

## Press Release

**The stage is set for inspiration, interaction and orientation: INTERNORGA 2026 acts as a compass for the hospitality and foodservice sector**

**Hamburg, 24 February 2026 – INTERNORGA is where exciting insights meet new perspectives, honest discussions encounter innovative ideas and best practices create real added value for everyday life. From 13 to 17 March 2026, the leading international trade fair for the hospitality and foodservice industry will once again make Hamburg the place to be for the entire sector. With an extensive supporting programme, it offers fresh inspiration, the latest trends and specific solutions for the challenges of today and tomorrow.**

### **Perspectives that shape the industry**

Inspiring, surprising and providing fresh impetus, the **OPEN STAGE** in **Hall A3** is the hotspot for the topics that are currently driving the industry. Whether it's a keynote speech, panel discussion or other talks, the **OPEN STAGE** provides a space for discussion on an equal footing and offers targeted approaches for your own business. Here is a first taste of the speakers: Guest world 2035 – **Björn Grimm**, **Grimm Consulting**, looks beyond the horizon and provides exciting insights into where the journey may take us. **Jochen Pinsker** from **Circana GmbH** will offer a data-driven look at opportunities, trends and challenges. **Debora Schweinsberg** from **ProVeg** will analyse the results of the Plant-based Rankings 2026 and explain how plant-based concepts are transforming the market. **Sebastian Heinz** of **FOODBOOM GmbH** will highlight how strategic B2B food content can increase sales potential. **Theresa Suer** of **IKEA Germany** will share her perspective on design and identity in the hotel industry. At the **PINK CUBE** on the **OPEN STAGE**, internationally renowned trend researcher **Karin Tischer, food & more** (Kaarst), curates international developments and strategically classifies them. The focus is on concepts with substance, brands that translate attention into sustainable relevance, and strategies that stand the test of the market. Under the title 'Taste the World,' she presents trending international cuisines, provides practical best-practice solutions including a checklist with the 'Snack Compass,' and, in a talk with **Metin Dag** and **Marco Schepers**, demonstrates how a gastronomic hype can be successfully scaled using the example of Mangal Döner X Lukas Podolski 10.

### **Inspiration to broaden horizons**

As the meeting place for everyone who is rethinking food, **What The Food! – by foodlab** in **Hall B5** is where testing, pitching, discussion and further development take place. The enhanced stage format brings together fresh perspectives, new voices and bold ideas, combining cuisine with culture, society and digital trends. The panel talks, masterclasses and fireside chats focus on food culture, visibility and innovation. Chef **Fabian Saalfeld**, whose restaurant has been awarded a Michelin star, will show how influencing can work together successfully with the restaurant industry, while **Hannes Schröder** will be providing personal insights into the development of the **Alsterpavillon**. **Anna Gliemer** from **Leisure One** will summarise performance marketing in the

food sector, while **Philipp Emde** from **Studio Avanti** will explain why food communication has long been part of pop culture.

Additional formats that specifically highlight different industry topics add further interesting perspectives. The **Deep Dive Area** focuses on in-depth content and practical solutions for everyday business. The **DEHOGA Club** offers space for exchange within the association network and addresses entrepreneurial and structural topics, while the **BACK STAGE** brings artisanship, patisserie and creative processing ideas to life on the exhibition floor. The **NO BULLSHIT AREA by freakstotable** is all about plain language and challenges, living up to its name with honest and direct discussion. The **Pizza Experience** revolves around modern artisan pizza, with workshops, live shows and tastings. The highlight is the **13th German Championship of Pizzaiolas and Pizzaioli** on 16 March 2026.

The conferences also offer pioneering perspectives. The **International Foodservice Forum** will open the trade fair on 12 March with strategic insights into the future of hospitality and foodservice, from growth and new business models to international developments. The **Branchentag der Gemeinschaftsgastronomie** will celebrate its 50th anniversary on 16 March. New to the programme are the **Green Hospitality Conference** on 14 March, focusing on sustainable solutions for the hotel, restaurant and catering, and tourism industries, and the **FOOD FREEZING FORUM** on 17 March, which will combine industrial freezing technology with practical applications, processes and future-oriented thinking.

The complete programme will be continually updated on the [INTERNORGA website](#). In addition, **INTERNORGA Connect**, a digital event and networking platform, supports networking before, during and after the trade fair, both as a web application and on mobile devices. Features such as personalised programme overviews, appointment scheduling and smart matchmaking make visiting the trade fair even more efficient and better connected.

With this programme, INTERNORGA underlines its claim to not only reflect developments for the entire industry, but also to actively classify them. The leading international trade fair provides a space for exchange, networking and strategic orientation in a multifaceted sector that is currently reinventing itself.

## 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](http://www.internorga.com) and on the INTERNORGA [LinkedIn](#), [Instagram](#), [YouTube](#) and [Facebook](#) social media channels.

Press material for download: [hmc.canto.de/b/SBQD9](http://hmc.canto.de/b/SBQD9)

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