



91. Internationale Fachmesse für Hotellerie, Gastronomie, Gemeinschaftsverpflegung, Bäckereien und Konditoreien

**17–21/03/2017**

91<sup>st</sup> Edition of Europe's leading trade show for the Hotel, Restaurant, Catering, Baking and Confectionery Industry

[internorga.com](http://internorga.com)

## INTERNORGA 2017

### At a glance

Status: 1 March 2017

- Event:** 91<sup>st</sup> International Trade Show for the Hotel, Restaurant, Catering, Baking and Confectionery Trades
- Organiser:** Hamburg Messe und Congress GmbH
- Co-organiser:** DEHOGA Trade Associations of Hamburg, Schleswig-Holstein, Bremen, Lower Saxony, Lippe and Saxony-Anhalt
- Time:** Friday 17 to Tuesday 21 March 2017  
Daily from 10:00 to 18:00 hours
- Exhibition space:** Some 100,000 sqm in Halls A1-A4, B1-B7, the light-construction hall B6.1 and open-air spaces
- Exhibitors:** Some 1,300 exhibitors from about 25 countries
- Admission charges:**
- |                       |          |
|-----------------------|----------|
| Day ticket            | €32.50   |
| Two-day ticket        | €41.50   |
| Trainees in the trade | €17.00 * |
- \* Available at cashdesk only, on presentation of proof of trainee status.
- The admission tickets for INTERNORGA also give free admission to the butchers' trade show FH Nord (18-20 March 2017, South Entrance, upper floor)
- Focal areas:**
- Food and beverages, coffee machines**  
Bulk and out-of-home catering, convenience products, snack ranges, frozen foods, ready-to-serve meals, fast food, dietary foods, beverages of all kinds, milk and coffee products, coffee machines.
- Fittings and furnishings**  
Hotel and restaurant furnishings and fittings, café and pub furnishings and fittings, glassware, porcelain, cutlery, linen and bedding, sanitary equipment, workwear.
- Kitchen equipment and fittings**  
Bulk-catering equipment, refrigeration and deep-freeze technology, food-processing equipment, cooking utensils, cafeteria equipment, food and drink dispensing machines, packaging machines, transport systems, power engineering, scales, dishwashers, waste disposal.





### **IT and cashdesk systems**

IT cashdesk systems, register systems, security systems, data systems, organisation equipment, entertainment systems, hotel booking systems.

### **Bakery & confectionery supplies, Shop fitting**

Baking equipment, refrigeration technology, baking appliances and machinery, shop fittings, raw materials, baking mixes and agents, confectionery supplies, ice-cream machines and ingredients.

INTERNORGA  
Conferences:

### **36<sup>th</sup> International Food Service Forum**

Europe's largest professional catering conference  
Thursday, 16 March 2017, 10:00 – 18:00,  
Venue: Mehr! Theater am Grossmarkt, Hamburg

### **German Congress for Bulk Catering**

Monday, 20 March, 09:30 – 14:30  
Venue: Saal Chicago, Trade Fair Site

### **Forum School Catering**

Tuesday 21 March 2017, 09:30 – 14:00  
Venue, Saal Chicago, Trade Fair Site

INTERNORGA  
Specials:

### **CRAFT BEER ARENA**

The Craft Beer Arena will be held for the third time in 2017. It features a total of more than 30 creative brewers. Trade visitors can also look forward to an attractive supporting programme giving an overview of the dynamic craft beer market.

### **Hall B4 (upper floor)**

### **Newcomers' Area**

The Newcomers' Area gives new entrants in the out-of-home market an opportunity to meet new target groups and gain new fields of business in the hospitality business. Companies can present their new ideas to a broad expert audience, and demonstrate their innovative products and clever concepts.

### **Hall B4 (ground floor)**



### **INTERNORGA Next Chef Award**

Challenge 1: Saturday	18 March 2017, 15:00 – 17:00
Challenge 2: Sunday	19 March 2017, 13:00 – 15:00
Challenge 3: Monday	20 March 2017, 11:00 – 13:00
Final: Monday	20 March 2017, 15:00 – 17:00

The Next Chef Award is organised by INTERNORGA together with celebrity chef Johann Lafer, giving young culinary talents an amazing opportunity for a flying start. 18 young talents (age limit 26 years) will demonstrate their skills to a prominent panel of judges live at INTERNORGA. The winner will go on a gourmet cruise with “Mein Schiff”.

#### **Foyer East (upper floor)**

### **INTERNORGA Gastro Startup Competition Friday, 17 March 2017, 15:00 to 16:30 hours**

The big chance for everyone dreaming of starting up in the gastro business. This INTERNORGA competition run in cooperation with the Leaders Club offers rising culinary stars a chance to win professional consulting and €10,000 prize money for their innovative restaurant ideas. The best gastro concepts will be presented live at INTERNORGA on 17 March 2017, and the winners picked by a panel of expert judges.

#### **Foyer East (upper floor)**

### **Finals of the European Pizza Championship Monday, 20 March 2017**

The European pizza baking champions will demonstrate their skills at INTERNORGA for the fourth time in 2017, baking live for the European Championship title “Giropizza d’Europa”

#### **Hall A2**

### **NEW: Grill & Barbecue Court**

Together with Grill Kontor Hamburg, numerous exhibitor will present their grill & BBQ innovations and products in Hall A2 and the open air spaces, from 17 to 21 March 2017. This will include a first-class supporting programme with tastings and live demonstrations.

#### **Hall A2 and open-air space between A2 and A3**

### **SKYWALK Table**

Table Top, in spectacular presentation. The SKYWALK Table is more than 30 metres long, presenting the enormous range of Table Top products. The Table is presented by leading exhibitors, and shows the upcoming trends in tableware, glassware, cutlery and seating.

### **Glass Bridge between the A and B Halls**

### **Pink Cube**

The Pink Cube is a discussion forum, meeting point, and a place for ideas and inspiration. Karin Tischer, a recognised international trend researcher and owner of food & more, discusses gastro concepts and innovations from her international trend research trips. Presentations will be made daily on the trends for tomorrow.

### **Transition between B1 and B3 (ground floor)**

### **Show bakery and confectionery, and Confectionery Art competition**

Artisan diversity is presented in the show bakery & confectionery by the North German Confectionery Associations. The Confectionery Art competition gives awards to the most creative works of confectioners.

### **Foyer South (ground floor)**

### **Baker's Blue Box**

Together with the magazines Back Journal, DBZ magazin, and Filialmanagement from the INGER publishing house, industry experts will give unique insights and straight talking on the current hot topics in the bakery sector.

### **Hall B6**

### **BACK Stage**

Master bakers and young talents from the Confectionery Guild and Bakery Guild in Hamburg will show just how creative and sophisticated their craft is. Special techniques for working with sugar, chocolate, marzipan and the like will be demonstrated live on stage, and young talents will battle it out in exciting competitions.

### **Hall B6.1**

### **DEHOGA Forum**

The traditional forum of the regional DEHOGA Associations of Bremen, Hamburg, Lippe, Lower Saxony, Saxony-Anhalt and Schleswig-Holstein will be held in Hall B4 (upper floor). The ideal place to meet colleagues and exchange ideas on the current topics in the industry.

### **Hall B4 (upper floor)**

### **Café-Future.live**

Hospitality lounge and thinking bar for professional restaurant operators. Café Future.live at INTERNORGA is a very special 6-day event with an atmosphere all of its own. The Café provides a vibrant world of colour for that feel-good ambience, a place to recharge with new energy.

### **Foyer East (ground floor)**



### **Food Truck Village**

Food Trucks will be stationed on the forecourt, directly under Hamburg's Television Tower, presenting their forward looking concepts for mobile canteens.

### **Central Entrance, Forecourt**

Parallel event:

### **FH Nord**

Industry meeting for the butchery trade in North Germany.

18-20 March 2017

Hamburg Messe und Congress GmbH

### **South Entrance (upper floor)**

### **About INTERNORGA**

INTERNORGA is the leading European trade fair for hotels, restaurants, institutional catering, bakery and confectionery, and has been held ever since 1921. It is classified by the Association of the German Trade Fair Industry (AUMA) as the only international HORECA trade fair in Germany. INTERNORGA takes place in March every year, with more than 1,300 exhibitors from Germany and abroad displaying their innovations, trends and complete solutions for the whole of the foodservice and hospitality market. In addition to the exhibitors' presentations, there is a big programme of supporting events, international conferences, award presentations, and innovative side-event concepts. INTERNORGA is traditionally held at the Hamburg Fair site, at the heart of Hamburg. Admission is subject to proof of trade visitor status. For more information on INTERNORGA 2017, see <http://www.internorga.com>.

### **Contact INTERNORGA**

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