



96th edition of Europe's leading trade show for the hotel, restaurant, catering, baking and confectionery industry
18–22 March 2022, 10 am–6 pm

Press Release

INTERNORGA 2022 presents inspiration for the baking and confectionery trade in a new hall

Hamburg, 8 December 2021 – Bakers and confectioners can benefit from valuable impetus, inspiration and oven-fresh developments at INTERNORGA, which will take place in Hamburg from 18 to 22 March 2022. With the ‘Bakery and Confectionery’ exhibition area in Hall A3, the leading international trade fair for the entire foodservice and hospitality market will offer a new central home for the bakery and confectionery trade as of the coming year. Numerous exhibitors from the worlds of bread and baked goods, ice cream and cake production, as well as modern shopfitting concepts, will present their latest products and services there. A varied supporting programme rounds off the diverse offering.

At INTERNORGA 2022, what belongs together can grow together in Hall A3. Numerous national and international exhibitors will display their innovations for the baking trade there. Hall A3 is not only a new home for bakers and confectioners, but also offers even more inspiration and new developments by broadening horizons, because additional synergies are created for visitors in the immediate vicinity of the coffee and food areas. From contemporary shopfitting concepts to powerful cooling technologies, digital tools, high-quality baking ingredients and exquisite snack innovations – the new exhibition area brings together all facets of the baking sector in an inspiring atmosphere, establishing itself as an indispensable industry meeting place and source of impetus.

‘In view of the constantly growing challenges, personal interaction is more important than ever for the entire industry. Our newly created area for bakers and confectioners brings together industry players, exhibitors and visitors, allows new synergies to be generated and creates valuable potential. In this way, INTERNORGA is consolidating its role as a source of ideas and a hotbed of new trends for the entire baking segment. We are very much looking forward to bringing Hall A3 to life with new and exciting topics,’ explains Matthias Balz, INTERNORGA Project Manager.

Among those premiering in the coming year are the ‘Networking Area’, which will be put in place by Konzeptwerkstatt GmbH & Co. KG. The new industry get-together has been designed for bakers, confectioners and exhibitors and gives all participants the opportunity to interact directly with like-minded people and to discover the latest trends and ideas for their own business. Norbert Schmees Ladenbau GmbH is also offering a look beyond the horizon with an enlarged booth where well-known manufacturers present innovations for bakeries and pastry shops, and developments in the field of shopfitting can also be discovered.

The popular '**Back Stage**' will be back in action in Hall A3 with the Hamburg confectioners' guild, as well as master confectioner and successful TV presenter Bettina Schliephake-Burchardt. Old masters and young talents will provide refined processing techniques and suggestions for how to use flour, sugar, chocolate and other staples of confectionery there. The sweetest of all the competitions for emerging talents at INTERNORGA, and a highly popular one, is also back: '**Süße Kunst**' (Sweet Art) shows how diverse and imaginative the confectionery trade can be.

The 'Bakery and Confectionery' exhibition area in Hall A3 is most easily accessible via the West Entrance (U-/S-Bahn Sternschanze).

About the new INTERNORGA hall structure

Visitors and exhibitors will get to experience the comprehensive strategic redesign of all the INTERNORGA exhibition areas for the first time in 2022: new or expanded presentation possibilities and more stringent visitor guidance make the leading international trade fair for the entire foodservice and hospitality market even more diverse and are a contemporary reflection of the current market conditions. The 'Food, Beverages and Coffee / Coffee Machines' (Halls A1, A3, A4 and B1 to B4 Upper Floor), 'Restaurant and Hotel Facilities and Outdoor Cuisine' (Halls B1 to B4 Ground Floor, Hall B5), 'Kitchen Technology and Equipment' (Halls B6 and B7), 'Bakery and Confectionery' (Hall A3) and 'Digital Applications' (Hall A2) exhibition areas will put increased focus on the trade fair experience for all visitors and offer an ideal space for networking. Each of the diverse exhibition areas will be directly accessible via its own entrance.

INTERNORGA will take place under 2G rules for all participants from 18 to 22 March 2022 in the Hamburg Messehallen trade fair halls.

Hygiene tips for visitors: <https://www.internorga.com/info/besucher/hygiene-hinweise-2g>

Hygiene tips for exhibitors: <https://www.internorga.com/info/aussteller/hygiene-hinweise-2g>

About INTERNORGA

INTERNORGA has been the leading international trade fair for hotels, restaurants, bakery and confectionery for 100 years and is taking place from 18 to 22 March 2022 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 in 11 halls. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

Photo material for download: <https://media.hamburg-messe.de/pressebilder/#/categories>



Further information on INTERNORGA 2022 can be found on the website <https://www.internorga.com/> and on the social media channels:



Contact INTERNORGA:

Andrea Paechnatz, Tel.: +49 (0)40 3569 2093 / Email: andrea.paechnatz@hamburg-messe.de