

Press Release

INTERNORGA 2026: a powerful source of impetus for Hamburg and the sector

Hamburg, 10 February 2026 – The impact of INTERNORGA will extend far beyond the exhibition grounds when it takes place in Hamburg from 13 to 17 March 2026. Around 85,000 international trade visitors, 1,200 exhibiting companies and a growing exhibition area make the leading international trade fair for hospitality and foodservice a key factor in the economy of the region. The trade fair connects the city and the sector, builds international awareness of the city of Hamburg and creates added value along the entire hospitality and foodservice supply chain – from innovative startups to established companies.

With approximately 85,000 trade visitors and 1,200 exhibiting companies expected, INTERNORGA is one of the most important industry gatherings in Europe. Around 80% of visitors travel from outside Hamburg, contributing significant economic stimulus to the hotel, restaurant and catering, and mobility industries and numerous service sectors. 'A trade fair like INTERNORGA provides important economic impetus during the off-season, and strengthens Hamburg's international visibility,' says **Michael Otremba**, CEO of **Hamburg Tourismus GmbH**. 'It generates direct revenue for the hotel, catering, transport and local service industries and thus makes a lasting contribution to the city's economic development.'

The city and the trade fair as a closely interlinked experience

Hamburg is more than just a venue: the city's culinary diversity, short distances between the trade fair, city centre and Elbe river, and high quality of life make Hamburg an integral element of the overall INTERNORGA experience. Many trade visitors choose to combine their visit to the trade fair with a longer stay, bringing added value to the city. Leading international trade fairs like INTERNORGA not only generate direct sales, but also have long-term effects on the economy of the location. According to **AUMA** (the Association of the German Trade Fair Industry), the average economic effect per trade visitor is around €1,500. Applied to INTERNORGA, this results in a downstream economic effect of over €127 million for the region. In addition, many temporary jobs are created in the trade fair and service sector.

Hamburg – a strong location with everything from startups to established companies

Hamburg is one of Germany's leading food and hospitality locations, combining innovative startups with established companies and a strong industry infrastructure. Hamburg's strength is made evident by the many companies at INTERNORGA, including **Infinite Roots** with their brand **MushLabs**, a food-tech startup founded in Hamburg that will be presenting sustainable mycelium-based foods in the **Newcomers' Area**, and Hamburg-based food-tech startup **goodBytz**, which develops 'robotic kitchen assistants' that support efficient, fresh and scalable food preparation for restaurants, company canteens and other large-scale customers. Equally influential is the long-

established Hamburg-based coffee company **J.J. Darboven**, which has been one of the major players in the foodservice and hospitality market since 1866 with brands such as **IDEE KAFFEE**, **EILLES KAFFEE** and **Café Intención**, and stands for quality, tradition and innovation. In addition, **foodlab Hamburg** has been supporting INTERNORGA as a cooperation partner for many years and brings startups, the restaurant and catering sector and industry together at the trade fair with its **What the Food! – by foodlab** stage.

High demand emphasises the relevance of INTERNORGA

The continuing high demand confirms the importance of INTERNORGA for both the sector and the location: the exhibition space has been growing steadily since the COVID-19 pandemic, and the halls are already almost fully booked. This shows that INTERNORGA is still the central platform for exchange, innovation and business development – and an important source of impetus for Hamburg as a whole.

About INTERNORGA

INTERNORGA is the Global Platform for Hospitality and Foodservice. As an annual meeting place for those industries, it will take place from 13 to 17 March 2026 on the grounds of Hamburg Messe und Congress GmbH. National and international exhibitors will present their products, trends and innovations for the entire foodservice and hospitality market to trade visitors. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

Further information can be found on the website www.internorga.com and on the INTERNORGA [LinkedIn](#), [Instagram](#), [YouTube](#) and [Facebook](#) social media channels.

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