

hospitality events
for curious minds

196+ forum



www.196plus.com

Let's meet again

196+ forum: The annual conference that brings together investors, developers, construction companies, hotel operators, public institutions, consultants, architects and suppliers for the hospitality sector in Italy.

196+ forum Milan

196+ forum Milan is the benchmarking event in Italy for hospitality investment & design. Established in 2014 and previously called hotel & tourism forum Milan, this event is organized in conjunction with the leading global trade show for furnishing and design, the Salone del Mobile, the world's leading design and furniture exhibition.

196+ forum Milan consists of a half-day live conference, focused on new hospitality & design scenarios resulting from the current crisis period. Furthermore, there is our exclusive networking event and an expo area, in which various exhibitors and investors will introduce their companies and products to an international hospitality audience.

At the marketplace, leading hotels and new projects will be showcased. As part of 196+ forum Milan an exhibition dedicated to hospitality design will be curated by world famous architect Simone Micheli.

EXHIBITION

5 – 10 September 2021
alongside Salone del Mobile.Milano

CONFERENCE

9 September 2021
Ventura 14

Last edition

60+

speakers

40+

sponsors and
exhibitors

2,000+

virtual
attendees

Why should you attend?

To:

- + support our industry
- + meet opinion leaders
- + learn about trends from the experts
- + take part in debates that shape the future of our industry
- + make new contacts and refresh existing ones
- + discover new ideas exhibited at the event

Who will attend?

- + investors, developers and hotel owners
- + operators, chain CEOs and executives
- + independent hotel representatives
- + financiers, banks, funds and advisors
- + hospitality and real estate consultants
- + architects and designers
- + legal experts
- + suppliers for the hospitality industry
- + tourism organizations and institutions representatives

Networking

196+ forum Milan gathers the main players of the hospitality sectors, giving you the possibility to arrange appointments and meet new contacts.

Get together networking

Enjoy a warm welcome and meet new people at our cocktail party. It will take place on the 9th of September 2021 in the evening, following the 196+ forum Milan. Please note limited audience is allowed, please ensure you secure your ticket early!



Programme 2021

Thursday, 9 September 2021

Live event, Spazio Ventura 14, Milan

11:00 – 12:00	Registration
12:00 – 13:50	Light lunch & networking
13:45 – 14:00	Welcome
14:00 – 14:30	#REcovery, #REstart, #REmeet
14:30 – 15:15	Hotel Values & investments
15:15 – 15:30	Coffee break & networking
15:30 – 16:00	In conversation with industry leaders
16:00 – 16:30	New projects, new openings & design trends
16:30 – 17:00	Conclusions & thanks
17:30 – 19:00	Get together networking

Overview of previous & new partners

Founders



Partners



Media Partners



If you are interested in finding out more about the programme or how to get involved, please contact:

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