**HOTEL CONTRACT SECTOR: SUMMIT MEETING BETWEEN HOSPITALITY BUSINESSMEN AND LEADERS IN ITALIAN DESIGN**

**Meeting in Mestre to find out how hoteliers select suppliers of furnishings and construction elements. The new agreement with UniCredit for the support of companies in the contract hotel and welcome sector was also presented.**

How are furnishings, finishings and the other construction elements chosen when a hotel decides that the time has come for a renovation, particularly for the bathroom furnishings combining a wide range of products? What lines must a company follow to be selected as a supplier? What differences are there in this process between a large international chain, a national one and a large independent hotel?

An attempt was made to give an answer to these and other questions in the meeting, attended by more than 200 sector staff including hoteliers and furnishing and finishing companies, in which three ‘case studies’ of hotels were presented to **know how and with what criteria the suppliers are usually chosen for building or restyling hotels**.

After the speeches by **José Maria Basterrechea** (managing director of NH), **Elena David**, managing director of UNA Hotels, and **Ezio Indiani**, general manager of the Hotel Principe di Savoia di Milano Dorchester Collection, an interesting discussion started which laid the bases for the creation of real business opportunities. It was an intense day which, as **Giovanni De Ponti,** general director of FederlegnoArredo explained, *“…was preparatory to the large-scale B2B event that will take place at the next edition of MADE expo and which will enable purchasers and companies to make contact to create lasting and profitable commercial relationships. The commitment of the federation to carry forward pragmatic policies, whose purpose is to offer*

*companies the means to continue to grow in both the domestic and foreign markets, has also been confirmed today. Companies need more action and less talk and today, given the success of the initiative, we have demonstrated this once more*.”

The day ended with the presentation of the agreement signed by FederlegnoArredo and **UniCredit**, aimed at companies working in the ‘contract hotel and welcome’sector. The initiative is intended to offer SME customers of companies associates of FederlegnoArredo specific financing solutions at zero rates for the purchase of products or services supplied by the associates. As a result of the agreement, the SME customers will be able to access loans at zero rate for up to 5 years for the purchase of structures, finishings and furnishings by hotels, restaurants, shops and various collective environments.

After the day in Mestre, the next appointment is in six months’ time with **MADE4Contract-Hotel**, the great B2B event scheduled for Fiera Milano Rho on 18-21 March 2015 at the MADE expo exhibition that will, once again, involve FederlegnoArredo and Associazione Italiana Confindustria Alberghi.

*Bologna, 22 September 2014*