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Host Click: an online search engine for Ho.Re.Ca



Host, the trade fair for the hospitality industry, to be held at Fiera Milano from 21 to 25 October 2011, launches Host Click, an online accessible from the site www.host.fieramilano.it: privileged access to the complex world of the hospitality and catering industry, available 24/7 and 365/12.

The search engine will become a highly visible business media for exhibitors at Host 2011. Indeed, Host Click has already analysed and catalogued two million internet pages, translated into several languages, which provide news, pictures, datasheets and offers of exhibitors in the show.

Host Click will soon expand even further to take in specialist press, with cross-searches of the numerous sites of magazines dedicated to the various Ho.Re.Ca sectors and products.

This search engine will not only give the trade a system that can reproduce the cross-the-board nature of Host on line – with the concurrent presence of various sectors it represents an added value for business – but also analytical studies. Host Click will actually filter its results through the areas relating to Food Service Equipment, Bread-Pasta-Pizza, Ice-cream and Confectionery, Coffee, Coffee bars and machines, Hotel&Spa Emotion.

Fiera Milano News no. 33 – March 2011

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