

Press Release

Seizing the opportunities of digitisation

INTERNORGA brings together digital trends for the foodservice and hospitality market under one roof

Hamburg, 17 November 2022 The industry is facing major challenges, which can best be overcome together. Whether it is the coronavirus pandemic, rising energy prices or a shortage of skilled workers: **INTERNORGA** stands firmly at the side of all stakeholders and will be providing even more space in 2023 to present digital tools and applications that can help make your company fit for the future. From 10 to 14 March 2023, visitors to the Hamburg trade fair grounds will be able to see the diverse digital solutions offered by numerous national and international exhibitors for themselves.

'The digital transformation process has long since reached the entire industry. If you want to make processes more efficient, reduce costs or cushion the omnipresent shortage of skilled workers, you cannot ignore digital assistance. Following the success of the 'Digital Applications' theme area launched in 2022, we will devote even more space to it at **INTERNORGA 2023** – and thus offer the industry significant added value,' promises **Claudia Johannsen**, Division Manager at Hamburg Messe und Congress.

Over five days, world market leaders and innovative start-ups will present their digital products and future-oriented technologies in Halls A2 and A3 and advise trade visitors from all areas of the foodservice and hospitality market on their choice of individual solutions. From digitised POS systems and waste management software to systems for personnel planning, logistics management and back-office connections, the areas of application of modern technology for the hospitality industry are limitless – and can be used to meet precise requirements. In this way, the right tools and applications can optimise internal processes, save resources or compensate for personnel bottlenecks. In this context, it is important that the systems are understandable and easy to operate so that they can also be used by unskilled workers.

Into the future

As a trend incubator, **INTERNORGA** brings together ideas, people and products to master the challenges of today and help shape the foodservice and hospitality market of tomorrow. Those interested can already secure their ticket. One-day and multi-day tickets are now available in the online ticket shop: <https://www.internorga.com/info/besucher/tickets>

About INTERNORGA

INTERNORGA is the leading international trade fair for hotels, restaurants, bakery and confectionery. As an annual meeting place for those industries, it will take place from 10 to 14 March 2023 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 <https://www.internorga.com/> and on the INTERNORGA LinkedIn, Instagram and Facebook social media channels.



Press material for download: <https://hmc.canto.de/b/HBHK2>

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