

ITALY at HOST ARABIA 2025

15-17 DECEMBER

Riyadh Front Exhibition &
Conference Center



OpportunItaly
Driving business growth with Italian excellence.



Ministero degli Affari Esteri
e della Cooperazione Internazionale

ITA 
ITALIAN TRADE AGENCY



Layout and graphics

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ITALIAN TRADE AGENCY

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses.

Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.



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INTRODUCTION FROM THE AMBASSADOR OF ITALY TO THE KINGDOM OF SAUDI ARABIA, H.E. CARLO BALDOCCI

I am delighted to introduce this very first participation of Italian companies with the valuable support of the Italian Trade Agency to the very first edition of Host Arabia. The latter embodies a successful twinning between Italy and Saudi Arabia in one of the most promising sector in Saudi Arabia, that of Ho.Re.Ca..

Host Arabia, indeed, highlights the fundamental opportunities and innovative features of the Kingdom expanding hospitality market, strengthening the Italian presence and showcasing a unique blend of creativity, technology and tradition that has long defined Italian excellence in hospitality, foodservice solutions, high-end systems and refined lifestyle concepts that raise the bar for contemporary hospitality and high-quality equipment in support of Saudi ambitions. From cutting-edge cooking equipment and intelligent food processing technology to

elegant furnishings and design ideas that improve guests' experience and operational efficiency, the Italian products presented here fit perfectly to serve the hospitality value chain of Saudi Arabia.

Italy is committed to highly contribute to the heart of the Saudi Vision 2030's hospitality strategy. The Embassy of Italy and the Office of the Italian Trade Agency in Riyadh work

continuously to strengthen our growing partnership in the sector and to enhance

shared ambitions to support a dynamic and competitive hospitality ecosystem in Saudi Arabia, thus setting new benchmarks for excellence and



elevating the quality of experiences to the top. It's a great pleasure to see a top- Italian sectorial exhibition land in Saudi Arabia, bringing its best and blending with the local reality and needs. A huge thank you goes to everyone who worked to support this wonderful partnership, namely Fiera Milano and the Italian Trade Agency. We aim to promote valuable partnerships between Saudi and Italian actors through knowledge exchange, joint projects and shared standards of quality, contributing to shaping modern, durable and guest-centric hospitality environments across the Kingdom.

Carlo Baldocci



**Ambasciata d'Italia
Riad**



WELCOME OF DIRECTOR - RIYADH OFFICE

Dear Visitors,

We are delighted to welcome you to Host Arabia 2025, the Kingdom's premier event for hospitality, food-service, and catering sectors. From 15 to 17 December 2025, in Riyadh, this exhibition will bring together leading international and regional players, offering a unique platform to explore innovative solutions, cutting-edge technologies, and top-quality design for the rapidly evolving hospitality and food-service markets.

Host Arabia stands on the pillars of Innovation, Quality, and Collaboration, and is specifically designed to facilitate meaningful business interactions and strategic partnerships. The Kingdom's ambitious investments in hospitality infrastructure, hotel expansion, luxury catering, and tourism present unmatched opportunities for companies seeking to expand their presence and establish long-term relationships in Saudi Arabia.

Your participation, especially at the Italian

Pavilion, allows you to showcase the excellence of "Made in Italy" in hospitality, food-service, design, and technology, and to position your company as a preferred partner in the Kingdom's expanding market. We strongly encourage you to take full advantage of this environment to schedule B2B meetings, engage with potential buyers and decision-makers, and explore collaborations that could translate into sustainable business growth.

In addition to the exhibition itself, Host Arabia 2025 offers a rich program of networking activities, industry discussions, and live demonstrations, all designed to facilitate knowledge exchange, innovation adoption, and the creation of new business opportunities. This is an ideal setting to gain insight into market



trends, benchmark against competitors, and strengthen your company's visibility among key stakeholders in the region.

We are confident that your presence at Host Arabia 2025 will not only enrich your market understanding but also result in tangible business outcomes. We look forward to supporting your participation and to an inspiring, productive, and rewarding experience at the exhibition.

Warm regards,

Romano Baruzzi

Director

Italian Trade Agency

Riyadh Office



ITALIAN COMPANIES



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AROMA - COFFEE MACHINES

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At Aroma, we specialize in the design and production of espresso pod machines, entirely Made in Italy.

We research and develop innovative and smart solutions to make our machines increasingly popular both in Italy and abroad. We're a young company, so we can renew ourselves and adapt to the ever-evolving market demands. We never stop!





CAFFÈ CASTORINO - SCM SRL

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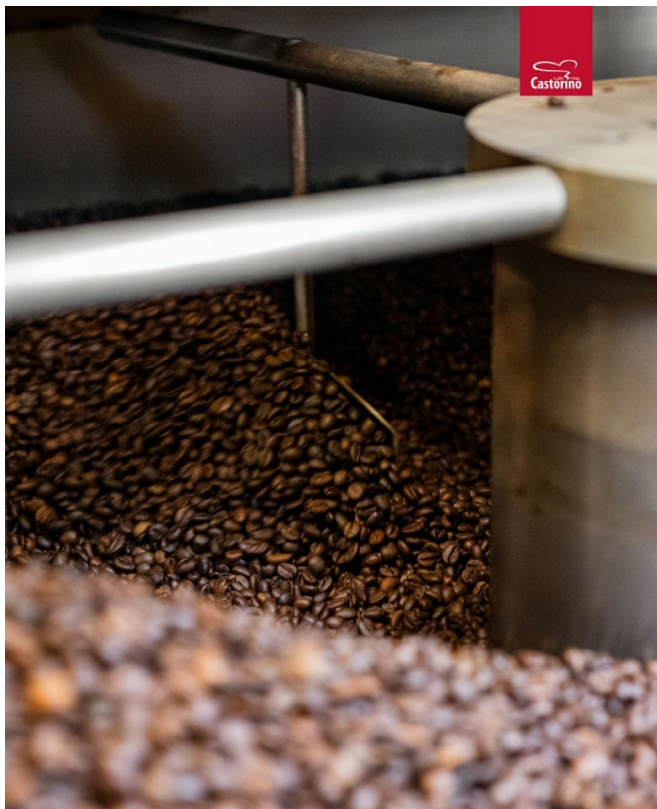
The "Torrefazione Antonio Castorino" was established in 1946 by a Sicilian young and active business man, Antonio Castorino, who firstly launched his activity of Coffee beans distribution on behalf of a roasting firm in Messina and, later, on behalf of an importer in Turin.

Having gained a wide expertise in the field, he established his own roasting laboratory with a wood engine machinery to roast coffee.

Since then, the coffee has been traded in the two Italian regions of Basilicata and Campania with the trade mark "Caffè Castorino" and is widely diffused in shops and cafes.

Over the years the business has been run by his heirs with a constant commitment towards the use of new technology accounting for a scrupulous respect of the ancient family tradition. This tradition is all in the careful selection of the best Arabic coffee beans, expertly toasted and blended with intact passion and handicraft proud, in order to prepare coffee blends appreciated and used by thousands of consumers every day.

We select only the best coffee beans which are then toasted and blended with care using modern technology following the traditional methods handed down from father to son.



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Caffitaly is an Italian company founded in 2005 with the aim of combining coffee excellence with advanced engineering. It has become a key player in the single-serve coffee sector thanks to its proprietary system, where machines and capsules work in synergy and are protected by international patents.

The company operates two production sites in Italy—Gaggio Montano (Bologna) and Capriate San Gervasio (Bergamo)—along with a joint-venture plant in Brazil supporting international expansion.

Caffitaly offers a multi-beverage portfolio created with 100% Italian know-how. Each capsule contains 8 grams of selected blends extracted through pre-infusion and counter-pressure technologies, ensuring aroma, consistency, and authentic Italian espresso quality.

Caffitaly combines Italian design with advanced functions such as automatic capsule recognition. Its business model includes both the global Caffitaly System and private label production, serving retailers and brands worldwide.



ESSEQUATTRO SPA

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Essequattro Spa produces customized furniture for stores, hotels, residences, offices. Inside its factory, 50 km far from Venice, Essequattro can work each type of wood and metal and has 4 painting stations.

Custom made for Essequattro means research and careful selection of the finest, most exclusive materials, from fabric to wood, from stone to metal; management of the entire job order process, from acquisition to the on site installation and hand-over everywhere in the world.





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Fhiaba
PROFESSIONAL

Fhiaba Srl | Italian Excellence in Luxury Refrigeration.
For over 50 years, Fhiaba Srl has been synonymous with innovation and prestige in the high-end refrigeration sector.

- Continuous innovation and advanced preservation systems ensuring superior performance.
- Refined Italian design, combining aesthetics and functionality.
- Established international presence: Europe, Asia, America, United Arab Emirates.
- Wide range of solutions: refrigerators and freezers, wine cellars, Dry Age systems, and gourmet showcases.

Our Mission:

To provide refrigeration solutions that enhance the culinary experience and kitchen aesthetics, blending Italian craftsmanship with technological innovation. Fhiaba is more than a brand: it is a partner in excellence for those who wish to bring the very best of Italian tradition and technology into their kitchens.



GREENWLINE - ITANUT

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ITALIAN/USA-based pistachio company, proudly certified and specialized in producing our exclusive pistachio paste.

With over 20 years of expertise, we craft premium products using pistachios sourced from the USA, Turkey, and the Mediterranean. Beyond paste, we create a wide range of innovative pistachio-based specialties.





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LAUDARTE

LAUDARTE is an Italian excellence in lighting, dedicated to transforming light into Art.

Its identity is rooted in the master craftsmanship that shaped icons like the Royal Palace of Caserta, echoing the elegance of Capodimonte porcelain and Amalfi Coast ceramics.

For over thirty years, LAUDARTE has been a global symbol of luxury and Made in Italy. Its name – “Praise to Art” – reflects the mission to elevate light to a timeless creation. The maison has illuminated iconic hotels, embassies, residences, historic palaces, and prestigious yachts worldwide, collaborating with renowned international interior design studios. Each project highlights LAUDARTE’s unique ability to blend artistry, craftsmanship, and cultural heritage at the highest level.

Every piece is crafted in Italy by master artisans, combining bespoke production and meticulous attention to detail. The collections span from classic to contemporary, uniting tradition and innovation with enduring elegance.



LCI MILANO

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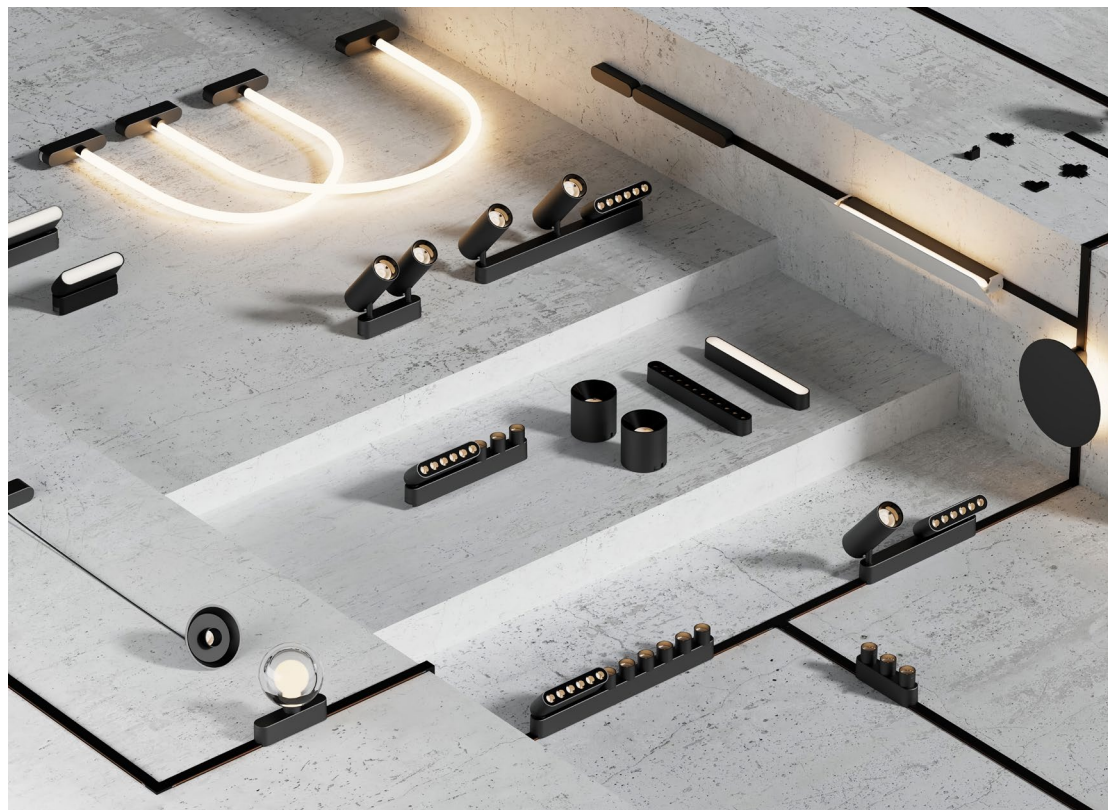
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LCI Milano is a specialist in architectural lighting, creating design-driven systems that enhance public and private spaces. Based in Milan, it delivers innovative, precise and versatile solutions tailored to retail, hospitality and residential projects. With a bespoke, quality-focused approach, LCI Milano views light as a language that shapes emotion, identity and architectural character.

LCI Milano

Lumen
center.



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From his long and virtuous activity as a member and president of the Confederation of Italian Pastry Chefs, which lasted for over 10 years, Master Pastry Chef Federico Anzellotti.

With a group of professionals from various sectors and after giving up the role of president of the Confederation of Italian Pastry Chefs, he decided to establish and preside over the Association, an expression of the Italian association world in the white art sector.





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Poltrona Frau, a heritage brand in Italian design, includes the Custom Interiors Business Unit, which creates bespoke contract solutions for auditoriums, airports, offices, hotels, retail and marine spaces.

With over 5,000 global projects, it collaborates with leading architects such as Renzo Piano, Foster+Partners, Gehry, Jean Nouvel, Zaha Hadid Studio and David Chipperfield to shape iconic spaces worldwide





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Stefra is an Italian company specialized in commercial fit-out with artisan craftsmanship and premium finishes. Based in Modena, we design and manufacture custom furniture for food retail, gelaterias, pastry shops, bars, restaurants, and boutique hotels. Our expertise extends from retail stores to executive offices, delivering turnkey projects entirely made in Italy. With prestigious references including luxury brands, Stefra combines traditional craftsmanship with contemporary design.



STEFRA



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Studio Gavioli is located in the heart of Modena and since 1997 is active in decorating, conserving and restoring of the artistic and architectural heritage, both in the civil and religious sphere or in the public and private area.

Giliana Gavioli, the founder, has followed in her father's footsteps, growing through the Italian traditional decorative magic, so much respected and admired worldwide. She was attended the Academy of Fine Arts of Bologna, where has been teaching Fresco methodology and technique since 2011.

Studio Gavioli has deserved the appreciation and profound esteem of its customers thanks to its impressive interior design projects. Shifting masterfully between tradition and innovation, Giliana and her team design exclusive and precious interior finishes, shaped by the unique aesthetics of each home and respectful to the soul and personality of those who live in it.

The mission of Studio Gavioli is to make your dream comes true with sophistication and elegance, according with every your wishes.



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Tessitura Perego Srl is one of the largest Italian textile companies and a leading manufacturer of linens for the HoReCa sector and industrial laundries.

Tessitura Perego's collection offers a wide range of products specifically designed and tested for industrial use, ensuring durability and resistance to frequent maintenance.

The Hotel & Spa Collection is conceived for hospitality establishments that wish to offer a refined guest experience defined by style, elegance, and quality.





TOMATTO BY F.LLI RIVADOSSI

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Tomatto®, a brand of the F.lli Rivadossi company, has represented Italian excellence in kitchen utensils since 1963. With over 60 years of history, we export the style of Designed & Made in Italy worldwide.

We specialize in quality products, centered around the historic Food Mill, steel cookware, and professional kitchen tools. Our in-house production control ensures reliability for HoReCa use. We cater to COOKER LOVERS, combining functionality with our commitment to innovation & sustainability.





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Founded in 1981, Trismoka roasting company is synonym of passion and quality. This was and still is Trismoka's mission. We are roasters with a family tradition. Coffee production is an art we are committed since more than 40 years, currently serving more than 1200 clients in Italy and more than 20 countries with our coffee. Trismoka company is located on the shores of Lake Iseo in northern Italy, and after the last expansion, is fully provided with the latest generation equipments.

Every day, we search for the best beans in the world. After a careful selection, constant quality control and skillful roasting managed by our experts, we create our coffees. Our policy and must are to offer a product that is always fresh to all our partners together with maintaining constant the quality.

We have a complete range of products, five blends and a range of single origin coffees. Our portfolio is completed with pods, compatible capsules, teas, herbal teas and chocolates as well as all the necessary Trismoka branded service material and accessories.



A black silhouette of a kettle sitting on a four-burner stove. The kettle has a curved handle and a spout. The stove has four burners, with the kettle positioned over the front-left one.



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NOTES





NOTES



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December 2025



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