

HOMI

independent

16-19.09.2022
fieramilano

Rho fiera
Halls 8- 12

1° edition



FIERA MILANO



HOMI Independent is the edition of HOMI targeted at independent retailers: especially to professionals who are facing today new and important challenges in terms of shopping experience. The today's test for the retailer of the future.

The house is turning into the reflect of the personality of those who live there, the spaces become flexible, the customer is constantly looking for new ideas and emotions. Of uniqueness, well-being, equity.

At HOMI Independent, retailers will find a large carousel of furnishing accessories, smart accessories, fragrances, textiles, tableware, kitchen accessories, smart food, gifts and ideas.

A special focus is dedicated to Christmas Gifts





Who attends

Trade visitors from:

Italy
Northern europe
Eastern europe
Southern europe
Balkans
Middle East

Expected exhibitors

400 brands from 30 countries





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.

ONLINE

#HOMICommunity
the online platform active all year round
to support the digitalization of made in

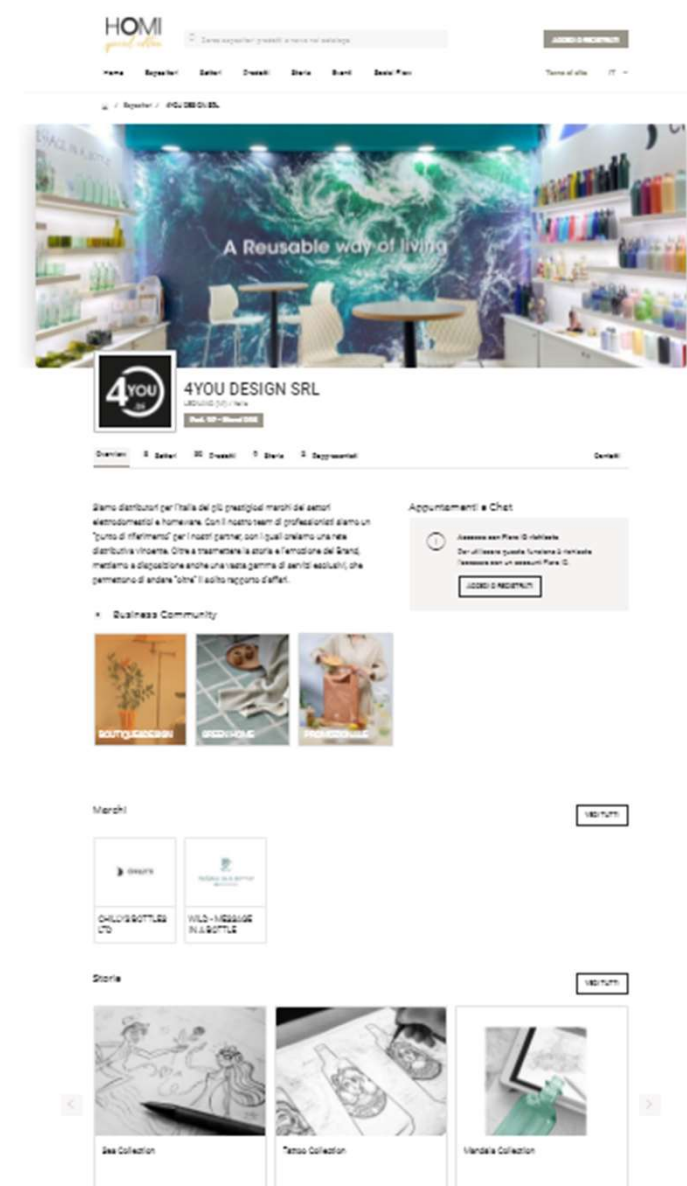


HOMI is an international stage that **allows operators and buyers from all over the world to talk about themselves and present their new products and markets on HOMI's digital channels all year round.** The #HOMICommunity project gives space to companies, products and trends through an online platform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

Thousands of views monthly

#italianhomelifestyle

#myhomelifestyle



8 visiting paths



FESTIVITY

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



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.



PROMOTIONAL

Products that fit for **loyalty campaign and prized contest**



HOME HOSPITALITY

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



GREEN HOME

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



INTERIOR DESIGNER

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



HOMI NEXT

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



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.

EVENTS AND TRAINING ALL YEAR-ROUND

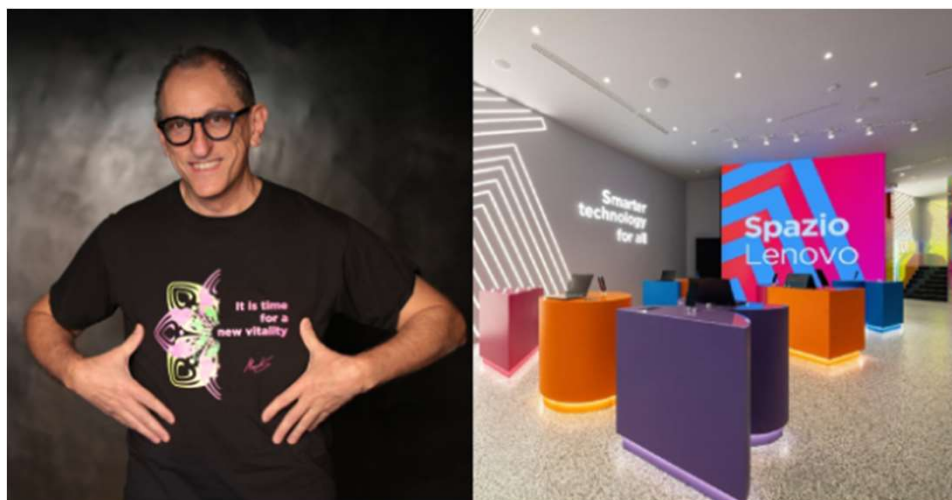
The value of discussion: training never ends

All year round - Live Webinars

Visit our [website](#) to watch and learn Trends and Innovation (Italian language only)

On focus markets in collaboration with the Italian Trade Agency, Italian language only:

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 get “digital”, focus on the world of the table and the kitchen in collaboration with the ART association.

A turnkey event

HOMI offers **turnkey staging** solutions to make your exhibition preparation work easier.
We have proposals and ideas for all your promotion, visibility and networking needs

We take care of everything ...
From the setting up of the stand
organizing events at the fair, traveling,
staying in Milan, organizing your events
in the city, thanks to the support of
MiCodmc



Realization of
pre-set up or
customized
turnkey stands



**Marketing
tools**
dedicated to
increase your
visibility
before, during
and after the
fair



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

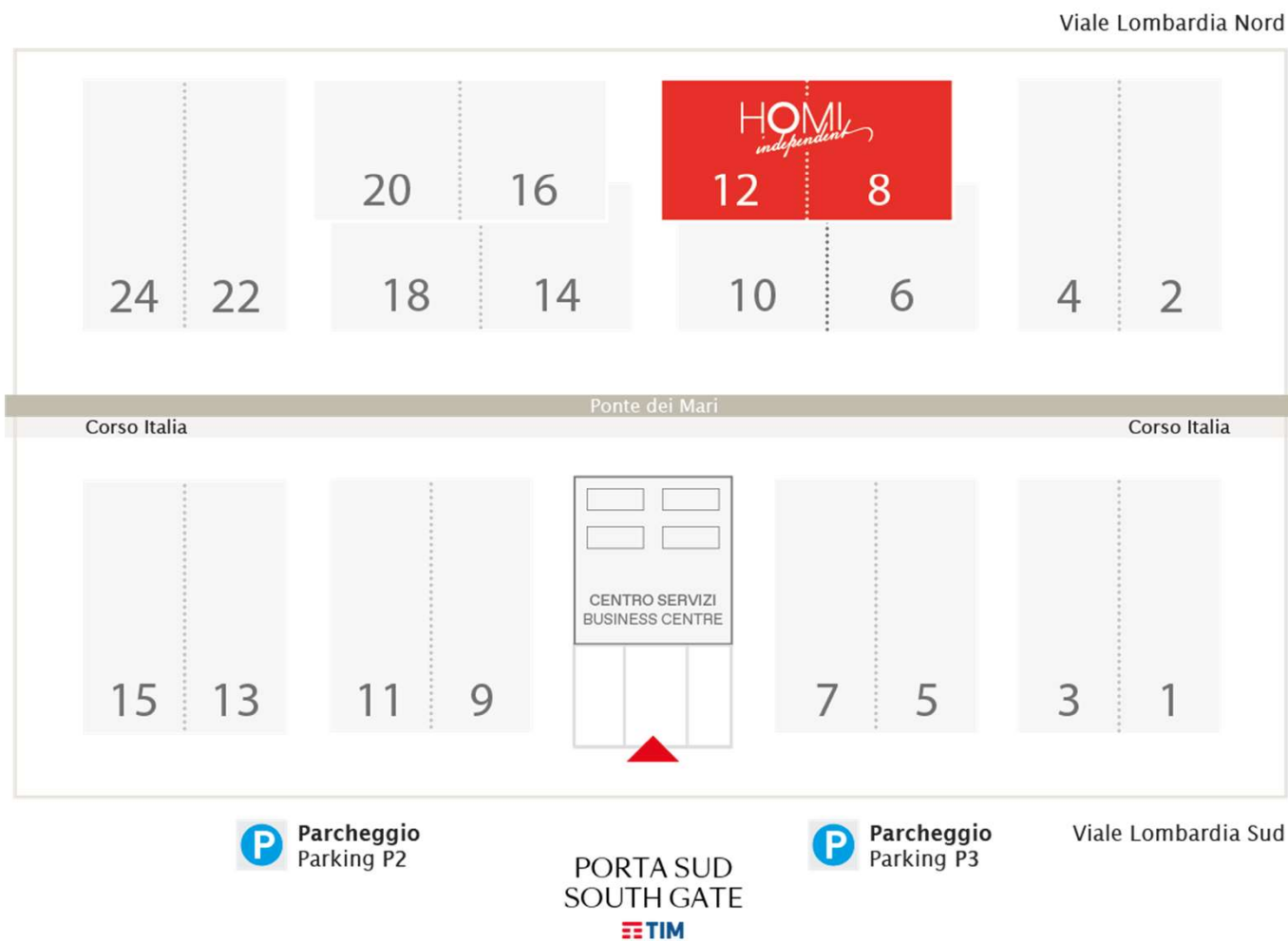


Total support in the
organization of exclusive
tours and **excursions** to
experience the city and
its surroundings in a very
special way and unique
through the choice
of classic cultural
visits, unusual
itineraries and
shopping tours



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Contact our team:

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www.homimilano.com

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