

Pressemitteilung

‘Back to the future’ with INTERNORGA

Thanks to a new hall structure and ‘vaccinated or recovered’ rule, attendees will be able to find inspiration and benefit from top-calibre networking while keeping safe and healthy

Hamburg, 12 October 2021 – Back to the future! That’s the guiding idea behind INTERNORGA’s 2022 return as an in-person event. The organisers have used the break they were forced to take by the pandemic to position the Hamburg industry meet-up (including all the associated events and formats) for even greater success in future. A portfolio of tried-and-tested exhibition areas, cutting-edge topics and trends, a varied supporting programme and a new hall structure will once again make the leading international trade fair for the entire foodservice and hospitality market into a must-attend event for everyone in the industry. Over five days, from 18 to 22 March, national and international exhibitors will present new products, trends and visionary concepts. The revamped hall structure will help shift the focus squarely to the trade fair experience, while also allowing the personal meet-ups and face-to-face networking people have been longing for all this time. All INTERNORGA attendees will need to be either vaccinated against or recovered from Covid. Combined with specially devised hygiene measures, this will help keep everyone safe and healthy, and allow them to make the most of their time at the fair.

‘The pandemic and the many months of lockdown have shown the importance of personal contact and the need for a forum where people can meet face to face, learn about new developments and find things that excite and inspire them. That’s what we offer all our visitors and exhibitors. The state-of-the-art hall layout creates an unparalleled, perfectly calibrated trade fair experience. We’re glad the period of lockdown is over so that the whole hospitality industry can finally come together again at our exhibition centre in Hamburg,’ says Claudia Johannsen, Business Unit Director at Hamburg Messe und Congress GmbH.

Safety first: ‘vaccinated or recovered’ rule at INTERNORGA

The safety of visitors and exhibitors is INTERNORGA’s top priority. The fair will therefore be adopting the ‘vaccinated or recovered’ rule: ‘In the interest of our customers and partners, we want to quickly get things back to as normal as possible. For instance, exhibitors will be able to serve food/drink or offer tasting samples at their stands without any restrictions, and face coverings won’t be compulsory. Because of that, we’ll only admit people to INTERNORGA if they’re vaccinated against or recovered from Covid,’ says Bernd Aufderheide, CEO of Hamburg Messe und Congress GmbH. A survey of exhibitors who’ve already registered shows that the ‘vaccinated or recovered’

rule is their preferred option. 'The result was emphatically in favour of the rule, with 72% expressing support. Following the survey, we engaged in an in-depth consultation with the exhibitor advisory board and our partners, and ultimately took the decision to go with what's currently the safest option.'

The 'vaccinated or recovered' rule offers other benefits to visitors and exhibitors, including:

- No social distancing requirement anywhere on the exhibition grounds
- No requirement to wear face coverings
- Exhibitors will be able to serve food/drink or offer tasting samples at their stands without any restrictions
- No minimum distance between tables at the stands and no limits on the number of people per table
- No limit on the number of attendees in the halls

New hall structure offers more space for discovery and innovations

Protracted lockdowns due to the pandemic, disruptive concepts and global food trends have transformed the industry, and there's greater need than ever for dynamic players on the market. Against this backdrop, INTERNORGA undertook a comprehensive strategic overhaul of the hall structure. Visitors will get to see the new layout for the first time in March 2022. New presentation options and a more logically designed visitor guidance system will help make INTERNORGA more appealing and varied, and allow it to better reflect the current state of the market. The focus will be squarely on visitors' trade fair experience, with the areas Food & Drink, Restaurant & Hotel Equipment, Kitchen Equipment & Technology and Baking & Confectionery Supplies as well as special Digital, Packaging & Delivery and Outdoors zones.

About INTERNORGA

INTERNORGA has been the leading international trade fair for hotels, restaurants, bakery and confectionery for 100 years and will take 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 eleven exhibition halls. The trade show is accompanied by international conferences, an extensive supporting programme and innovative industry competitions.

Video material for download: <https://videos.hamburg-messe.de/veranstaltungen/internorga/>

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/> as well as on the social media channels:



Contact INTERNORGA:

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