

Press Release

Premiere in Hamburg: FOOD FREEZING FORUM to unite industry and innovators in the frozen food sector in 2026

Hamburg, 30 September 2025 – On 17 March 2026, the FOOD FREEZING FORUM will celebrate its premiere at the Hamburg exhibition grounds, bringing together expertise and technology in industrial freezing processes on a shared stage for the first time. Held in parallel with INTERNORGA, the Global Platform for Hospitality and Foodservice, this event will create a platform for innovation, exchange, and solutions in a sector experiencing steady annual growth.

Whether pizza, baked goods or delicacies – frozen products play a central role across all areas of the modern food industry, from retail to out-of-home catering. According to Frozen Foods Market Reports, the global market is growing rapidly, with an average annual increase of 5.2 percent until 2028. Europe plays a key role: Germany leads the global ranking as both the largest producer and consumer, closely followed by France, Belgium, Italy, and the Netherlands. In light of rising demand and technological challenges in industrial freezing, Hamburg Messe und Congress is launching the ideal format for exchange: On 17 March 2026, the **FOOD FREEZING FORUM** will take place for the first time in Hamburg – alongside INTERNORGA, the Global Platform fair for Hospitality and Foodservice. “Frozen products are durable, nutrient-preserving, and versatile – and modern freezing technologies open up new market potential. It is high time to give this innovative topic its own stage – and our central event campus is perfectly suited for it,” says Heiko M. Stutzinger, CEO of Hamburg Messe und Congress. “With the **FOOD FREEZING FORUM**, we are strengthening our expertise in the food sector and building on over 100 years of INTERNORGA experience at the Hamburg location.”

Technology meets practice: Exchange on equal footing at the FOOD FREEZING FORUM

With the **FOOD FREEZING FORUM**, Hamburg Messe und Congress is creating a unique platform dedicated specifically to the technological processes of industrial freezing. The expert forum will be accompanied by an exhibition where leading technology providers will showcase their latest solutions. At the heart of the event are insights from production and technical managers of renowned frozen food manufacturers. They will share real-world production experiences, discuss challenges and optimization potential, and demonstrate how modern freezing technologies can enhance efficiency and product quality. “Industrial freezing technology is an underestimated lever for energy efficiency and product quality,” says **Dr. David Burzynski**, founder and managing director of **Coldsense Technologies**. “Especially in times of rising energy costs, it’s worth exploring innovative solutions throughout the entire food freezing process. Direct exchange with other professionals and technology providers is essential – and the **FOOD FREEZING FORUM** offers the ideal setting for this.”

With the **FOOD FREEZING FORUM**, Hamburg Messe und Congress is sending a strong signal for the future of frozen food technology. Anyone looking to shape the industry should not miss this date. Hamburg will become the meeting point for everyone already active in this segment – or planning to be.

About the FOOD FREEZING FORUM:

The **FOOD FREEZING FORUM** is the new expert forum for industrial freezing technologies. As a meeting place for technology providers and professionals from the frozen food sector, it will take



place on 17 March 2026 in Room Chicago at the Hamburg Messe und Congress venue. The focus is on current challenges, innovations, and solutions throughout the entire food freezing process – practical, international, and future-oriented.

More information available at www.foodfreezingforum.com and on the **FOOD FREEZING FORUM LinkedIn channel**.

Press materials for download:

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