

INTERNORGA supporting programme:

The stage is set for the latest trends, exciting information and first-hand expert knowledge

Hamburg, 28 February 2024: In 2024, INTERNORGA is once again the place to be when it comes to networking, knowledge transfer and discussions relating to the foodservice and hospitality market. Among the places offering those opportunities again will be two pioneering formats that premiered last year: the **Open Stage** is the trendy industry meeting place combining innovative ideas, expert knowledge and inspiration on the latest hot topics. Meanwhile, **What The Food!** by foodlab plays host to newcomers, pioneers and start-ups in the food sector.

INTERNORGA is once again demonstrating what a leading role it plays as a trendsetter in the foodservice and hospitality market with the fresh **Open Stage** and **What The Food! by foodlab** formats. On the **Open Stage**, industry experts from a wide range of sectors will present best practice examples and solutions to the issues that are currently on the lips of everyone in the industry. In discussions, presentations and keynote speeches, the platform provides expertise and inspiration from the industry, for the industry, while also creating a space for networking in a relaxed atmosphere.

One of the highlights of the programme is already taking place on the opening day, 8 March 2024, with the **INTERNORGA Future Award**. The presentation of the 'industry Oscar' has moved even closer to the heart of the action this year and will take place on the **Open Stage**. The Pink Cube with food trend researcher **Karin Tischer** from food & more in Kaarst will also be using the **Open Stage** to provide exciting insights and outlooks on current and future food and beverage trends on each day of the trade fair. As well as presenting the five main trends from the **INTERNORGA FoodZoom 2.0** industry report, the renowned food trend researcher will also demonstrate how businesses in the catering and restaurant sectors can impress their guests with new bakery and snacking concepts.

The Berlin restaurant Nobelhart & Schmutzig, which has been awarded a Michelin star, is atmospheric, loud, radical, local – and just great. But not only that, it is also always somewhat provocative. That is why **Billy Wagner**, host and proprietor of 'Germany's most political restaurant', will be giving a talk on the **Open Stage** entitled 'Good food won't save the world, but it's a good start' and providing an insight into his corporate philosophy.

In the expert talk 'International trend scouting – best practice', restaurateur **Haya Molcho** of NENI Restaurants and NENI Catering, trend researcher **Karin Tischer** from food & more, and **Georg Broich**, CEO of Broich Hospitality Group, will discuss how the trends they have identified can be implemented in their own businesses. Industry professionals such as **Florian Beckmann** (billbox), **Sven Steinkuhl** (Nesto) and **Thomas Primus** (FoodNotify) will be discussing the digital restaurant and future potential in the 'Gastro goes digital talk'.

The **Open Stage** in Hall A3 will host presentations, discussions, keynote speeches, best practice examples and trend tickers every day from 11.00 a.m. to 4.30 p.m. Practical tips and tricks will be

provided by around 100 speakers and industry insiders. The program is moderated by marketing and industry expert **Michael Kuriat** from the TNC Group. All current information can be found on the [INTERNORGA website](#).

The new 'foodlab' platform offers food pioneers, newcomers and rookies a place in the spotlight and brings the ambitious start-up scene to life. 'I am very happy to be back at INTERNORGA with our **What The Food! by foodlab** platform and bringing together our diverse community of start-ups, grown-ups and entrepreneurs from the restaurant and catering industries. Once again this year, we will be bringing impressive contributions, a full day of masterclasses and exciting first-hand insights from the city's latest food projects, as well as a wide range of culinary highlights, to the table,' says **Christin Siegemund**, founder and CEO of foodlab in Hamburg. Guests include **Sabine Bingenheimer** (Regionique) and **Heike Lemberger** (California Walnuts), who will discuss 'Why we need to think about planetary health'. The Hamburg-based cooking robot start-up GoodBytz will explain how it was able to bring the Block Group on board as an investor with its concept of delivering healthy food of consistently high quality, with a talk entitled 'David meets Goliath – how big and small can help each other'. **What The Food! by foodlab** is open daily from 11.00 a.m. to 5 p.m. The complete programme can be found on the [INTERNORGA website](#).

The programme on the two stages is rounded off by exciting presentations in the **DEHOGA Club** and **Café Future Live** on topics such as green tech in the hotel industry, social recruiting, and urban development through event and pop-up catering. In addition, the **OFF THE RECORD** Afterwork Lounge provides a place for all trade fair visitors and exhibitors to enjoy cool drinks, good music and space to network from 5.30 p.m. to 8.30 p.m. from Saturday to Monday.

About INTERNORGA

INTERNORGA is the leading 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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