

HOMI

26-29.01.2023

fieramilano

homimilano.com



FIERA MILANO



The object takes to the stage

In Milan, HOMI is
the Lifestyle Trade Fair centred
on furniture, furnishings, décor,
tableware, kitchenware, textiles
and home fragrances.



An industry that looks to the future

The home is the cornerstone of our day-to-day lives with increasingly person-centred developments, more sustainable products and designs for integrating environments: home and work, indoors and outdoors.

Milan, the home of design

The world looks to Italy as the benchmark for style: a superpower of beauty, savoir-faire and talent. A continuous source of inspiration.

The design economy in Italy is worth €2.5 billion, includes 30k companies and over 61k employees.



Products and ideas for the changing home

An exhibition that aims to cover all sales and purchasing channels: from independent retailers to the large retail chains.



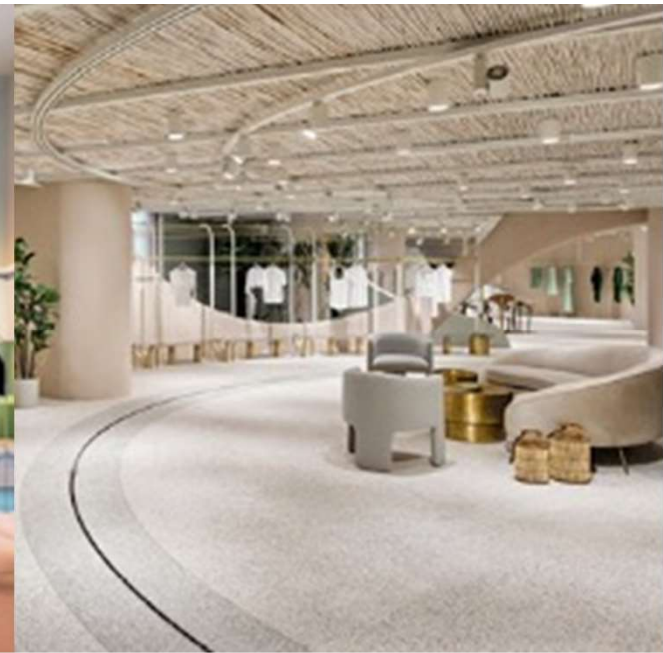
Sectors

Pet furniture and accessories
Kids furniture and accessories
Gifts
Promotional items
Bathroom and home care
Celebrations and seasonal items

Furnishings
Festivities
Promotional foods
Scented candles
Lighting
Outdoors: objects, furniture, textiles

Packaging, tapes and paper
Small appliances and high-tech
Tableware and kitchenware
In-store technology
Textiles





An event for both independent retailers and large

Sales and Purchasing Channels

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

Sales and Purchasing Channels

Specialist store chains
E-commerce
Large retail chains
Import-Export





The focus for 2023

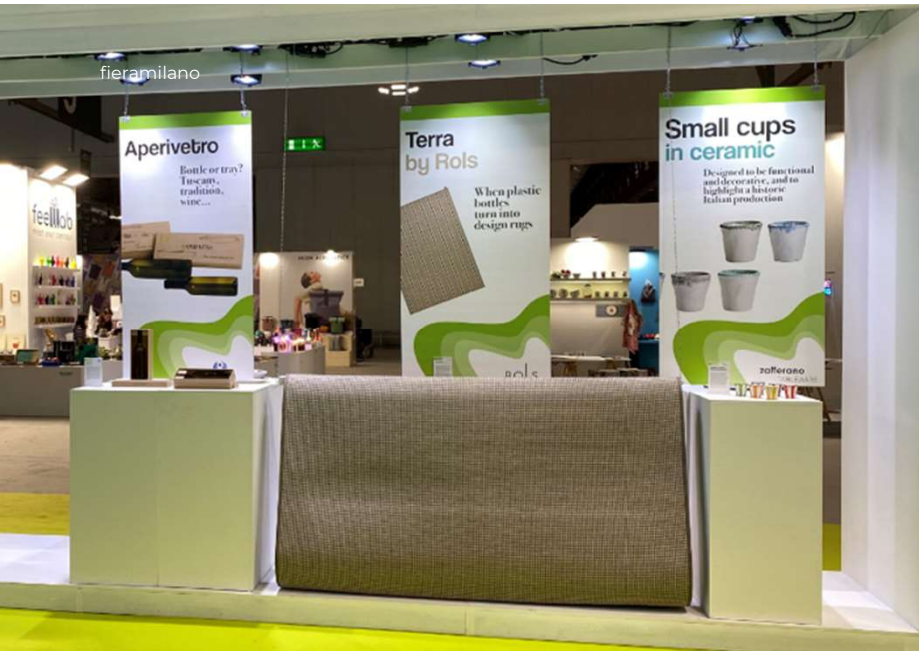
Sustainability

Quality, innovation, beauty and, above all, sustainability. This is the key theme of HOMI, an annual exhibition that features companies and products that are mindful of their environmental and social impact.

Creative, high-quality craftsmanship

Imagination, uniqueness, creativity and ingenuity are hallmarks of the craftsmanship HOMI showcases in its pavilions. Beauty done well, promoting tradition and looking to the future in a new light.





Design at HOMI has a positive impact

The KiLife Sustainable Award® is a HOMI award created and sponsored by Kiki Lab (Promotica Group) that rewards the best Sustainable projects

The award categories:

Sustainable
Development

Environmental
Respect

Social
Responsibility



HOMI Special Edition brings the world to Milano

A huge program of incoming buyers at the fair with a single goal: to host the most important buyers of the lifestyle industry worldwide.

Buyers come from the main home living target countries, thanks to a year-round communication and international promotion plan.

For exhibitors, HOMI is the gateway to the Italian and international markets, one of the most active and growing in the design and home living sector.

Profile Focus:

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



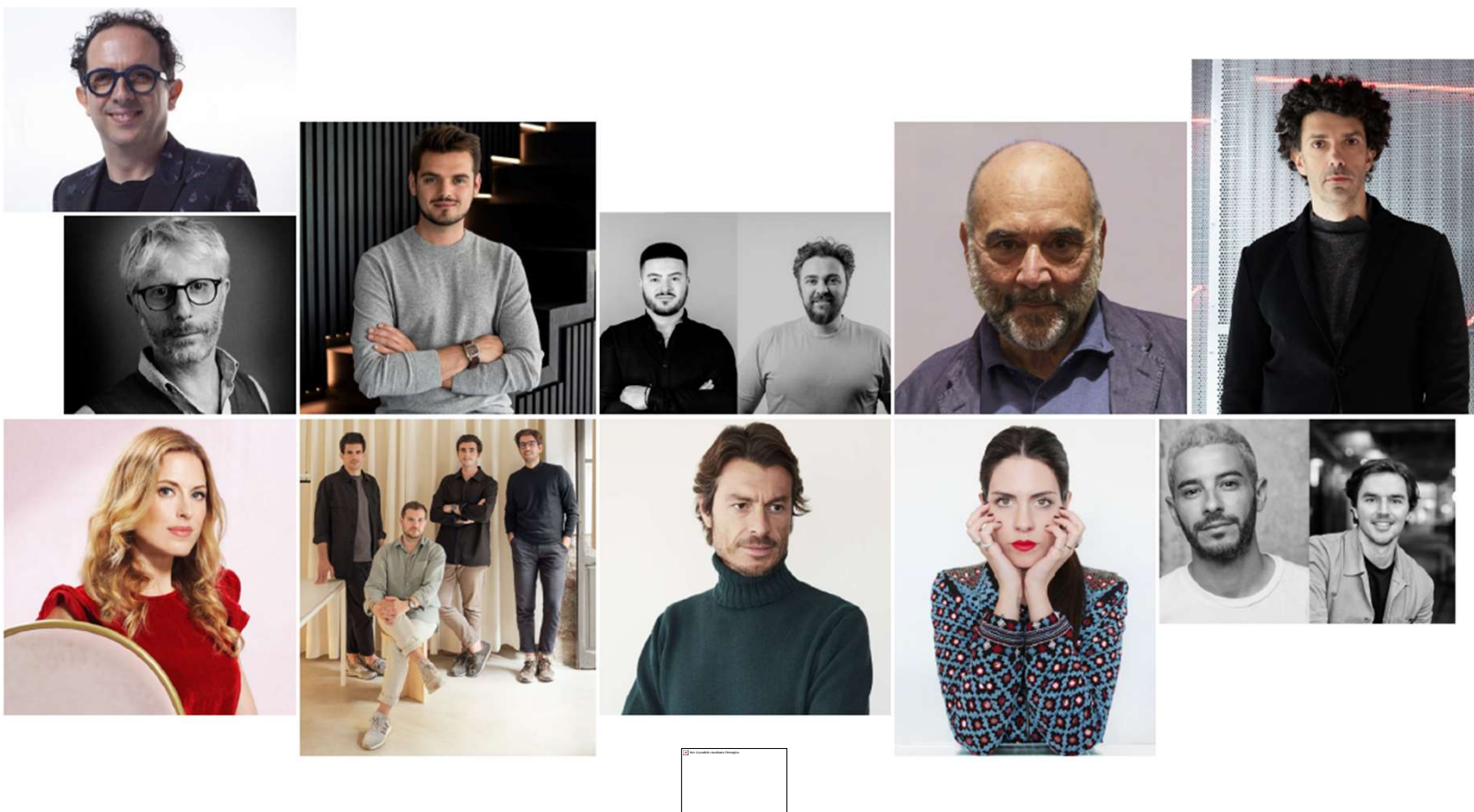
Thanks to the innovative digital platform My Matching, buyers and sellers can activate connections and relationships in the best possible way and create a lasting relationship before, during and after the event.



Insiders

Every year at HOMI, interior designers from all over the world discuss the evolution of the home and present international projects that outline the future.

The participation of major influencers and leaders in international design enhance the event with talks and workshops for retailers, superstores and designers



HOMI LAB: masterclasses for designing the future of home décor and sales



EXPERIENCE

Seminars and experience-based areas that inspire and bring the home to life through handling the latest products. From Coffee Experience to Kitchen Experience



TRAINING E ISPIRAZIONE

Tailored sessions for small-scale and large-scale retailers to further improve professionalism and discover new insights to increase sales and strengthen customer relations.




EVOLUZIONE

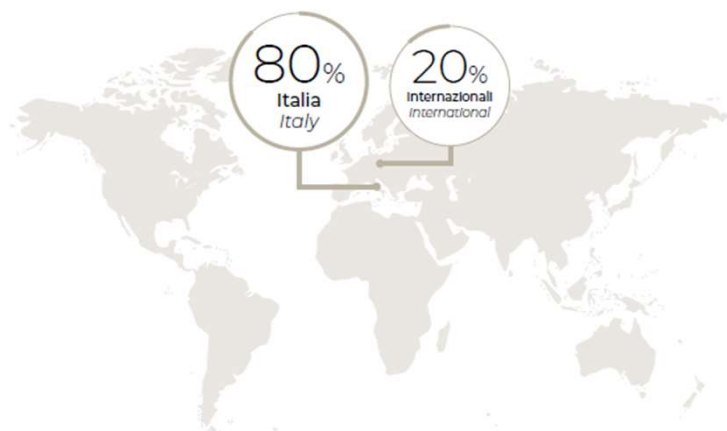
In collaboration with the world's most innovative designers, in-depth meetings on how to modify spaces to enhance objects



Exhibitors: last edition figures

Espositori / Exhibitors

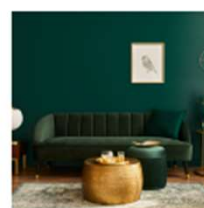
 **223** da 17 Paesi
from 17 Countries



Paesi Top / Top Countries

Belgio <i>Belgium</i>	Portogallo <i>Portugal</i>
Corea del Sud <i>South Korea</i>	Regno Unito <i>UK</i>
Francia <i>France</i>	Spagna <i>Spain</i>
Germania <i>Germany</i>	Svizzera <i>Switzerland</i>
Paesi Bassi <i>The Netherlands</i>	Ungheria <i>Hungary</i>

Espositori per settore / Sectors of Exhibitors



45%

Complemento di
arredo / illuminazione
*Furnishing Accessories /
Lighting*



20%

Concept Gift
Concept Gift



20%

Tavola e cucina
*Tableware and
Kitchen Accessories*



9%

Fragranze
Fragrances



6%

Tessile
Home Fabrics

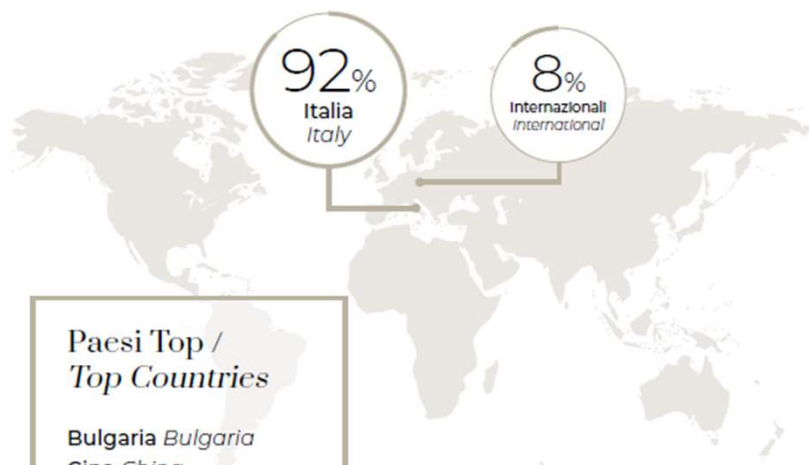
Visitors: last edition figures

Visitatori / Visitors



14.751

da 80 Paesi
from 80 Countries



Paesi Top / Top Countries

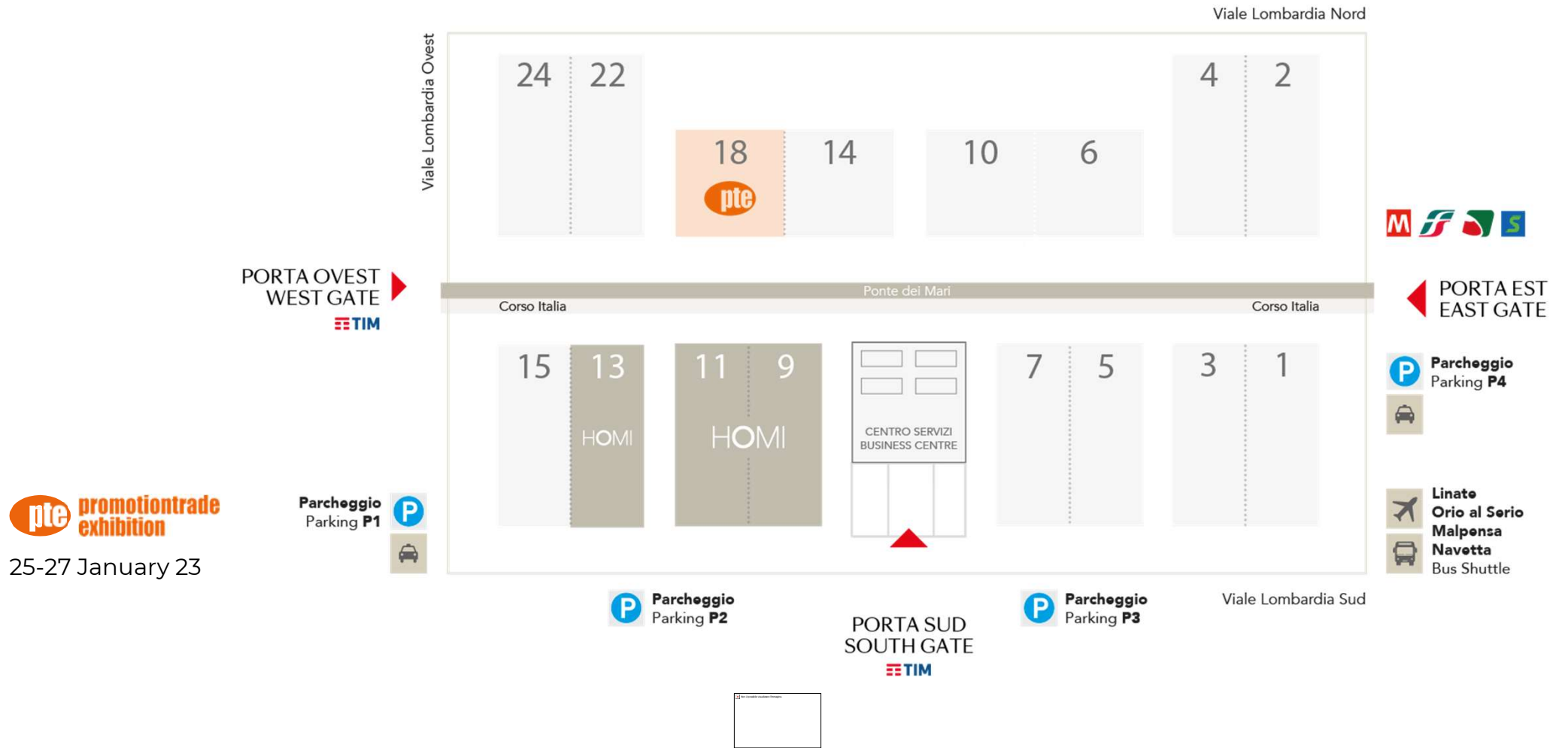
- Bulgaria Bulgaria
- Cina China
- Croazia Croatia
- Francia France
- Germania Germany
- Portogallo Portugal
- Regno Unito UK
- Romania Romania
- Spagna Spain
- Svizzera Switzerland

- 71,4% Europa Europe
(no italia no italy)
- 18,6% Asia Asia
- 6% Africa Africa
- 3,5% America America
- 0,5% Oceania Oceania

Profilo dei visitatori / Visitors profile



Layout





International visibility and communication projects

For exhibitors, choosing HOMI means having numerous opportunities for promotion and visibility all year round.

An online media and promotion plan allows the exhibitors to always be present on the world market and interact with companies, visitors, press and national and international stakeholders.



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.

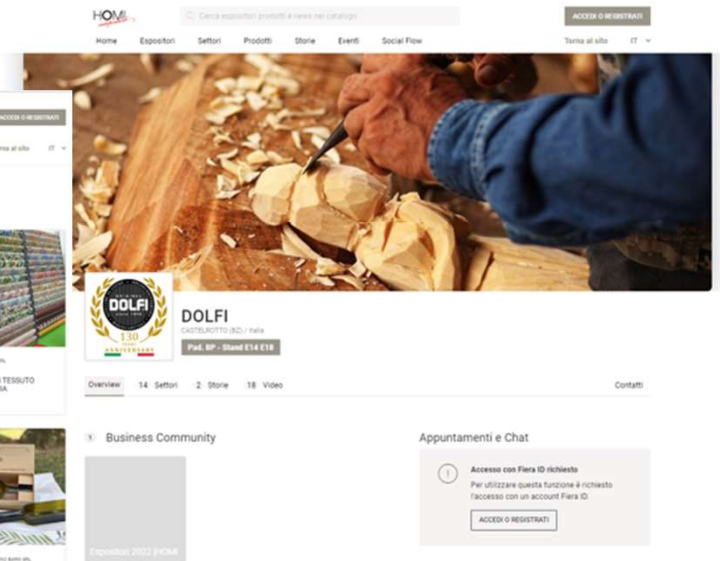
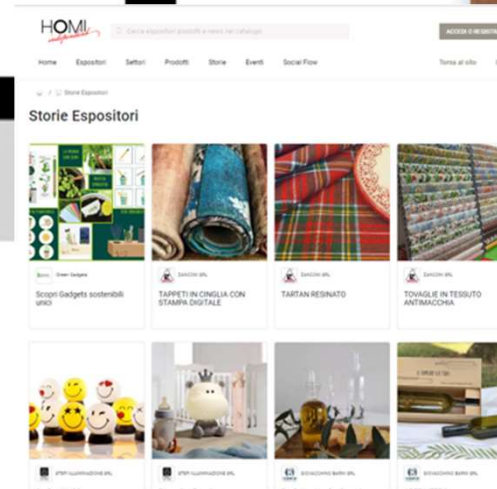
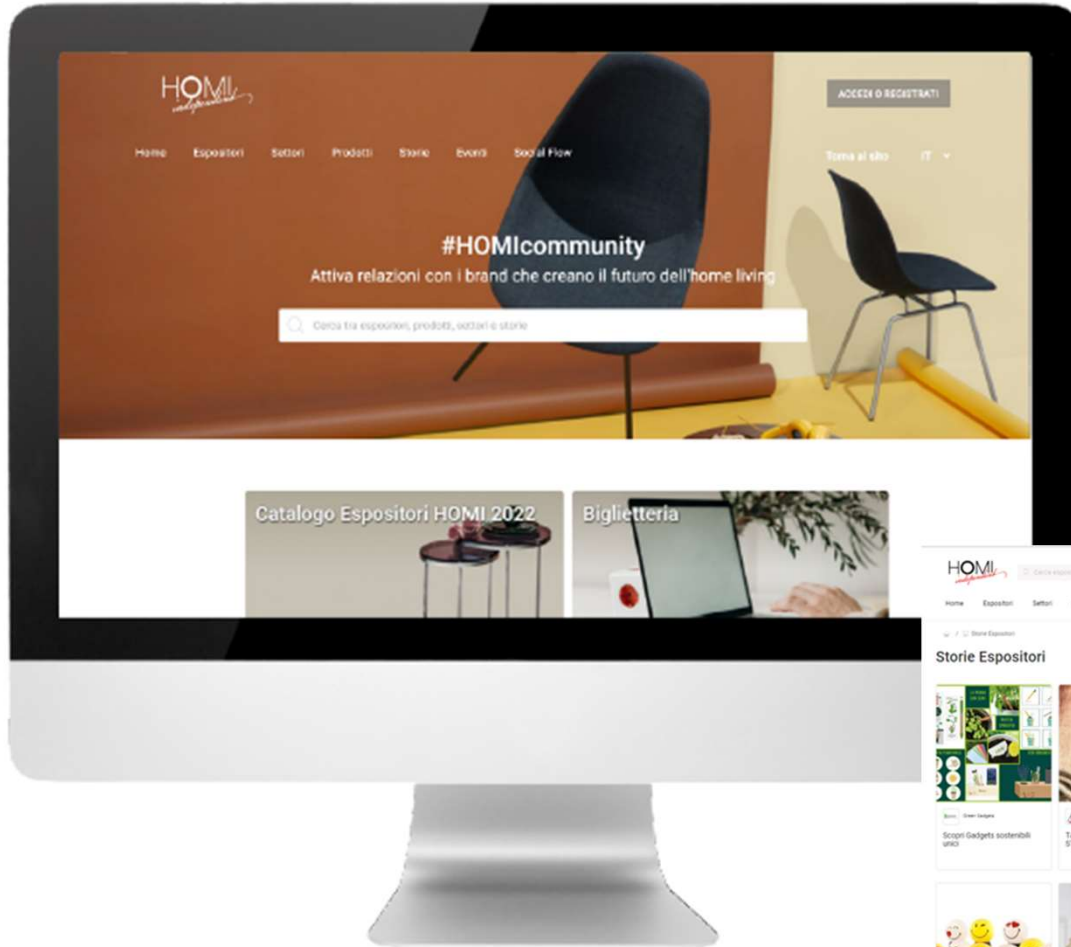
- A comprehensive trade and consumer media plan
- A dedicated press office
- A new site full of news, trends, inspirations and useful information
- An international editorial plan with over 20 newsletters
- and 80 news a year
- Current and trending social content
- Social advertising and display media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



#HOMICommunity the digital catalogue

Through the digital catalogue, HOMI exhibitors can interact with operators and buyers from all over the world, share their stories and present new products and market innovations.

Visitors can contact exhibitors in the catalogue directly, request meetings, register for events and plan their own trade fair itinerary.



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





sales@homimilano.it

#HOMIcommunity

#italianhomelifestyle

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