

HOMI INDIPENDENT

ICE Agenzia plans to organize an incoming of foreign operators at HOMI Indipendent (<https://www.homimilano.com/>), so named for this edition as it is mainly dedicated to visitors of independent shops.

The event is scheduled from 16 to 19 September 2022 in Milan and is dedicated to furnishing accessories (no furniture), gift items, essences and fragrances for the home, table furniture, textiles, with a focus for this edition on Christmas holiday theme.

Type of operators to invite:

Chain of shops / specialty stores
Concept Store / Home Boutique
E-commerce

In this regard, it should be noted that the fair is not suitable for interior designers and architects.

Mozambican operators interested in participating must send an email to maputo@ice.it no later than August 1st, 2022.

HOMI

independent

16-19.09.2022
fieramilano

fieramilano
Halls 8-12

www.homimilano.com



FIERA MILANO

HOMI *independent*

HOMI Independent is dedicated to the world of independent retailers, who are today facing new and important challenges in the area of shopping experience.

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 the FESTIVITY theme.



HOMI *independent*

VISITORS

The focus countries:

North European Countries

Mediterranean Countries

Middle East

Exhibitors Target:

400 Brands from 30 Countries



HOMI *independent*

Exhibitors

 **223** from 17 Countries



Sectors of Exhibitors

Facts and Figures*



45%

Furnishing
Accessories / Lighting



20%

Concept Gift



20%

Tableware and
Kitchen Accessories



9%

Fragrances



6%

Home Fabrics

*March 2022

Top Countries

- | | |
|-----------------|-------------|
| Belgium | Portugal |
| South Korea | UK |
| France | Spain |
| Germany | Switzerland |
| The Netherlands | Hungary |

Visitors



14.751

from 80 Countries



Top Countries

- | | |
|----------|-------------|
| Bulgaria | Portugal |
| China | UK |
| Croatia | Romania |
| France | Spain |
| Germany | Switzerland |

- | | |
|-------|-------------------|
| 71,4% | Europe (no Italy) |
| 18,6% | Asia |
| 6% | Africa |
| 3,5% | America |
| 0,5% | Oceania |

Visitors profile

Facts and Figures*



*March 2022

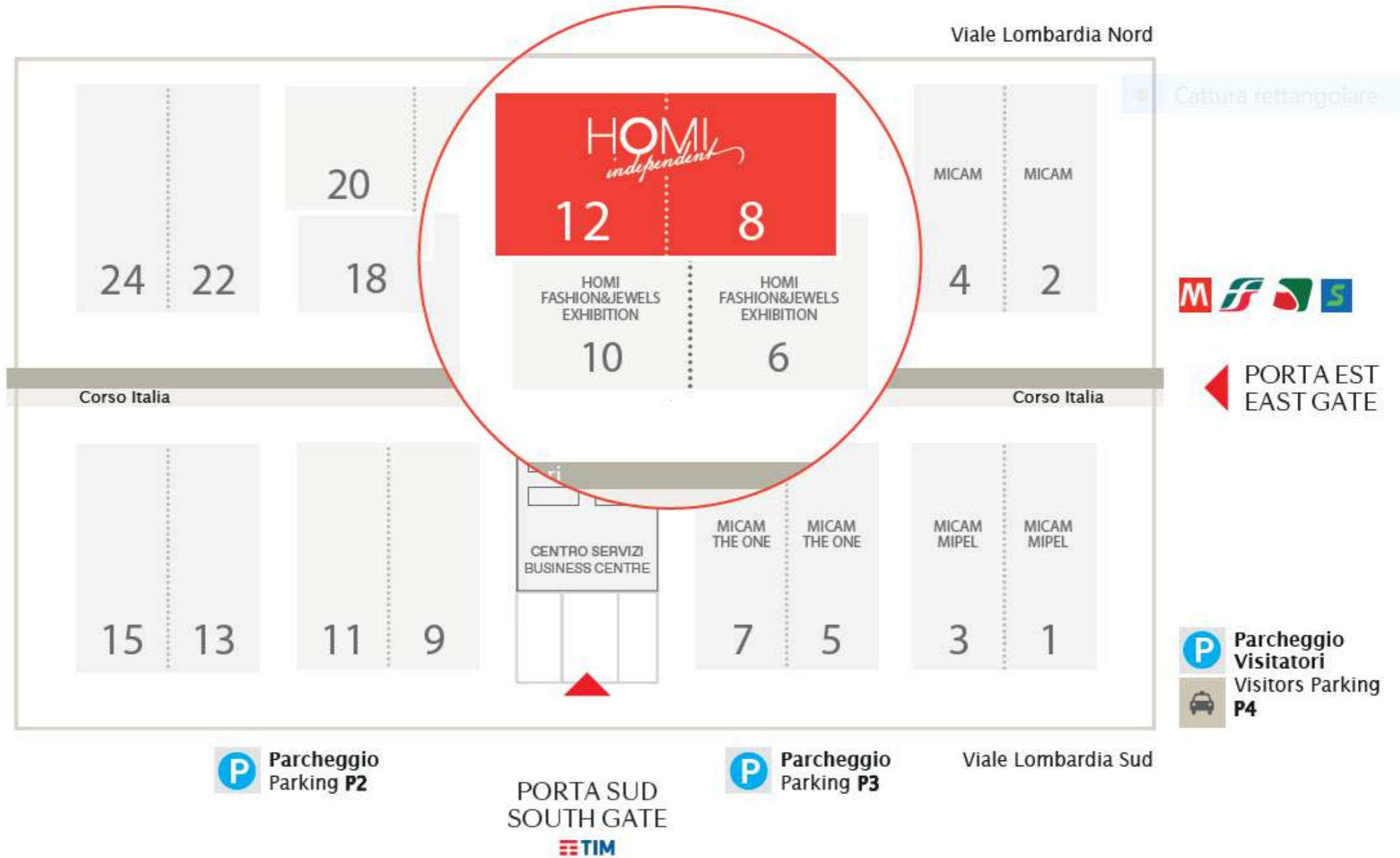
Job position



HOMI *independent*

16-19.09.2022

Hall: 8-12



8 visiting paths



1.

FESTIVITY

dedicated 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 2022**.



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 start ups**.



8.

SMALL APPLIANCES

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



Festivity

A special focus to Christmas. Retailers will be able to find ideas and inspirations among the wide and selected product ranges of **furnishing accessories, innovative and smart accessories, fragrances for the environment, textiles, tableware, kitchen accessories, gifts and decorations for next Christmas.** A diversified offer to get a preview of company news and home trends.

A GATEWAY TO ITALIAN AND INTERNATIONAL LIFESTYLE MARKETS

HOMI Special Edition 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.

#DestinationHOMI



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 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 fair beyond the fair

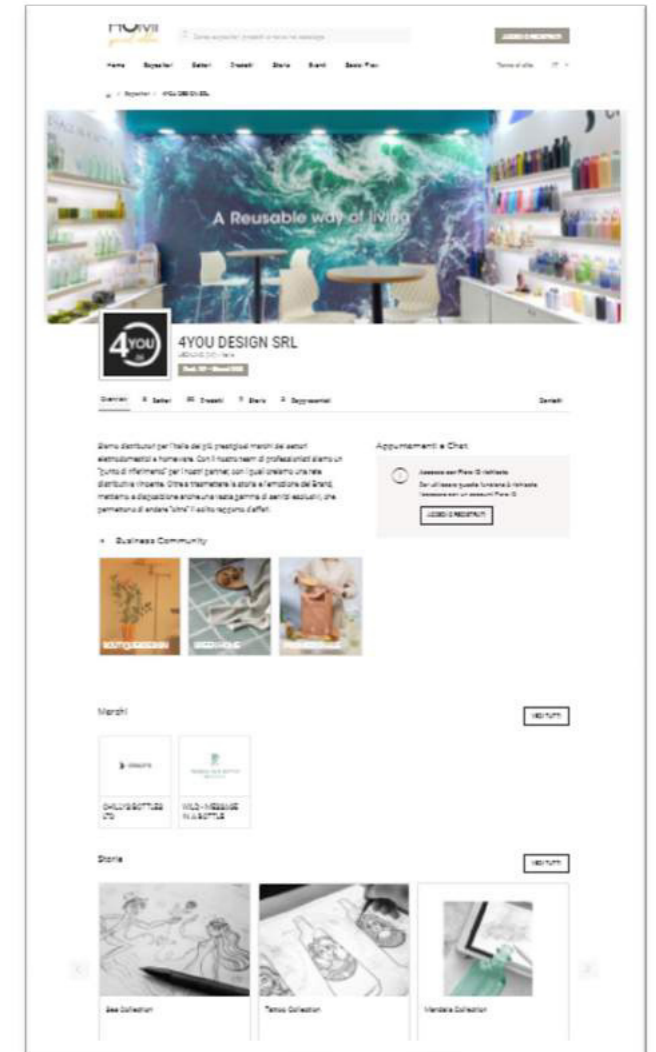


HOMI is an international stage that **allows operators and buyers from all over the world to talk about themselves and present their new products and markets on HOMI's digital channels all year round.**

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 physical event.

#italianhomelifestyle

#myhomelifestyle



EVENTS AND TRAINING ALL YEAR-ROUND

The value of networking: training never ends



All year round

Live Webinars Visit our website to watch and learn Trends and Innovation



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.

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







INTERNATIONAL VISIBILITY AND COMMUNICATION PROJECTS

Information that makes the market grow



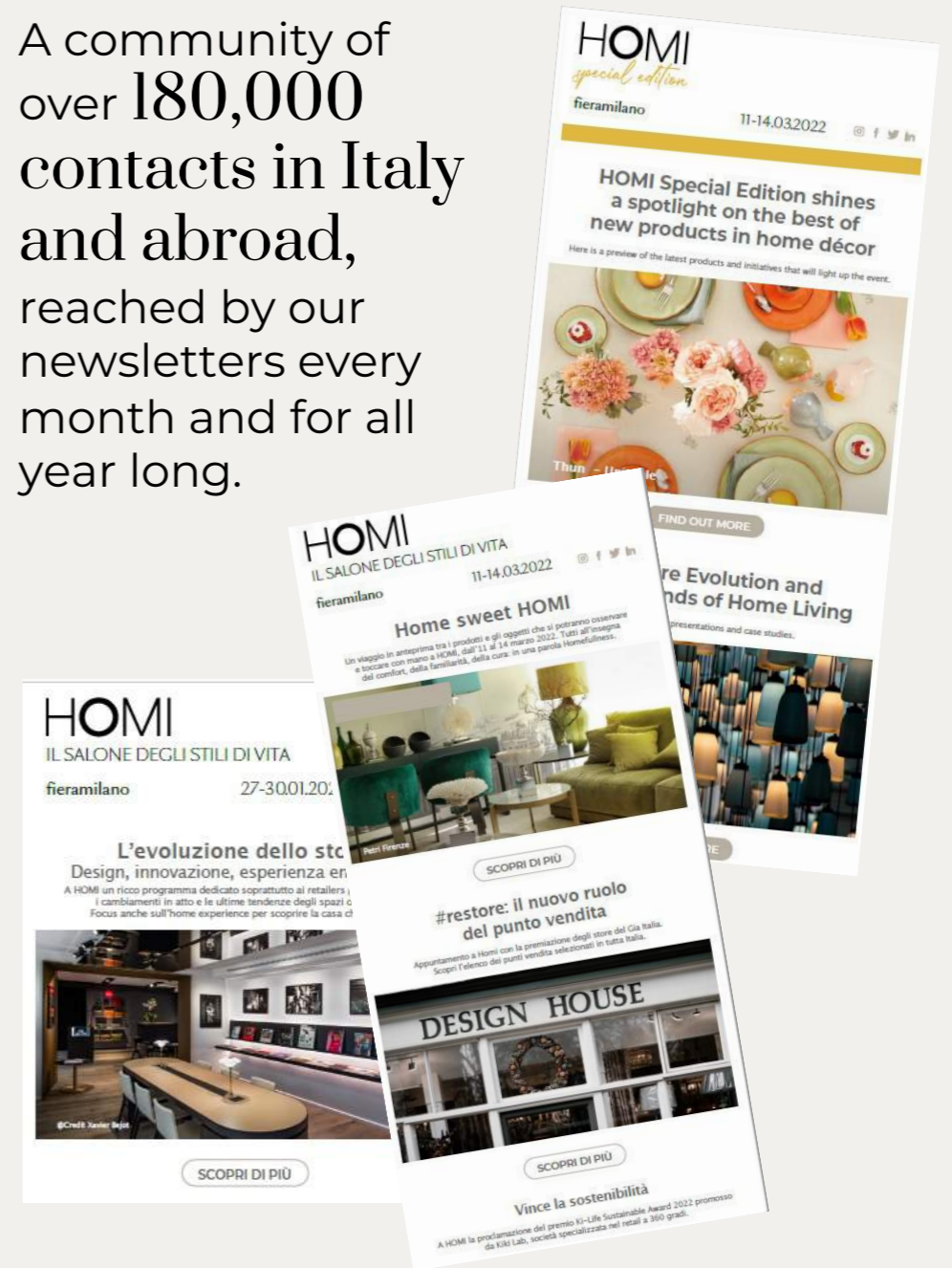
An **online promotion** plan to always be present on the market and interact with **companies, visitors, press** and national and international stakeholders.

SOCIAL MEDIA

-  Instagram: 33.900 follower
-  Facebook: 252.630 follower
-  LinkedIn: 5.715 follower
-  Twitter: 7.947 follower

About **1,500,000** impressions on social channels in the **4 days** of the event alone.

A community of over **180,000** contacts in Italy and abroad, reached by our newsletters every month and for all year long.



The digital solutions

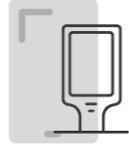
HOMI offers a set of technologically advanced solutions that allows Fiera Milano customers to enjoy a new "phygital" experience, both physical and digital, that brings together the many players in a well-connected community.

The solutions designed for events are modular and designed to link organizers, exhibitors and visitors, thus facilitating communication, expanding the possibilities for exchange and creating new contact conditions through dedicated portals, websites, smart apps, streaming of events and remote matching.



WEBSITE

The exhibition website is always up-to-date on industry trends and provides access to all useful information about the exhibition. It is a showcase for exhibitors and events organized in the halls, as well as a place where you can purchase the tickets for the exhibitions.



DIGITAL SIGNAGE

In addition to traditional signage, Fiera Milano provides over 70 latest-generation LED walls that project multimedia content: an advanced digital signage system that guides visitors along Corso Italia and Ponte dei Mari. It is possible to customise the signage, thus allowing Exhibitors to highlight their position within the fair and advertise their brand to visitors in the best possible way.



FIERA ID AND DEDICATED PORTALS

The portals guide exhibitors and stand builders towards what they need to manage their trade fair participation. The portals provide direct access to digital services via the Fiera ID. This makes setting up and managing your stand quick and easy, not least through the direct compilation of documents and administration procedures.



EXPO PLAZA

Getting to know the exhibitors, the product showcase. Expo Plaza is the solution that provides visitors and exhibitors with a digital presentation and meeting space. Exhibitors can be contacted via the chat service and can customize their own page, creating content to share with visitors (event calendar, documents, information, videos, streaming, etc.). Expo Plaza provides a premium package with expanded services.



APP OF THE EVENT

The exhibition app is designed to allow exhibitors and visitors to customize and plan their own exhibition experience, allowing them to navigate through the exhibition centre, consult the events calendar, stay up to date on all the events and schedule appointments on-site or remotely. The app can be integrated with My Matching (dedicated to buyers).

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