

18-20 February / Madrid - IFEMA

Welcome to the digital Horeca era

POST-SHOW REPORT 2019

www.expohip.com



THE LEADING HORECA INNOVATION EVENT



25.314
professional
attendees



78%
entrepreneurs and
top management



33.000
sqm of innovation



+400
exhibitors



10
stages



405
international
speakers



15
summits



296
journalists

96%

RECOMMENDS HIP TO
OTHERS PROFESSIONALS

98%

WANT TO ATTEND
HIP2020

9,1/10

VISITOR RATING FOR
HIP2019



THE HIGHEST GROWTH HORECA EVENT

96% more attendees in 3 editions

2017
12.927

2018
17.167
(+32% vs 2017)

2019
25.314
(+47% vs 2018)

ENTREPRENEURS AND TOP MANAGEMENT OF IBERIA MEET IN HIP

90%
national

10%
international

29%
Madrid

19%
Northeast (Cataluña and Aragon)

10%
Center (Castilla La Mancha and
Castilla León)

12%
South (Andalucía and Extremadura)

9%
East (Valencia and Murcia)

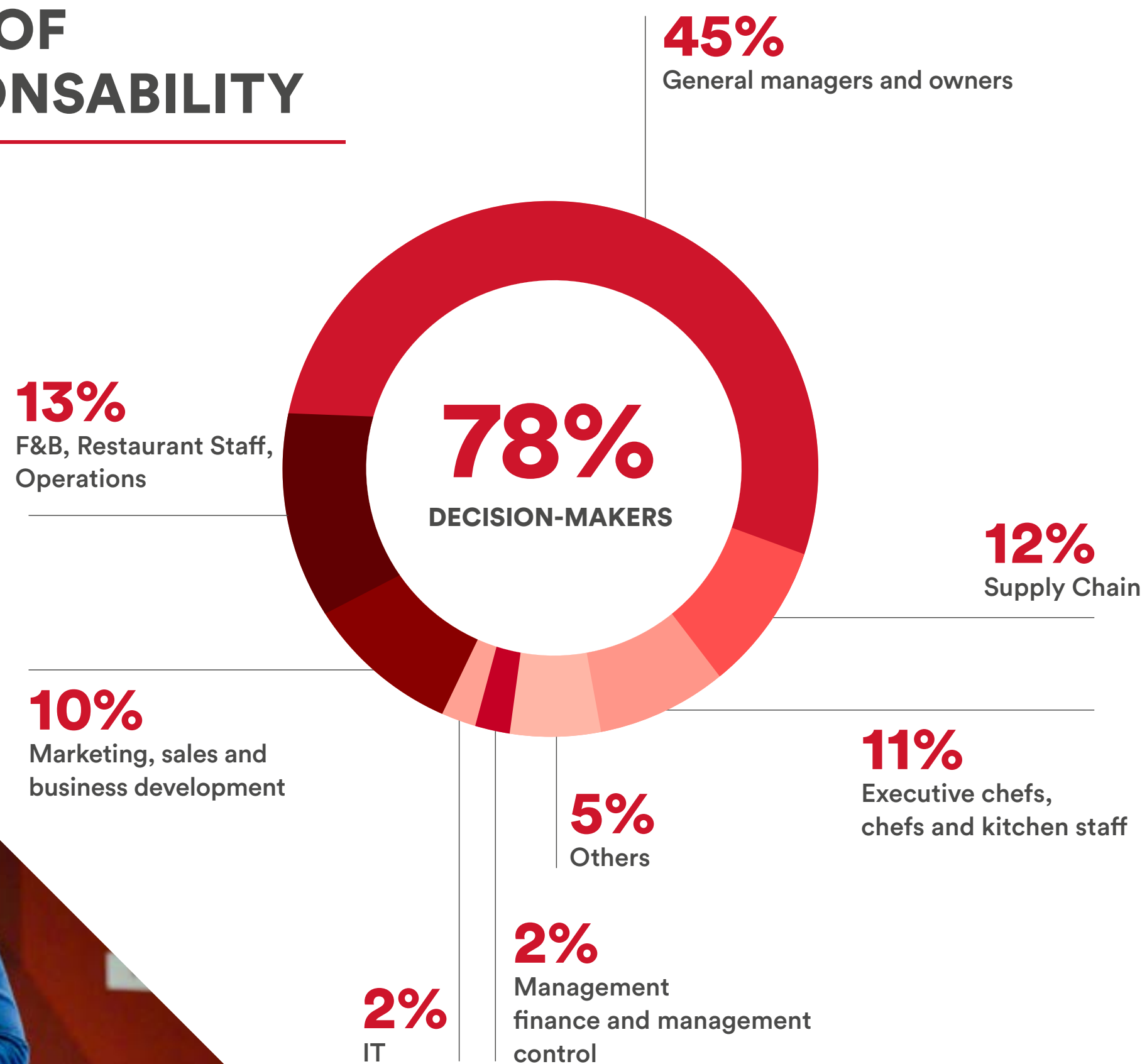
8%
North (País Vasco, Navarra, Rioja,
Cantabria, Asturias and Galicia)

7%
Balearic Islands

6%
Canary Islands

WE BRING TOGETHER THE PROFESSIONALS THAT INTEREST YOU MOST

AREA OF RESPONSABILITY



HIP GATHERS ALL HORECA SECTOR AROUND INNOVATION



Restaurants
23%



Accommodation
20%



Bar & Coffee Shops
14%



Distribution
11%



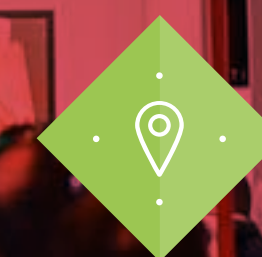
Mass Catering
8%



Restaurant Chains
7%



Interior Design
4%



Healthcare Services
4%



Leisure
3%



Others
6%

SOME OF THE LEADING COMPANIES THAT HAVE VISITED US



+33.000 SQM OF INNOVATION



FOOD &
BEVERAGE



EQUIPMENT,
MACHINERY AND
FACILITIES



DESIGN AND
FURNITURE



MENAGE, TEXTILE
AND PACKAGING



TECHNOLOGY



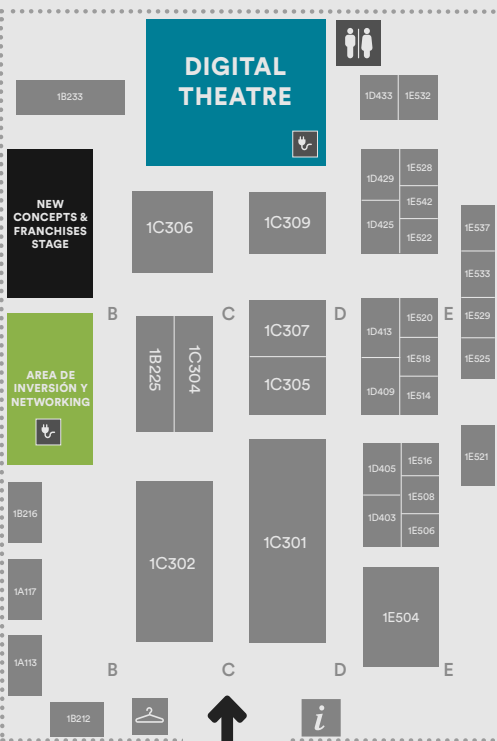
CLEAN AND
FOOD SAFETY



FRANCHISES AND
NEW CONCEPTS



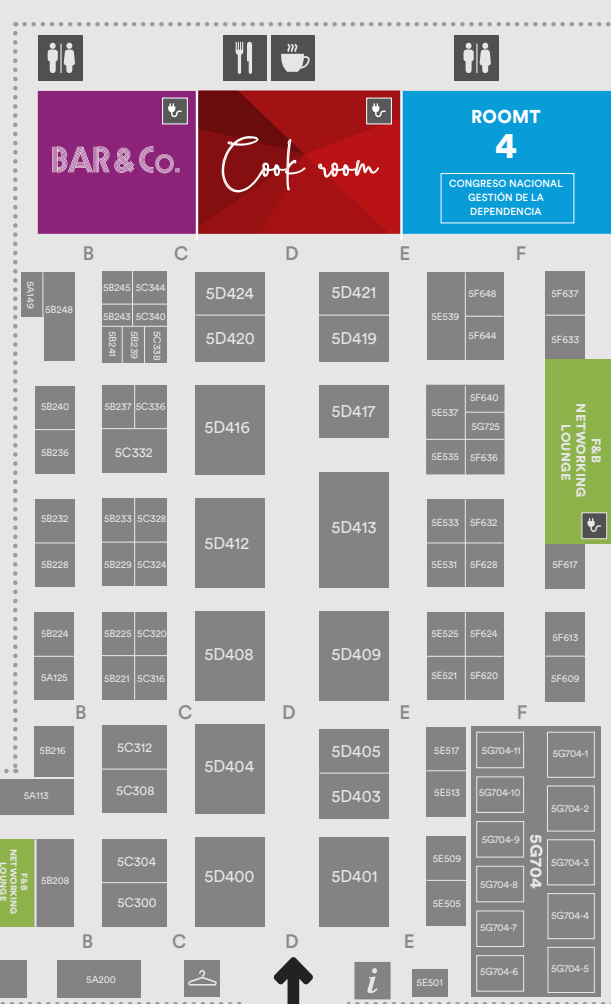
HEALTHCARE
SERVICES



HALL
1



HALL
3



HALL
5

GLOBAL MAIN PARTNERS



OFFICIAL PROVIDER



OFFICIAL BANK



PREMIER PARTNERS



HIP, IN PICTURES



CLICK HERE
TO SEE THE
WHOLE GALLERY



HOSPITALITY 4.0, THE LARGEST INTERNATIONAL CONGRESS OF NEW BUSINESS MODELS AND HOSPITALITY TRENDS



405
international
speakers

RESTAURANT
trends

HOTEL
TRENDS
HOSPITALITY INNOVATION PLANET



SUMMIT
SUPPLY CHAIN



AGENDA
USA



PERFECT
RESTAURANT
PROJECT



10
stages

PEOPLE
PRODUCT
PLANET



AGENDA
DIGITAL



SUMMIT
COLECTIVIDADES



BAR & CO.



COOK
ROOM



15
summits

Barra
de ideas



bcc
culinary
action



II CONGRESO EUROPEO
DERECHO GASTRONOMÍA



CONGRESO DE GESTIÓN
DE LA DEPENDENCIA



DIGITAL
GASTRONOMY
& HOSPITALITY
STARTUP FORUM

A SPECIFIC AGENDA
FOR EACH
PROFESSIONAL
AND INDUSTRY
SEGMENT

HORECA NEW BUSINESS MODELS AWARDS 2019



HORECA DIGITAL HEINEKEN AWARD
TILLER SYSTEMS

NATIONAL BUSINESS DEVELOPMENT AWARD
TASTIA GROUP

INNOVATION PRODUCT AWARD
COCUUS SCIENCE

INTERNATIONAL BUSINESS DEVELOPMENT AWARD
TELEPIZZA

INTERIOR DESIGN GROHE AWARD
PORTAL TABERNA

NEW BUSINESS MODEL UNILEVER FOOD SOLUTIONS AWARD
BOUQUET SENSATIONS

PEOPLE PRODUCT PLANET COCA-COLA AWARD
UDON

BOOST EXCELLENCE TRIBUTE AWARD
DIAGEO WORLD CLASS

HIGH-PROFILE NETWORKING

LEADERSHIP SUMMIT

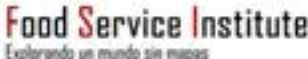
THE ANNUAL MEETING FOR CEOS AND CHAIRMANS OF
TOP COMPANIES AND INDUSTRY STAKEHOLDERS.



LA CLANDESTINA

THE ANNUAL MEETING FOR SUPPLY CHAIN AND F&B
MANAGERS WITH A GUIDED TOUR TO MADRID SINGULAR
RESTAURANTS AND COCKTAIL IN THE JOHNNY WALKER
FLAGSHIP.



Sponsors:  **DIAGEO** 

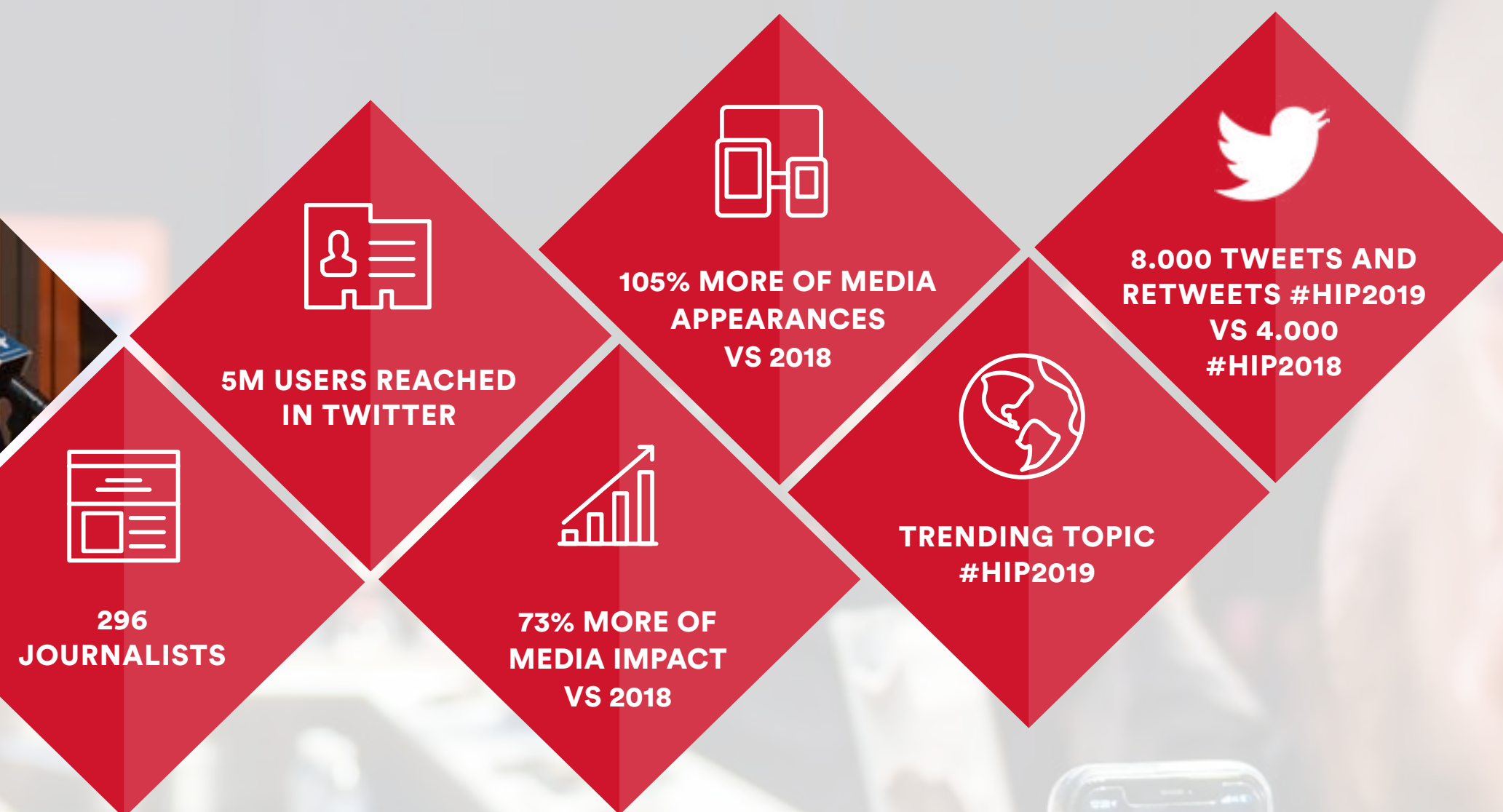
THE BEST DIGITAL RESTAURANT AWARDS

RECOGNITION OF DIEGOCOQUILLAT.COM TO THE BEST
DIGITAL MANAGEMENT CHEFS AND RESTAURANTS.

DiegoCoquillat.com



COMMUNICATION AND PROMOTION



EL PAÍS

“IDEAS DE NEGOCIO EN RESTAURACIÓN. HIP CELEBRA SU 3ª EDICIÓN CON LAS ÚLTIMAS NOVEDADES Y CASOS DE ÉXITO PARA EL CANAL HOSTELERO”

[LEER +](#)

LA VANGUARDIA

“HIP | HORECA PROFESSIONAL EXPO RECIBE EL PREMIO CUBI AL IMPULSO GASTRONÓMICO”

[LEER +](#)

LA RAZÓN

“LA CIENCIA FICCIÓN, ¿EL NUEVO REFERENTE DE LA CIENCIA?”

[LEER +](#)

Expansión

HIP, EVENTO DE REFERENCIA PARA EL CANAL HORECA, DEJARÁ MÁS DE 36 MILLONES EN MADRID

[LEER +](#)

CincoDías

EL EMPLATADO MÁS DIGITAL SE SIRVE EN HIP

[LEER +](#)

Alimarket

LA DIGITALIZACIÓN DEL SECTOR HORECA, PROTAGONISTA DE LA TERCERA EDICIÓN DE HIP2019

[LEER +](#)

OUR COMMITMENT TOWARD A SUSTAINABLE DEVELOPMENT



4.800 kg
OF FOOD DONATED
TO BANCO DE ALIMENTOS
IN HIP2019



PEOPLE
PRODUCT
PLANET

HORECA
+ TALENT
MARKETPLACE



CONGRESO DE GESTIÓN
DE LA DEPENDENCIA



INSECTS AND PLANT-BASED
SHOWCOOKINGS



WOMAN HORECA
LEADERSHIP IN
HOSPITALITY 4.0
CONGRESS



PLASTIC
FRIENDLY
INITIATIVE

MEDIA PARTNERS

STRATEGIC MEDIA PARTNERS



RADIO OFICIAL



MEDIA PARTNERS



HOSPITALITY INFLUENCERS



COMMUNITY PARTNERS

STRATEGIC PARTNERS



SUPPORTER PARTNERS



HIP ACADEMY



BUSINESS PARTNERS



NOS VEMOS DEL
24-26 FEB 2020
SEE YOU NEXT YEAR

HIP Horeca
Professional
Expo
HOSPITALITY INNOVATION PLANET

www.expohip.com

