

INTERNATIONAL FOODSERVICE-FORUM

Europe's biggest congress for the professional restaurant industry

Thursday,
8 March 2018,
10.00 – 18.00 hrs

Mehr! Theater
at Grossmarkt, Hamburg

INTERNORGA.com/foodservice

ATTRACTIVE
EARLY
BIRD PRICE
until
17.02.2018

Think Ahead – Get Ahead!

Professional Foodservice 2018+: Consumer Trends.
Market Potentials. Success Factors.

The congress language is German - simultaneous translation into English

From 9.00 | Warm up with coffee & co.

Opening

Bernd Aufderheide, Hamburg Messe, and **Gretel Weiss** speak on behalf of the organisers.

1. Market Potentials: A Road Map Towards Growth

- 2017: facts & figures of Germany's top 100 foodservice players
- Players, brands, markets in Central Europe
- Trends & driving forces, lessons for 2018+

Speaker: Gretel Weiss, food-service, Frankfurt a. M.

2. Digital Transformation = Mental Transformation

- How innovative technologies and smart products change our life
- User-centered solutions: the key to new business success

Speaker: Prof. Wolfgang Henseler, Pforzheim University, Offenbach a. M.

12.00 | Break: chat, eat & drink

3. Food – a Strategic Success Factor for Ikea

- Customer magnets with a system: how do established companies remain attractive?
- Sustainability: new worldwide benchmark store in Düsseldorf-Kaarst

Speaker: Stavroula Ekoutsidou, Ikea Food Germany, Hofheim-Wallau

4. L'Osteria: Joining Forces for Growth

- How to organize fast and sustainable expansion
- What is major importance when it comes to infrastructure and management?
- Productivity between the poles of success and culture

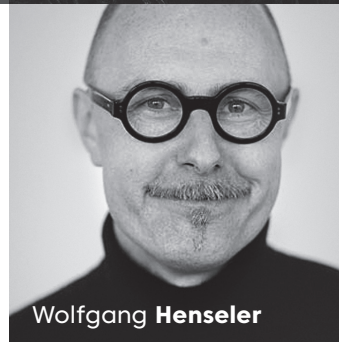
Speaker: Mirko Silz, FR L'Osteria, Munich



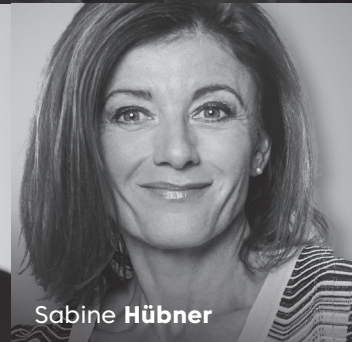
Stavroula Ekoutsidou



Christian Hamerle



Wolfgang Henseler



Sabine Hübner

F&B-Mall

The F&B Mall, with over 1.000 sqm, offers food-service suppliers the opportunity to present themselves. They provide information on their latest products, bestsellers and service packages and offer snacks during the breaks.



Jan Knikker



Max Kochen

INTERNORGA.com



INTERNORGA
Hamburg | 9–13 March 2018



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5. Architecture for New Ways of Eating, Shopping, Living

- How to reinvent urban life
- Benchmark examples in Europe and worldwide

Speaker: Jan Knikker, MVRDV, Rotterdam

14.45 | Break: chat, eat & drink

6. Two 'Revolutionaries' on Stage

- **Beets & Roots:** The German Capital's 'Highway to Health'. Multichannel-Startup. First year & scaling.

Speaker: Max Kochen, Berlin

- **Data Kitchen:** Front-runner in everyday digital foodservice life. Slowfood fast - technology for deceleration.

Speaker: Christian Hamerle, Berlin

7. Service – the Criterion for Differentiation of the Future!

- Putting service culture into practice means gaining a lead
- How to create value added with service
- About empathy and the 'excite-your-customers gene'

Speaker: Sabine Hübner, service expert, Düsseldorf

Moderation

Axel Weber, Axel Weber & Partner, Bochum, and
Boris Tomic, food-service, Frankfurt a. M.

17.30 | Forum-Finish-Drinks

Programme subject to change without notice!

Participation indispensable for:

- Owners, franchisees, senior executives and F&B managers in professional foodservice, including baker's and butcher's outlet chains, service station shops, event catering, etc.
- Managers in the food, beverage and equipment industries
- Marketing specialists and business consultants

Organisers:

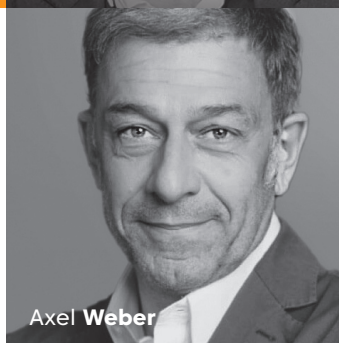
- For the 37th time in partnership – INTERNORGA, Hamburg Messe und Congress GmbH (HMC) and the trade magazines food-service and FoodService Europe & Middle East, dfv media group, Frankfurt a. M.
- Concept/Direction: Gretel Weiss and Axel Weber
- 2.000 participants are expected at this annual power day.



Mirko Silz



Boris Tomic



Axel Weber



Gretel Weiss

Arrival & Departure

The **Mehr! Theater** is in the heart of Hamburg on the grounds of the Hamburger Grossmarkt.

Hamburger Grossmarkt
Banksstraße 28
20097 Hamburg
Tel.: +49 40 37 70 72-100
www.mehr-theater-am-grossmarkt.de

Getting there by Shuttle-Service

For the arrival and departure we recommend to use the Shuttle-Service. The Shuttle reverses between the venue and S-Bahn station Hammerbrook.

In addition, all participants of the Foodservice-Forum get a ticket for the public transport (HVV).

Access by car

navigation system: Lippeltstraße/
Banksstraße (entrance gate west)

Getting there by taxi

From airport: Duration approx. 30 min
From main station: Duration approx. 12 min

Get your tickets now!

INTERNORGA.com/foodservice | For further information: +49 40 32 50 92 30

Prices:

Early bird price until 17.02.2018

1st and 2nd person / each 545,00 €
3rd person from a company: 295,00 €

Prices:

Later bookings from 18.02.2018

1st and 2nd person / each 565,00 €
3rd person from a company: 305,00 €
Students: 305,00 €