL CONTENTS
- 1 LOGO
- COMPANY CONTACTS

HOMICommunity Plus :

physical show exhibitors only

- COMPANY PROFILE
- 6 STORIES
- 12 PRODUCTS
- 1 VIDEO
- SOCIAL CONTENTS
- 1 LOGO
- COMPANY CONTACTS

- **CHAT**

All the registred visitors will be allowed to chat with you

- **OPEN AGENDA**

Allows you organise meetings with homi attendees onsite or online thanks to the video chat service



- **MYMATCHING** (app to meet and fix appointment with Italian and international buyer)

- **DOCUMENTS & CATALOGUES**

- **WEBINARS/EVENTS**

Organised by the exhibitors)

THE «LIVING SYSTEM» IN MILANO

The object goes on stage

In the heart of the **MILANO DESIGN WEEK**.
HOMI, the Lifestyle Trade Fair dedicated to furniture,
accessories, decorations, tableware, kitchenware,
textiles, essences and fragrances.

Co located with
Salone del Mobile Milano

AN INNOVATIVE FORMAT

2 business district



1. Home Boutique&Design

Space dedicated to quality manufacturing to meet the needs of research end design stores in major cities around the world. Defined by a relevant brand or product identity, it offers new inspiration to designers and guests in the home hospitality industry.

Inside Home Boutique&Design two areas can be found: the **CREAZIONI ITALIANE** project, dedicated to Made in Italy craftsmanship and design, and the **WORLD DESIGNERS** area, a selection of products made by the best international designers.

DISTRIBUTION AND PURCHASING CHANNELS

Department Stores | Concept Stores | Interior Designers and Architects
|Contract and Home Hospitality



2. Retail Inspiration

The space dedicated to manufacturers and distributors

Two identity areas:

FRAGRANCE INSPIRATION and **TEXTILE INSPIRATION**, combining a rich and carefully selected offer for the specialized shop and the home and gift shop.

DISTRIBUTION AND PURCHASING CHANNELS

Specialized shop chains| E-commerce | Large Scale organized
Distribution| Import-Export

AN INNOVATIVE FORMAT

8 visiting paths



1. CHRISTMAS

dedicate to **Christmas trends**, designs and ideas to celebrate the holidays



2. THINK LOCAL !

dedicated to **european** producers, that have their own brand, but are also available to **produce a private label collection** for a retailer or another brand.



3. PROMOTIONAL

thanks to the simultaneity with PTE **PromotionTrade Exhibition 2021**.



4. HOME HOSPITALITY

dedicated to the **home hospitality** sector, boutique hotels, b&b, residential and bistros.



5. GREEN HOME

focused on green design and the **sustainability** of interior decoration, furnishings and gift elements.



6. INTERIOR DESIGNER

dedicated to meetings with **designers, architects, interior designers** and focusing on renovation activities



7. HOMI NEXT

dedicated to innovative **small businesses and e start ups**



8. SMALL APPLIANCES

dedicated to **small appliances**, from luxury objects to products specifically designed for promotional activities.

A GATEWAY TO ITALIAN AND INTERNATIONAL LIFESTYLE MARKETS

HOMI brings the world to Milano



Thanks to the **hosted Buyers project** from the main home living target countries and a year-round communication and **international promotion plan**. For **exhibitors**, it is **the gateway to the Italian and international markets**, one of the most active and growing in the sector.

THE ITALIAN TRADE AGENCY (ICE) PROGRAM

An international vocation, supported by **ICE Agenzia**, a huge program of incoming buyers at the fair with a single goal: to host the most important buyers of the Lifestyle industry worldwide.

Profile Focus:

Home Boutique, Department Store, Specialized store chain, E-commerce, Large Scale organized distribution, wholesalers, Interior Designer.



A GATEWAY TO ITALIAN AND INTERNATIONAL LIFESTYLE MARKETS

The hosted buyer program* to connect with the world

An exclusive and customized programme for selected buyers from **75 countries**: Europe, Stan Countries, Africa, Asia and the Middle East



The cooperation with the Italian **Trade Agency**, will bring an extra selection of 95 buyers from **28 countries covering East Europe, Sub-Saharan Africa and Asia.**

Thanks to the **My Matching** platform, exhibitors have access to a database of buyers that is renewed at each edition, so they can meet new buyers before the event starts and turn leads into concrete business opportunities.

* The incoming activity includes travel facilitation through "covid-free corridors", based on bilateral agreements between Italy and the target countries. Agreements may be subject to change due to pandemic trends..



EVENTS AND TRAINING ALL YEAR-ROUND

The value of discussion: training never ends



All year round - Live Webinars

Visit our [website](#) to watch and learn about:

The irresistible attraction of awards

Christmas Trends 2021

Futur of lifestyles - Sustainability, everyday life and consumption

And more such as

On focus markets in collaboration with the Italian Trade Agency:

Germany and Russia for Europe; United States and Mexico for North/Central America; China and India for Asia; Egypt and South Africa for Africa.



At the fair

4 days of meetings and training appointments to be inspired by new settings, meet designers and experts and discover or present the latest news and trends in the sector.

HOMI LAB: the place to present home experience projects.

Workshops with education credits carried out in cooperation with PLATFORM Architecture and Design and Fondazione Architetti.

Training seminars for companies, that want to go digital, focus on the world of tableware and cooking in collaboration with the ART association.

INTERNATIONAL VISIBILITY AND COMMUNICATION PROJECTS

Information that makes the market grow

Targeted communication, regular observatories and newsletters to report on company news and innovations. HOMI provides **a content platform to keep trade visitors constantly informed throughout the year** with the most updated information, product news and trends.



- A comprehensive trade and consumer **media plan**
- A dedicated **press office**
- A **new site full** of news, trends, inspirations and useful information
- An **international editorial plan** with over **20 newsletters** and **80 news** a year
- Current and trending **social content**
- **Social advertising** and display media plan
- One-to-one campaign with **e-blasts** to a targeted database



IN 2021, MEDIA CAMPAIGN IN COOPERATION WITH THE ITALIAN TRADE AGENCY IN:

Russia

Americas: United States, Canada, Mexico, Brazil and Colombia

Middle East: United Arab Emirates

Africa: Algeria, Egypt, Ghana, Angola, South Africa, Morocco, Tunisia

Asia: India, China, Japan, South Korea

INTERNATIONAL VISIBILITY AND COMMUNICATION PROJECTS

HOMI in the national and international media



Italian magazines

- AD
- CASA CHIC
- CASASTILE
- COMPOLUX
- COSE DI CASA
- DCASA
- DDN
- ELLE DECOR
- GARDEN&GRILL
- GREEN STYLE
- GREEN UP
- GREENLINE
- ITALIAN LIGHTING
- ITALY EXPORT
- LA CARTOLERIA
- LA CASA IN ORDINE
- LA CERAMICA MODERNA & ANTICA
- LA CUCINA ITALIANA
- LIVING
- MADE IN ITALY
- PLATFORM
- PROMOTION MAGAZINE
- VANITY FAIR

International magazines

- 20 PRIVATE WOHNTRÄUME
- ACTIEF WONEN/DÉCO IDÉES
- CARAS DECORACAO
- CASA VIVA
- COUNTRY HOMES
- DIE VITRINE
- DIZAJN DOMA
- ELLE DÉCORATION
- FEELING WONEN/GAEL MAISON
- GIFT FOCUS
- GIFT REVIEW
- H.O.M.E
- HOGARES
- HOME FASHION NEWS
- HOMES & GARDENS
- INTERIERNY
- INTERIOR+DESIGN
- LIVING ETC
- MARIE CLAIRE MAISON
- MOJ INTERIJER
- NEST
- OFFRIR INTERNATIONAL
- P&G
- POSUDA
- PROGRESSIVE GIFTS&HOME WORLDWIDE
- STIJLVOL WONEN/PURE MAISON BELGIO
- STIL&MARKT
- TABLE ET CADEAUX
- TABLEWARE INTERNATIONAL
- TEXTILES PARA EL HOGAR
- TREND&STILE

SOLUTIONS FOR EXHIBITORS

Stand construction and special packages



Homi offers **turnkey exhibition design solutions** to lighten your exhibition preparation workload. An answer for all your needs.

Are you a small craftsman, a designer?

We offer you:
WorldDesigner.
Area dedicated to international designers, with stands of 6, 9 and 12 square meters.

Are you a manufacturer of fragrances, textile capsule collections?

Gallery is designed for you. Long and narrow stands (2 m deep) with stands of 6 and 9 square meters.

Have you got a more structured collection, you need more space?

Living and Standard, come with a basic set-up that can be enriched, on request, thanks to our ecommerce facilities.

Are you an association

and wish to organize a **collective** of at least 6 companies?

We have the solution for you.

Have you got special needs that our packages don't meet?

Our team «**personalizzati**» is at your service to provide you with the ideal solution for your business.

For each solution it is possible to further customize the set-up by choosing different services.

SOLUTIONS FOR EXHIBITORS

Lead generation opportunities all year-round

Homi offers solutions on and off line



#HOMICommunity

Opportunity to enhance your participation to the community all year round. News of your company featured

STREAMING

Una regia audiovisiva che permette di organizzare e trasmettere eventi live su siti aziendali, pagine web dedicate, canali Youtube, Twitch, Facebook.

Webinar and digital Events

We can organize digital events on innovative platforms for you, or you can sponsor one of ours throughout the year

E-blasts

We can get your message to all companies in our national and international database, through dedicated e-blasts and advertorials

Communication on Social media

Available all our social channels to give your company maximum visibility and interaction with the market

SOLUTIONS FOR EXHIBITORS

A turnkey event

We take care of everything... from the trip to the stay in Milano, to the organization of your events at the fair and in the city.

MiCodmc is available to organize in every detail the stay in Milano: travel, hotel booking, transfer or any other service, thanks to:



Agreements with **hotels** in Milan and in the immediate vicinity of the exhibition centre



Partnership with the main **airlines** to ensure the best conditions



Conventions for rail transport



Support for the organization of exhibitor **events** during fair days: **MiCodmc** is available to organize a private event or dinner for customers, with proposals ad hoc for any budget and number of guests



Total support in the organization of exclusive **tours** and **excursions** to experience the city and its surroundings in a very special way and unique through the choice of classic cultural visits, unusual itineraries and shopping tours

Last edition figures

Exhibitors

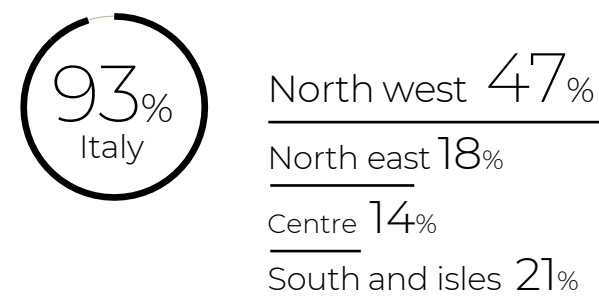
600 from **23** countries



Table | Kitchen | Decoration | Textile | Modern fragrances | Classic Italian | Gift | Outdoor

Trade visitors

50.000



Independent Stores | Wholesalers | Interior Designers and Architects | Chain of stores | Home Hospitality | Department and Concept Stores | Cash and Carry | E-Commerce | Garden Center | Large-scale organized distribution

100 countries

Top foreign visitor countries

Switzerland | Russia | France
Spain | China | Japan
Germany | Portugal | Croatia
Usa | Romania

TOP INTERNATIONAL BUYERS

Canada *Drake General Store*

France *DIOR MAISON*

Israel *Fox home*

Japan *Matsuya/Ginza Department Store*

Russia *JCS Stockmann*

Saudi Arabia *United Eddy Co LTD*

South Africa *Woolworths Ltd South Africa*

South Korea *Hyundai Department Store*

Thailandia *The Mall Group*

Kazakistan *Noble*



HOMI

THE LIFESTYLE TRADE FAIR

Milano
05-08.09.2021
fieramilanocity + MiCo

FOR INFORMATION

sales.homi@fieramilano.it

#HOMIcommunity

#myhomelifestyle

homimilano.com



FIERA MILANO

ITA®
ITALIAN TRADE AGENCY