

Press Release

INTERNORGA's supporting programme promises great things in 2024

Hamburg, 6 December 2023: Under 100 days to go – from 8 to 12 March 2024, INTERNORGA will showcase numerous national and international exhibitors as well as a diverse supporting programme. Hamburg will once again be a must-visit for the foodservice and hospitality market, with renowned speakers from companies such as McDonalds and Legoland, exciting workshops and masterclasses on topics including the world's most popular flat bread, top-class international congresses and prestigious awards for up-and-coming talents.

As has become tradition, the five exciting days of the trade fair in Hamburg will again be preceded by the **International Foodservice Forum**, which will take place for the 42nd time in the Congress Center Hamburg the day before INTERNORGA gets underway. Europe's biggest congress for professional catering, it is hosted together with the trade magazine *foodservice*. With **Gamze Cizreli**, founder of the successful Turkish restaurant chain BigChefs, McWin co-founder **Henry McGovern**, **Manuela Stone**, General Manager of Legoland Germany, and **Mario Federico**, CEO of McDonald's Germany, first-class speakers have once again been announced for 7 March 2024. More than 2,000 top decision-makers from all segments of the foodservice and hospitality market are expected to attend this major industry congress.

The whole world of pizza in one place: the Pizza Experience

Benvenuti all'Italia! The **Pizza Experience** at booth B6.348 puts the world's most famous flat bread centre stage. Pizza lovers can learn all about the fine art of pizza baking, get dough-forming tips and discover other creative ideas. Entertainment will be provided by the pizza masterclasses, which will be run from 8 to 10 March by the Berlin Pizza School, led by **Umberto Napolitano** and **Morello Forni**. Top of the list of ingredients is quality: all the masterclasses are certified by the Associazione Vera Pizza Napolitana (True Neapolitan Pizza Association – AVPN). This association is devoted to the worldwide protection and promotion of authentic Neapolitan pizza, which has held UNESCO World Heritage status since 2017. A large slice of excitement will come in the shape of the 11th German Pizza Baking Championships and the 2nd European Pizza Excellence Germany, where participants will have the opportunity to demonstrate their creativity and skills.

The countdown has begun: apply now for the INTERNORGA awards

The application deadlines for the three exciting INTERNORGA competitions are approaching. The **INTERNORGA Future Award** is aimed at all companies that set new future-oriented standards. Those interested can apply on the [INTERNORGA website](#) until 15 January 2024. The application

portal for the **German Gastro Start-Up Award** will close in just a few days, on 8 December 2023. With that in mind, the clock is ticking for start-ups from Germany, Austria and Switzerland that bring a breath of fresh air to the industry with their concepts to apply on www.gastro-gruenderpreis.de. The registration phase for the **Next Chef Award** also ends this year: talented chefs up to the age of 26 have until 31 December 2023 to register [online](#) and have the chance to get a cookbook of their own printed by the renowned Gräfe und Unzer publishing house.

Other highlights included in the varied INTERNORGA supporting programme include the **AI CENTER**, featuring exciting start-ups related to artificial intelligence, the popular **Newcomers' Area**, the **Skywalk Table**, which showcases the hottest trends in the tableware sector, and **What The Food! by foodlab**. A total of ten halls will provide visitors with a comprehensive overview of the industry, and even more opportunities to catch up, exchange knowledge and network will be on offer at **Café Future live**, the **DEHOGA Club** and the **OFF THE RECORD** Afterwork Lounge.

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 8 to 12 March 2024 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](#) and [Facebook](#) social media channels.



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