

22 · 25 January 2026
Fiera Milano

MILANO
HOME
your way of living

www.milanohome.com



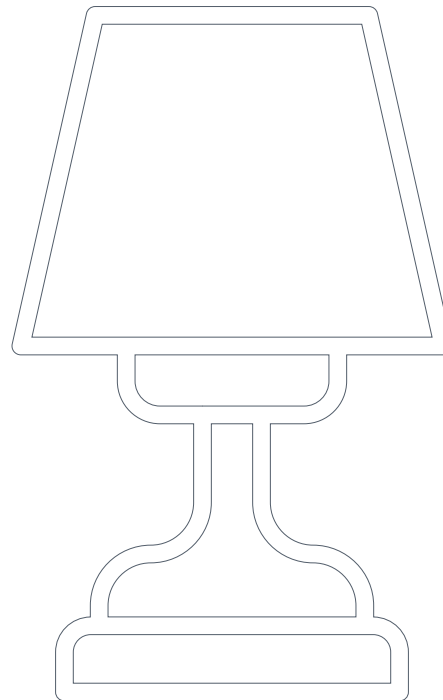
Put your story in the spotlight



MILANO HOME A TRADE FAIR DESIGNED FOR

TO FOSTER RELATIONSHIPS AMONG PROFESSIONALS IN THE HOME DÉCOR SUPPLY CHAIN

It targets retail stores and all major distribution channels in Italy and abroad that are interested in high-quality, unique, and original products for customers seeking items that can reflect their diverse identities, adapt to change, and express new meanings.



TO ENHANCE PRODUCT RESEARCH AND INNOVATION

The trade fair project rewards product research and innovation, highlighting the expertise and stories of the companies involved. At the heart of the project is beauty: Italian craftsmanship, Mediterranean manufacturing, European taste, and the distinctive styles of both traditional and innovative practices from other international countries.

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THE SPECIALIZED STORE AT THE CORE OF THE PROJECT

Milano Home believes in the fundamental role that specialized retail plays in the home sector, as a strategic point of connection between brands and the final customer, a place for human interaction, and a social well-being hub for the local community. It's an experience that goes beyond shopping. A space where people meet, encounter ideas, and discover the stories of major brands and small, excellent producers in an environment that conveys beauty and enjoyment.

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OUR VALUES

Milano Home tells the ongoing transformation of the home planet through objects that accompany people in the countless phases of their lives. Objects that represent “lifestyles”: stories, personalities, tastes, and emotions of those who own and use them, as well as those who design, produce, and sell them.



Authenticity

The identification of a true product, a proposal that arises from tangible, productive, and recognizable expertise.



Originality

The design concept that blends creativity and taste, identifying the product in a distinctive way.



Quality

The attention to detail, the selection of products and services that ensure complete focus on the customer.



Innovation

Personalization and innovation are Milano Home's responses to the increasingly demanding needs of customers.

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4 PAVILIONS, 4 DIFFERENT WAYS TO TELL THEIR STORY

Milano Home is a human-scaled space designed to encourage meeting and discovery.
4 pavilions, 4 visit paths, and numerous special areas to help you express your identity at its best.

Fragrances · Textiles · Decoration

Style and trend proposals for new multisensory experiences to bring to retail stores.

Vibes

Elements

Excellence in Craftsmanship European Manufactures · Design

The value of materials in the creation of unique, original, and customizable objects.

Decoration · Concept · Gift

Ideas and inspirations to meet the needs of customers from every generation.

Mood

Taste

Tableware · Kitchen · Cooking

Hospitality as an art form. Objects and solutions to enhance the uniqueness of the home.

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The Green Circle

Innovation and sustainability to present objects created by small businesses and startups that are mindful of the environment, ethical processes, and people.

“Milano Home gives space to companies that express particular values or focuses within special areas curated by industry experts, architects, and designers.”

SPECIAL AREAS TO ENHANCE INGENUITY AND CREATIVITY



Manufactures on Stage

The art of tableware from major European manufacturers. Historic brands that have been able to innovate without ever losing the value of their roots.

Nove Botteghe

The mastery of artisans who work with stone to create unique objects, born from the original combination of elements.



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BREAKING NEWS TO CONVEY A UNIQUE MESSAGE

At the beginning of each pavilion, a selected number of exhibitors have the opportunity to showcase novelties, innovations, new concepts, and new ways of presenting products. **15 Breaking News available.**



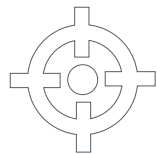
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4 DAYS OF MEETINGS TO HELP GROW YOUR BUSINESS ALL YEAR ROUND

At Milano Home, major brands and small excellence-driven producers meet, blend, and inspire each other, giving life to a creative dialogue among all the players in the supply chain. It's an opportunity to forge new collaborations and strengthen existing relationships.



TARGETING A SPECIFIC AUDIENCE

ENGAGING
WITH THE RIGHT
PEOPLE FOR YOU



GENERATING NEW CONTACTS AND SALES

NETWORKING AND
ESTABLISHING NEW
RELATIONSHIPS



MAKE YOUR STORY KNOWN, EXPAND YOUR VISIBILITY

TELL THE STORY
OF YOUR BRAND
AND PRODUCTS
IN THE BEST WAY
POSSIBLE.

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WHO VISITS

32,082* Visitors

Over 9,118 companies visited Milano Home, 8% of which were international, coming from over 50 countries (top countries: Switzerland, France, Spain, Germany, Portugal, United States). 750 qualified companies were invited by Milano Home's Brand Ambassador network, coming from 25 countries.

**Single ticket for Milano Home, Quick&More, and PTE*

More than 60% of individual visitors to Milano Home belong to the Store category.

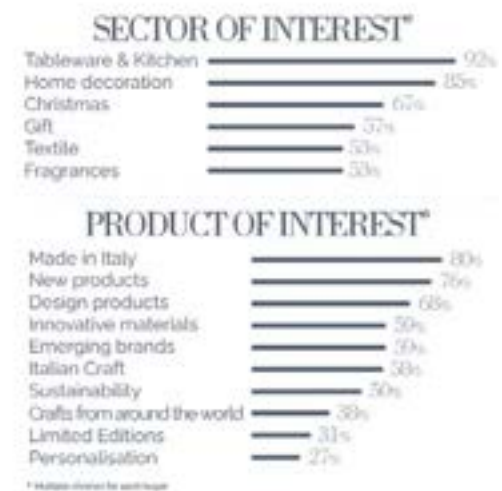
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THE BUYERS CIRCLE

Through its network of Brand Ambassadors worldwide and with the support of ICE-Agenzia Italia, Milano Home selects the most interesting buyers globally for the offerings at the fair.



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THE BUYERS CIRCLE

Our selected network of Brand Ambassadors is directly involved in the selection of buyers. The Brand Ambassadors are industry experts, agents for major design and home decor brands, who personally know the stores and their potential. Their task? To select the most innovative and interesting stores for MILANO HOME and to be a point of reference for all retailers attending the event.

Brand Ambassadors Map



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THE BUYERS CIRCLE

“ An excellent selection
of unique Italian
exhibitors, both large
and small. ”

“ I appreciated the presence of
new exhibitors, particularly
innovative and
forward-thinking. ”

“ TOP organization,
qualified exhibitors,
and interesting
conferences on web
marketing. ”

“ Wide selection
of products ”

FOCUS SECTIONS 2026



Gourmeet

A special section and a unique opportunity to promote high-quality packaged food as a concept gift and reach a network of over 7,000 home and gift stores.

Outdoor Cooking

The section dedicated to outdoor cooking to showcase the latest in the BBQ world. Showcooking, masterclasses for stores, and product launches.

[DOWNLOAD THE BROCHURE](#)



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FOCUS SECTIONS 2026



Stationery

A special focus designed to offer stationery and paper manufacturers and brands an opportunity to access a distribution channel made up of 7,000 stores specialized in the gift and home sector.

[DOWNLOAD THE BROCHURE](#)



Bau House

A space to showcase high-quality pet accessories to the 7,000 home and gift stores attending Milano Home.

[DOWNLOAD THE BROCHURE](#)



Scandinavian Mood

To meet the need of retail stores to find new valuable products to add to their assortment, the new exhibition area at Milano Home is the result of a careful selection of high-quality Scandinavian brands.

[DOWNLOAD THE BROCHURE](#)

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Brand Power

LOYALTY
INCENTIVE
PROMOTION
GIFT

TOP organization, qualified exhibitors, and
interesting conferences on web marketing

The only event
in Italy that
connects award
suppliers and
brands with
marketing
professionals
from industry,
retail, and
services

Brand Power©

It is an initiative created by Milano Home in collaboration with Promotion Magazine, designed to connect suppliers of individual items and entire collections—highly appreciated by consumers as rewards in promotional and loyalty programs—with retail chains and industry players.

Brand Power Talks

Two days of meetings and insights on the topic, together with leading experts and key players in the industry.

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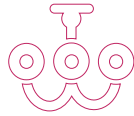


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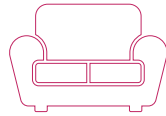
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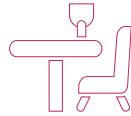
THE PRODUCTS



Furniture
accessories and
home decor



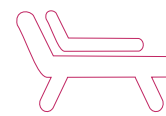
Home textiles



Housewares
tableware



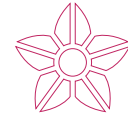
Wearables
and personal
accessories



Leisure items
indoor-outdoor



License owners
and agencies
that mediate
licenses



Gardening,
ecology
and pet

WHO VISITS



Decision-makers
holding roles
in relationship
management,
loyalty, CRM,
internal and external
communication,
marketing, and sales
in companies involved
in the production and
distribution of goods
and services across
various sectors.



Decision-makers in
HR roles who focus
on incentives and
motivation through
reward and benefit
schemes, leveraging
branded products.



University
professors in
the areas of
marketing and
communication.



Journalists, bloggers,
influencers



Communication
agency managers

Brand Power

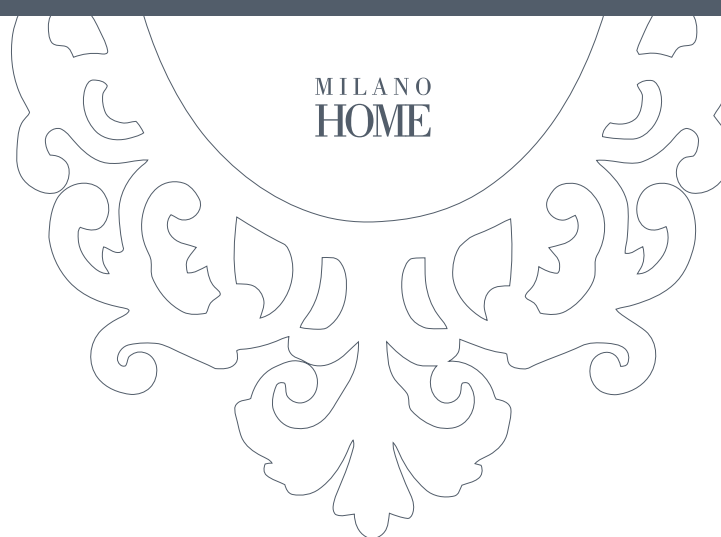
An event within the event to
engage with the loyalty
and promotional world

**An area dedicated to products that are
ideal for incentive programs for the sales
force and other professionals, as well as
for corporate gifting.**

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MILANO HOME IS A BUSINESS-ORIENTED EVENT FOCUSED ON ENHANCING RELATIONSHIPS AMONG INDUSTRY PROFESSIONALS. THERE ARE NUMEROUS OPPORTUNITIES, BEYOND THE BOOTH, TO ENGAGE AND INTERACT WITH CUSTOMERS.

Meet&Coffee

the speedy meeting with the buyers from the Buyers Circle.



Exhibitors on stage

an area at your disposal to organize conferences, talks, and product presentations.



Digital Platform

your virtual showcase



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Meet & COFFEE

Targeted meetings
with the Buyers

Meet&Coffee is the speed dating event that takes place every morning, prior to the negotiations in the pavilions and exhibitor stands. Buyers from the Buyers Circle meet with exhibitors in the Buyers Lounge to get to know each other and arrange more in-depth meetings throughout the day.



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“ Meet&Coffee
is a great networking
opportunity. ”

“ I love the idea of
Meet&Coffee. It was great
that exhibitors interested
in selling in Canada came
to meet with me, and that I
had the opportunity to see
products I hadn't considered
before. ”



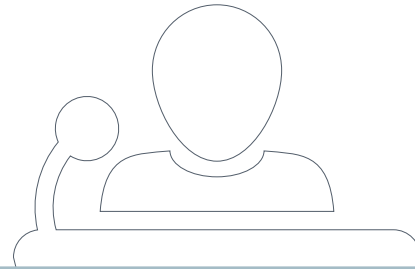
“ Meet&Coffee
was very effective; I found suppliers I probably wouldn't have come
across if they hadn't come to meet with me. ”

Speedy meetings with the exhibitors
More than **2,600** meeting in **3** days
between buyers and exhibitors

THE VALUE OF MEET&COFFEE FOR BUYERS



78% of buyers placed
orders at the fair.



Exhibitors ON STAGE

New contacts and sales

Tell something about yourself to the visitors.
Present your novelties and products.
We provide you with a fully equipped
conference area for your events.



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DIGITAL PLATFORM

Your interactive showcase: Milano Home's Digital Platform

A virtual exhibition space that is always open, where you can showcase your products, engage with customers, and close deals all year round.

Interactive showcase

- To present your products in an engaging way, with images, videos, and descriptions.
- To upload catalogs and informational material for buyers.
- To constantly update your offerings, keeping customer interest alive.

Direct communication

- To chat in real-time with customers, answering their questions and providing personalized assistance.
- To receive and manage appointment requests, optimizing your schedule.

Digital Platform

- To stay in touch with customers even after the event, building long-lasting relationships.
- To expand your network, reaching new potential customers.



MILANO HOME NEWS

Your window to the world
of home design

Milano Home News is the online
editorial platform that keeps you
always updated on the latest trends
and news in the home design industry.

A point of reference for professionals,
companies, and enthusiasts, offering
exclusive content and insights into the
world of furniture and lifestyle.



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MILANO
HOME
your way of living

Contact us for more information
Ambassador for the BeNeLux
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