



100 Jahre internationale
Leitmesse für Hotellerie,
Gastronomie, Bäckereien
und Konditoreien.
12.-16. März 21, 10 - 18 Uhr

Pressemitteilung

IDX_FS International Digital Food Services Expo - Powered by INTERNORGA

International Digital Food Service Expo: Engagement within the Gastronomy Sector Redefined

INTERNORGA, IDX EVENTS and the Institut of Culinary Art redefined engagement in the Gastronomy industry and jointly launch a disruptive digital platform for the out-of-home market from 15th to 17th March 2021.

Hamburg, 14.12.2020 – In it together for the industry – Under this premise, three strong partners launch an innovative digital platform. In time of contact restrictions, the International Digital Food Services Expo (IDX_FS) is the virtual meeting place for all players from the Gastronomy, Food Services, and Hospitality Management fields. As an alternative to the leading international trade fair INTERNORGA in Hamburg, the top decision-makers in the sectors will now meet at the IDX_FS from 15th to 17th March 2021. Complemented by the digital INTERNORGA supporting programme, IDX_FS will offer visitors and exhibitors a safe online platform for exchanging, networking, and discovering new trends and solutions. The synergy of the three partners INTERNORGA, leading international trade fair for the entire out-of-home market, IDX EVENTS, international company for digital technology and event management, and the Institute of Culinary Art, the network for the top decision-makers in the Food Services industry, guarantees the highest quality and relevance.

"With the painful decision to cancel INTERNORGA 2021 as a physical trade fair in Hamburg, we felt obliged to offer our exhibitors and visitors, and thus the entire Food Services industry, an alternative exchange platform. In partnership with two strong players, we succeeded in developing an innovative digital solution to bring together all market players in these very challenging times. It is a matter close to our heart to enable first-class exchange and networking opportunities. Our concept is being received very well: Well-known companies such as MKN, Franke, RATIONAL, and Lekkerland have already confirmed their attendance. We are very pleased about that," says Claudia Johannsen, Business Unit Director at Hamburg Messe und Congress.

The vision of IDX_FS is a simple one: Provide national and international players across the fields of Hospitality Management, Gastronomy, and Catering with a meaningful and sustainable virtual engagement platform to continue inspire their customers, showcase their product novelties, and lead their sales activities with more purpose than ever. "IDX_FS is much more than a virtual

networking medium: It is a digitally enabled platform that leverages innovative technology and digital marketing expertise to redefine the sales and marketing engagement in the field”, explains Michael Buck, Managing Partner at IDX EVENTS GmbH, the Technology and Events company enabling the deployment of the IDX_FS globally. “It is an inviting platform for the the broader HoReCa industry to acquire the knowledge and the competences needed to navigate with confidence in the new normal”.

The ultimate purpose of this innovative digital approach to trade fair is to enable the entire out-of-home market to remain commercially successful and engaged in the future. “We believe the Hospitality Management sector should not only follow but create a new path – a new way to remain engaged with our trusted customers and partners, question and optimize the value chain, and explore new business opportunities”, says Gerhard Bruder, President of the Institute of Culinary Art and a mentoring force behind IDX_FS.

About INTERNORGA

INTERNORGA has been the leading international trade fair for the Hospitality Management, Catering, and Bakery & Confectioneries sectors for 100 years and is held annually in March at the Hamburg Messe und Congress site. Due to the Corona pandemic, the event cannot physically take place in March 2021. Instead, the first IDX_FS powered by INTERNORGA will take place digitally from 15 to 17 March 2021.

Video Material for Download: <https://videos.hamburg-messe.de/veranstaltungen/internorga/>

Photographic Material for Download: <https://media.hamburg-messe.de/pressebilder/#/categories>

Further information on INTERNORGA 2021 on the corporate website [Website](#) as well as on the following social media channels:



INTERNORGA Contact:

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About the Institute of Culinary Art

The ICA is the exclusive networking platform for the top decision-makers in the Food Services industry. It aims to unite, inspire, and develop professionals and top international decision makers

in the Food Services industry by providing a safe, robust, and independent enablement platform for knowledge transfer, networking, and personal development.

Further information on The Institute of Culinary Art on the website <https://ica-germany.com/> as well as on the following social media channels:

<https://www.facebook.com/ICA.Academy/>

https://www.instagram.com/querilla_chefs/

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About IDX EVENTS

IDX EVENTS is a globally operating Digital Technology and Event Management company based in Cologne, Germany. The company works with global consumer and B2B brands to enable the conceptualization, technological enablement, and operational implementation of their global digital events and sales engagement platforms.

More impressions of the IDX.EVENTS 2021 on the following Social Media channels:

https://twitter.com/IDX_Events

<https://www.facebook.com/100674655214311>

<https://www.linkedin.com/company/69695397>

https://www.instagram.com/idx_events/

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