**Meiko at Host: the world on Milan's doorstep**

**Milan was once again the setting for the 40th edition of Host, the international exhibition for the hospitality industry that showcases the very latest trends in food products, equipment design and technical innovation. The Baden-Württemberg, Germany-based machine builder Meiko unveiled its new M-iClean H hood-type dishwashing machine to industry professionals at the trade show and handed out invitations to a top-tier networking event in the heart of Milan.**

Host is the perfect showcase for innovation, know-how and technical ingenuity, with a wealth of exhibitors who help define worldwide trends in the out-of-home market. A polished approach is essential, because this trade show exclusively caters to industry professionals. Well over 100,000 of them descended on this year's five-day event at the vast exhibition site, and more than 2,100 exhibitors from 51 countries showed once again that Host is the place-to-be for industry insiders from all over the world.

The 40th edition of Host marks the trade show's anniversary, a cause for celebration it shares with the Offenburg-based hygiene experts at Meiko. This year is the company's 90th anniversary, and it can already look back on a very successful year. One of the reasons for this success was on display at Host: the new M-iClean H hood type dishwashing machine. Launched in Germany in the spring, the new model sees Meiko reshaping the world of dishwashing by introducing a holistic concept that combines ergonomics, energy efficiency, cost-cutting, and the sustainable use of resources.

The new machine was based on a detailed analysis of the dishwashing process by the German engineers, who identified what makes real-life day-to-day dishwashing successful. The results include a complete rethink of how an automatic hood system should work as well as a meticulously crafted dishwashing process that takes full account of ergonomic requirements. This new approach certainly pays dividends, making dishwash jobs more attractive, protecting employees' health, keeping things running fast and efficiently, and reducing running costs.

The presentation of the machine was a multimedia, multi-sensory experience. The beautifully designed 'dishwashing paradise' booth was created specially for the M-iClean H. It nicely illustrated how Meiko is bringing new standards of ease and effortlessness to the dishwashing process. In terms of innovation, the machine's forward-looking design was enough to secure it the SMART Label award before the trade show even got underway! And visitors to the dishwashing paradise booth also got the chance to experience all Meiko's other solutions for dishwashing and food waste disposal, which come in many shapes and sizes.

"In our view, Host in Milan is quite simply the most important forum for making direct contact with our professional partners and industry customers. It allows us to share experiences face-to-face and discuss the potential for collaborative projects in the future," sums up Dr. Eric Weiss, managing director of Meiko Italy. "From a global perspective, it is one of the year's most important platforms for the hotel and restaurant trade, so the opportunities are there to be taken!" adds Sebastian Hainz, Executive Vice President Sales and Marketing at the Meiko Group. "It allows us to showcase our product innovations to an international audience of industry partners and customers and to monitor and discuss the latest developments in the industry."

Another highlight was to be found outside the trade show arena in the form of a networking event organised by Meiko for industry experts, specialist dealers and long-standing customers from all over the world. Steeped in tradition, the Villa Necchi Campiglio in the heart of Milan was the setting for an event that focused on sharing experiences, learning from each other, and utilising synergies. The impressive venue provided the perfect backdrop for strengthening existing ties and moving forward on the basis of a successful Host 2017.

**Caption**