

International exhibition of
professional cuisine

HORECA

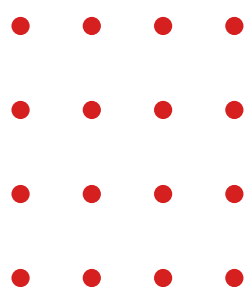
EXPOFORUM

16th – 18th MARCH 2025
LINGOTTO FIERE – TURIN



**LINGOTTO
FIERE**





Piedmont

Experience the beauty

Piedmont's strong role in Italian economy locates the region as a symbol of innovation and development.

Discover the infinite amount of **beauty gems** that Piedmont has in store: walk along the paths of the **96 protected natural areas**, visit the **5 UNESCO world heritage sites** and relax enjoying the food of this unique Region.



GDP
137 bn



Export
49.6 bn



Population
4.4 m



Turism
14.9 m overnight stays



Star-rated restaurants
44 m

Piedmont's typical products



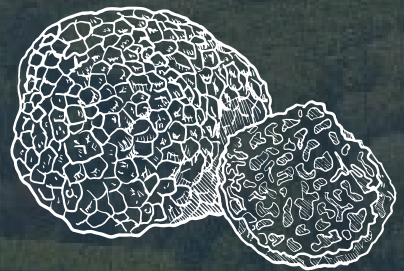
2nd region for wine production in Italy



52% of Italian rice production



HQ of Lavazza, Vergnano and Costadoro



White truffle, king of Italian cuisine



22 out of 135 Italian distilleries are in Piedmont

Why Turin

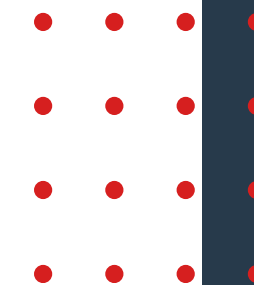
The city of innovations

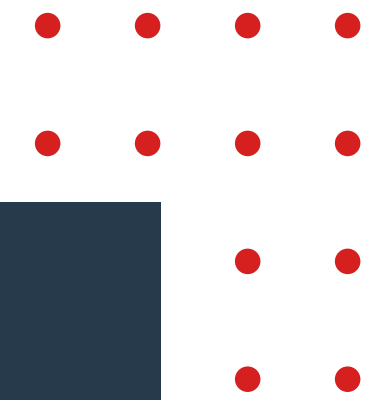


Let the **stunning and ancient architecture** catch your eye and let you be soaked in culture as you walk through the streets of the beautiful city of Turin.
Take advantage of the city **strategic geographical position** to travel all over the world and see the foreign influence on Turin.

50% of Piedmont population	1st capital of Italy (in 1861)	2nd most important Egyptian museum	+55 museums	1st espresso coffee made in Italy	+220k companies
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Piedmont is the home of **numerous unique products** with certifications which make all Italy's **qualities and techniques** appreciated all over the world.
Food culture in Turin represents a key aspect for the industry, rich in products such as: **18 DOCG wines, 41 DOC wines, 14 PDO products, 9 IGP products, 341 PAT products, 36 slow food presidia.**





“An event like this was missing in Turin”

Horeca Expoforum is the only **International exhibition in North-West Italy** dedicated to the **HO.RE.CA world’s professionals**.

After the success of the first edition’s **new format**, the event has positioned itself as a **reference point** for the territory.

The event will continue **growing in 2025**, expanding **the exposition area**, adding **quality companies** and enhancing its **quality public**.



WATCH VIDEO



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Edition 2024

Positive outcomes confirm the importance of this industry and the need of a reference point for this field in the North-West Italy.

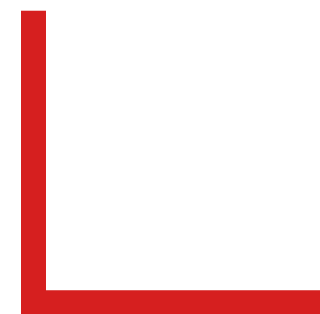
Gàbor Canczer, CEO GL events Italia

Horeca Expoforum is an opportunity to meet new partners locally and a chance to discover new trends.

Visitatore edizione 2024

“An event like this was missing in Turin” is the chorus that rises at Horeca Expoforum.

TorinoOggi.it



+150 EXHIBITORS
WITH MORE THAN 250 BRANDS

1 OUT OF 3 VISITORS
OWNS A RESTAURANT

140
SHOWCOOKING, MASTERCLASSES
AND TRAINING EVENTS

+10.000
FIELD PROFESSIONALS

Lingotto Fiere, Turin

A **14.000 smq** exposition area in which the **whole HO.RE.CA world reunites** to give you the chance to meet new suppliers, discover the latest ideas and companies' news, take part in educational moments and take a deeper look at the field's tendencies.



Expo



WINE AND BEER
artisan beers
white and red wines



MIXOLOGY
water and beverages
liqors and spirits



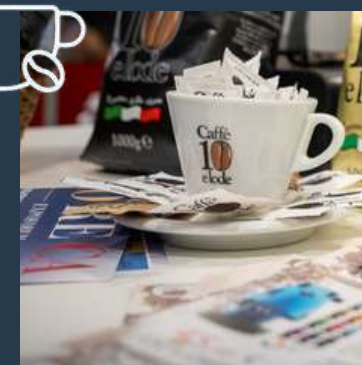
SWEETS
sugar
fresh and dry pastry
chocolate



EQUIPMENT
big systems
hotels supplies
kitchen utensils
sanitized products



APPS E PLATFORMS
management
personal research
reservations



COFFEE
coffee and mixtures
coffee machines



FURNITURE
counters
refrigerated display cases
lighting
packaging



SAVORY
special flours
pasta and rice
cheese and dairy
meat and cold cuts





Andrea Larossa



Guido Castagna



Emmanuele Forcone



Alberto Marchetti



Davide Malizia



Davide Scabin



Forum

Appointments with **guests** and **professionals** from all over Italy.

- _showcooking
- _competitions
- _training and updating courses
- _conventions
- _workshop e masterclasses
- _programmed B2B meetings

Amongs the **2025 edition's partners** of Horeca Expoforum we find:



Bocuse d'Or italian selection 2025

Horeca Expoforum, in collaboration with **FIC-Federazione Italiana Cuochi**, is pleased to host the **2025 Italian Bocuse d'Or selection**. A unique opportunity to see the teams compete to get the role of candidate at the Bocuse d'Ore Europe.

The strict regulation for the continental selections creates a well awaited event, around which the whole cooking and pastry international world moves with great interest, together with many companies connected to this field.

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Community



+50.000
Contacts database



+90.000
Website visits



+22.000
Social interations



+13.600
Social Communities



+250
Articles



Contacts

Horeca Expoforum GL events Italia

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