



New date!
30 April –
04 May
2022

Back to the future!

Experience INTERNORGA
with all your senses.



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INTERNORGA.com

Layout planning begins on:

5 July 2021

Dear Exhibitors and Comrades, Partners and Friends!

For 100 years, INTERNORGA has been the leading exhibition for the entire out-of-home market. After being forced to take a two-year hiatus, it is high time that we get the next chapter of this one-of-a-kind success story off to a running start. And time that we once again all come together in Hamburg – with exhibitors and visitors who, together with us, will take a hopeful glimpse towards the future and enjoy the five-day event with all of our senses!

What was. What is. What will be. You will learn all about this on the next few pages and regularly over the coming weeks and months, before we are once again able to meet up in person and exchange ideas at the big event next year.

Thank you for your trust and loyalty, especially during these trying times for all of us. We look forward to seeing you at a successful INTERNORGA 2022.

Claudia Johannsen and the whole INTERNORGA team







For decades, INTERNORGA has been considered the leading exhibition for the entire out-of-home market, and an innovator and source for trends, visionary concepts and new products and services.

As a state-of-the-art exhibition, we took the time off to make ourselves even more modern, more cutting edge and more structured.

Our goals for mutual success:

- Modern and optimised grouping of the exhibition areas
- Realisation of numerous wishes of exhibitors such as:
 - Increasing or changing their own booth space
 - Better representing and utilising synergy and partnerships with other exhibitors
 - Making the exhibition even more varied through the inclusion of new exhibitors
- More stringent guidance for visitors, especially for the constantly growing number of international visitors
- A dedicated entrance and thus direct access to every exhibition area
- In future, digital topics will be combined in one hall to attract even more attention
- The focus will also be put on outdoor gastronomy with its own area

New allocation of halls

Optimised exhibition areas, opportunities for synergy between exhibitors, new presentation possibilities, more stringent guidance for visitors – this will make all areas even more interesting and diverse.

Food and beverages

With the new allocation of halls A1, A3 and A4 and the upper levels of B1 to B4, there is a huge number of new presentation options. We can therefore meet the demand for an expansion of floor space and also bring new companies and more start-ups into the fold which were previously on the long waiting list. This will make the area not only bigger, but also more interesting and more diverse for trade visitors.

Restaurant and hotel equipment

The ground levels of halls B1 to B4 form a direct connection between the high-traffic east entrance and the A grounds. The upper levels of these halls are home to the lively and creative area of INTERNORGA with young and innovative formats such as the New-comers' Area, Pink Cube and Craft Spirit Lounge. In future, these exhibition areas will stand out due to their central location and wide range of possibilities.

Kitchen technology and equipment

The expansion of halls B5, B6 and B7 by some 6,900 square metres of gross area emphasises the importance of this exhibition area. Hall B6 is not only one of the largest and most modern exhibition halls, but it also enables new constellations and opportunities for synergy among exhibitors directly at the high-traffic south entrance.

Bakery and patisserie

What belongs together is coming together. The craft of baking has found a new home in hall A3, directly at the west entrance and in the direct vicinity of coffee, snack concepts and foods, thus creating new potential for all involved.

Till systems and digital applications

Together, we are even stronger. In a way, this also describes the new concept of hall A2. All stakeholders from the digital world will present themselves together for the first time in a single location, offering a one-stop-shop for the constantly growing demand for new digital solutions.

Our promise

Now, more than ever, the industry needs a meeting point and a platform for exchange, as well as a place to make new contacts and maintain and develop existing ones. Following turbulent times full of change, this is a great opportunity for everyone to create a new future together. We guarantee you the ideal conditions and the best possible presentation of your products, brands and services.

**Innovative.
Efficient.
Unique.**

**Structured.
Organised.
Varied.**

INTERNORGA has a unique innovativeness which is leading in Europe. Here, visitors can discover tomorrow's trends today. Our successful, one-of-a-kind combination of 1,300 international exhibitors gives visitors a comprehensive overview of the whole out-of-home market. With its visionary concepts, innovative products and specials for the various target groups, INTERNORGA sees itself as a partner to its exhibitors and offers trade visitors incomparable value added for their own business. The five-day event brings together top national and international decision makers, market leaders and industry newcomers. INTERNORGA is the only hotel and food-service exhibition in Germany classified as international by the Association of the German Trade Fair Industry (AUMA).

Hear

In future, INTERNORGA will continue to be a prime attraction for decision makers from around the world. We look forward to many thousands of interested participants, along with well-known speakers from both Germany and abroad, at our top-notch industry congresses in the coming year. In addition to congresses, you can also look forward to exciting formats.

Our industry congresses

The congresses will be held in long-standing partnership with INTERNORGA and the leading trade magazines foodservice, FoodService Europe & Middle East and gv-praxis, published by dfv Mediengruppe, Frankfurt am Main, Germany.

International Foodservice Forum

Offering plenty of food for thought, this networking event is Europe's largest congress for restaurateurs. It attracts over 2,000 national and international delegates, making it THE meeting place for food-service professionals and a who's who of the industry.

German catering congress

The focus here is on customers' current and future needs. This is the most important annual get-together for professionals from company and student canteens and the catering sector. Interesting topics and impressive outcomes will be on the menu again in 2022.

Forum School Catering

Catering for childcare settings and schools is a hot topic which calls for innovative concepts. Leading experts present the latest trends, issues and ideas at this top industry event.



Awards Competitions Trends

INTERNORGA Future Award

Seminal issues such as sustainability, ethics and social responsibility will define the future, and INTERNORGA rewards the most innovative concepts.

German Gastro Start-Up Award

The German Gastro Start-Up Award presented by INTERNORGA, Leaders Club and orderbird honours the best and most innovative start-up concepts in Germany, Austria and Switzerland.

Next Chef Award

Johann Lafer presents this innovative cookery competition in a thrilling live format where talented young chefs set out to impress the top-notch jury with their creativity and skill.

Pink Cube

The renowned trend researcher Karin Tischer provides interesting insights into food-service trends and news from around the world. A unique eye-opener for any visitor.



Every path leads to success.

Facts and figures
2019



93%
of visitors
would
recommend
INTERNORGA

95%
of visitors
achieved their
objectives

96%
of visitors
take a positive
view of the
supporting
programme
(Craft Beer,
Pink Cube, etc.)

For years, INTERNORGA
has stood for outstanding
performance and popularity
amongst exhibitors
and visitors.

Nine out of **ten**
trade visitors are involved in
company decision-making processes

Visitors' five main objectives

- Gathering information about new products, innovations and trends
- Improving general market orientation
- Preparing for investment and purchasing decisions
- Maintaining existing business relationships
- Initiating new business contacts

On average, nearly 100,000 visitors attend INTERNORGA each year to gather information, maintain their business relationships, make new contacts and do business successfully.

The perfect mix of industries

Whether hotelier, restaurateur, buyer for food retail and beverage wholesale, specialist supplier, planner, baker, patissier, bulk consumer or representative of any other industry of the out-of-home market – here, anyone can find the perfect stage and the right environment to significantly drive a year's worth of business in a mere five days.

Nationally and internationally

Visitors from all over Germany, and increasingly from abroad as well, make their way to the pulsating metropolis of Hamburg – to gather information, to gain a sense of direction, to make investment and purchasing decisions and to make or maintain contacts.

Visitors are interested in your products and services:



All dates from 2019.



Smell and taste

The out-of-home market offers plenty of new talents, trends and topics. Over the coming years as well, the focus will be on unique products that we can finally once again smell, taste and try in person at the event. The perfect industry platform for exhibitors also promises a delicious experience for visitors.

Special exhibition areas

Newcomers' Area

This area is a must for anyone looking for unusual ideas. The very latest innovations to hit the market are a source of inspiration and contacts galore.

Food Truck Village

Street food is an ongoing trend. Visitors interested in mobile food concepts will find a valuable pool of expertise here.

Soft Factory

Bubbling over with ideas! Here, you will find innovations and concepts from trendy young companies from the world of non-alcoholic beverages together in a single space. Non-alcoholic drinks are trending, and lemonades, fizzy juice drinks and iced teas are growing in variety.

Craft Spirit Lounge

An impressive presentation of handmade spirits, showing the love and passion that are poured into them in a relaxed setting. For the creative highlights on any drinks menu.



Feel

The 50-metre-long Skywalk Table on the glass walkway was, is and remains an inspiring highlight. This spectacular tabletop-themed display provides a stage for presenting the most innovative products and ideas.



Life is returning.

The colourful Hanseatic city thrives on its multi-faceted neighbourhoods where, finally, life is able to return. At any time of the day or night, this waterside city is packed with variety and inspiration. Use all of your senses to enjoy the culinary diversity, countless restaurants and an exciting hotel industry.

Trend tours

INTERNORGA is held at a prime central location, making it the ideal starting point for a tour of Hamburg's food-service and hotel hotspots. Those who choose to go on this inspiring tour of the city's food scene will find enthusiastic, creative newcomers on every corner.



Genuine interaction

We will reach your potential customers – both at home and abroad – with our comprehensive and targeted multimedia campaign.

Presence

- Campaign in all relevant trade publications
- Media partnerships
- Online campaign
- Newsletter sent to more than 125,000 national and international subscribers
- Partnerships with the regional DEHOGA association in North Rhine–Westphalia, as well as in all North German states
- Intensive PR work and blogger events
- Mailings which appeal to specific target groups
- App with paths on specific topics
- First-rate specials in selected media
- International partnerships with associations and media
- More than 700 accredited journalists

Social media

Active social media work and presence via regular posts, live streams and content ads.

The INTERNORGA team looks forward to seeing you!



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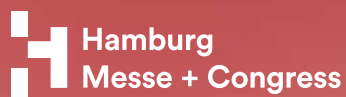
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