



#HIP2021
Creating Together
the New Horeca



POST-SHOW REPORT 2021

22 - 24 MARCH 2021 / MADRID - IFEMA

www.expohip.com

HIP, an unprecedented edition to support the reactivation of the hospitality industry



11.841 *
Professional Attendees

*30.726 in 2020, before the pandemic



77%
Entrepreneurs & Top Managers

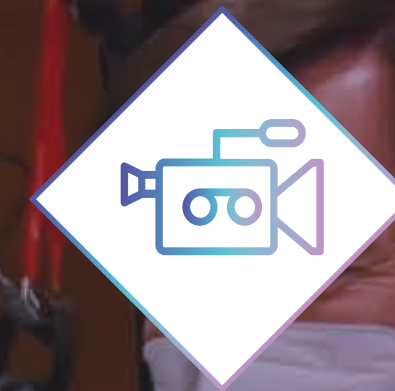


306 *
Exhibitors brands

*502 en 2020, before the pandemic



277
Innovations demonstrated



411
Journalists



410
International Experts



26
Summits



8
Stages



112
Associations and stakeholders

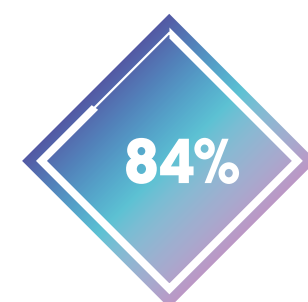


61
Media partners

The leading event that brings more value to the sector



VISITOR RATING FOR HIP 2021



CONSIDER HIP AT THE MOST RELEVANT AND USEFUL PROFESSIONAL EVENT



RECOMMEND HIP TO OTHER PROFESSIONALS

Support Plan for the Spanish Hospitality Industry

More than 300 brands and 400 experts are joining forces to support the recovery of the sector by offering all professionals a checkbook with more than 10,000€ in grants, promotions and discounts; more than 150 hours of training; and gift vouchers of 300€ to purchase products and solutions from HIP exhibitors.



CHECKBOOK HIP



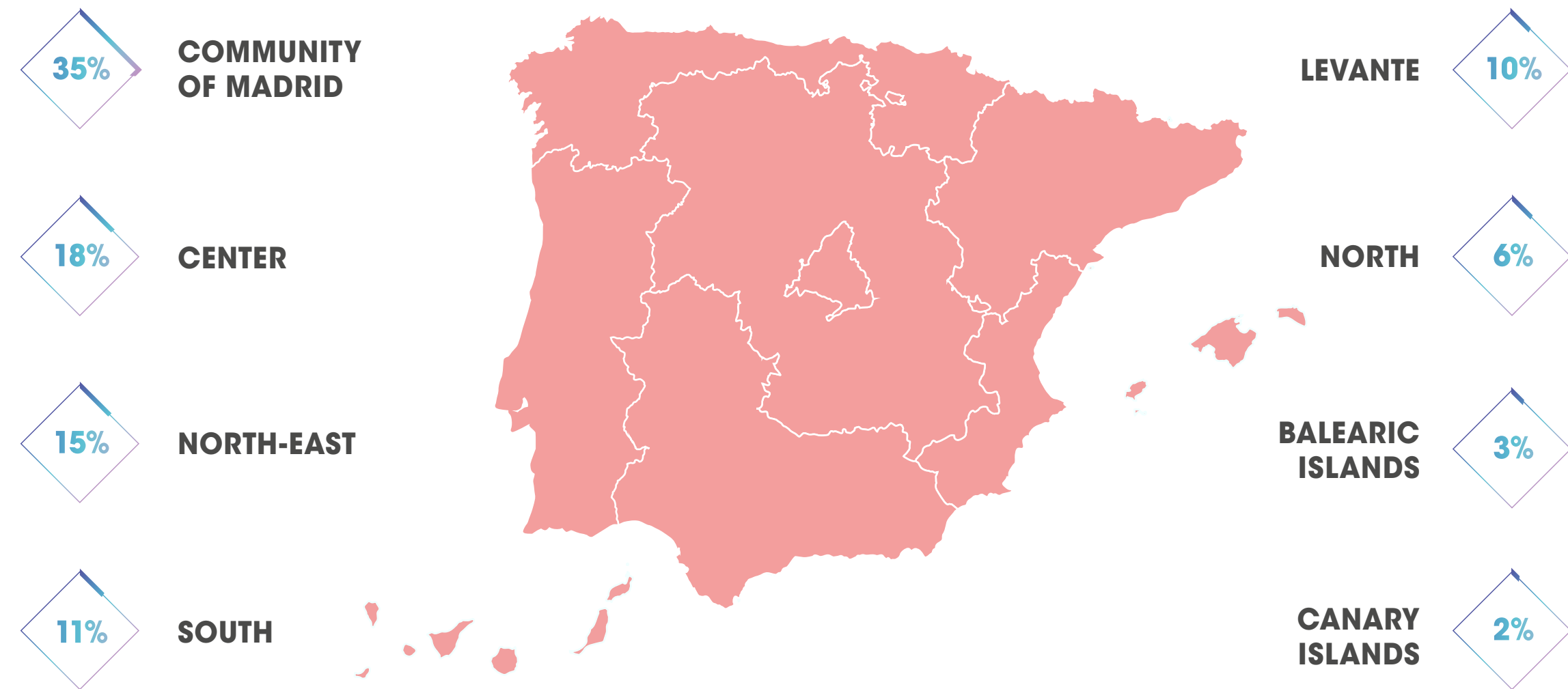
TRAINING ROOMS



VOUCHERS 300€



HIP gather all spanish hospitality industry

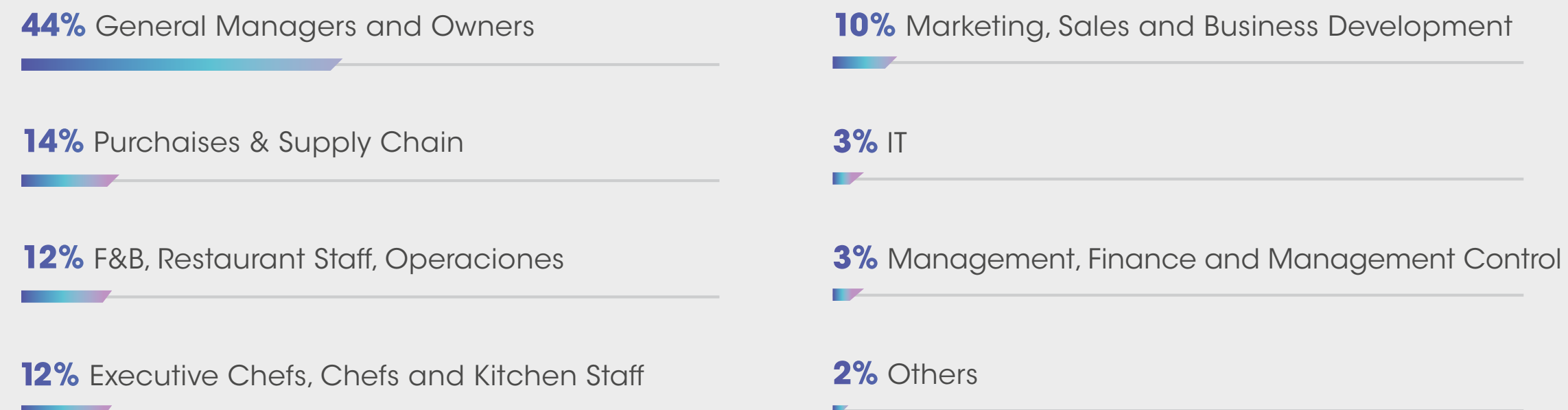


The decision makers attend HIP

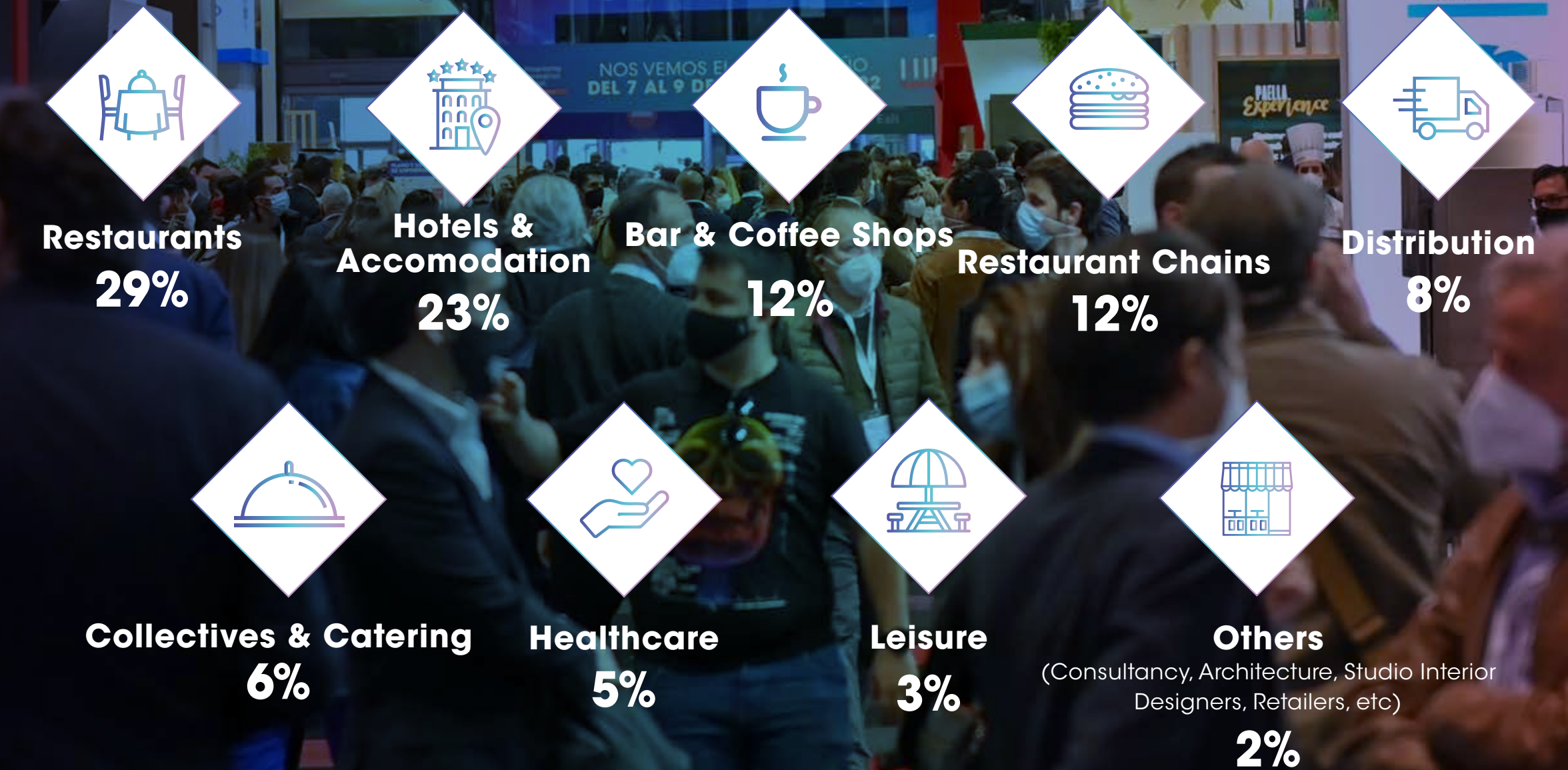
Decision Makers



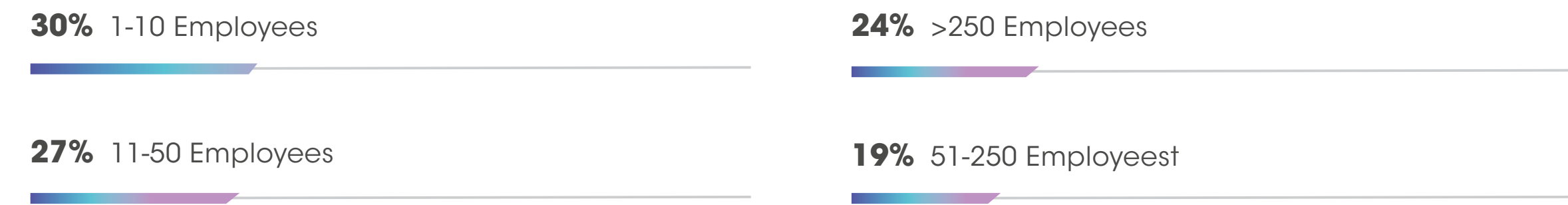
Responsability Area



HIP gather all Horeca sectors



Visitor companies size



More than 4,000 companies visit HIP 2021 looking for partners to boost their business

RESTORATION

Chains



Travel



Singular



HOTELS:



LEISURE:



COLLECTIVES:



DISTRIBUTION:



HEALTHCARE:



The most innovative and committed companies in the hospitality industry

CLICK HERE TO CHECK EXHIBITOR'S LIST



GLOBAL MAIN PARTNERS



OFFICIAL PROVIDER



OFFICIAL BANK



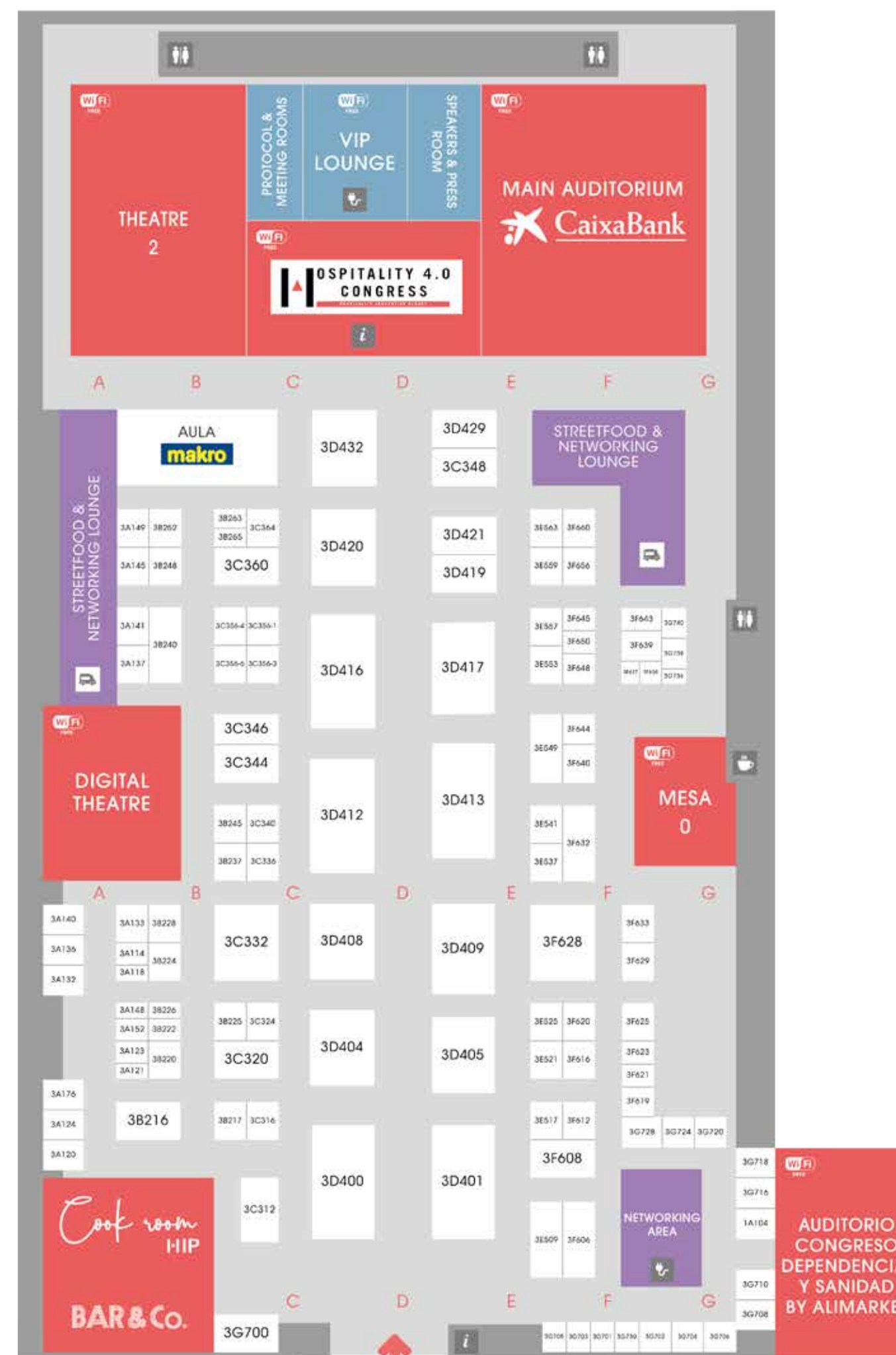
PREMIER PARTNERS



BUSINESS SAFE PARTNER

MOBILITY PARTNER

RESEARCH PARTNER



MAIN ENTRANCE

-  **FOOD & BEVERAGE SOLUTIONS**
-  **SMART KITCHENS & EQUIPMENT**
-  **DESIGN & EXPERIENCE**
-  **HEALTH & SAFETY**
-  **DIGITAL WORLD**
-  **DELIVERY & FOOD AS A SERVICE**
-  **NEW CONCEPTS & FRANCHISES**
-  **HEALTHCARE**

HIP2021 in pictures

[CLICK HERE TO SEE THE WHOLE GALLERY](#)



Hospitality 4.0 Congress, the largest international congress

CONSULTA LA AGENDA
DETALLADA AQUÍ



410
INTERNATIONAL
EXPERTS



26
SUMMITS



8
STAGES



278
SESSIONS



An specific agenda for each professional profile and industry segment

THE WHOLE AGENDA, HERE!



SUMMITS

RESTAURANT Trends

HOTEL TRENDS
HOSPITALITY INNOVATION PLANET

FOODSERVICE ROBOTICS PIONEERS

PERFECT RESTAURANT PROJECT

THE VIP ROOM

SUMMIT SUPPLY CHAIN

DELIVERY & FOOD AS A SERVICE

F&B SUMMIT

revolucion ensala

SAFE HORECA

AGENDA USA

PEOPLE PRODUCT PLANET

AGENDA DIGITAL

BAR & Co.

Cook room IIP

bcc culinary action

NEW CONCEPTS & FRANCHISES

Lab DIGITAL GASTRONOMY & HOSPITALITY STARTUP FORUM

HORECA TALENT

MEET THE EXPERTS

SUMMIT DE COLECTIVIDADES

Design & experience

CONGRESO NACIONAL DEPENDENCIA Y SANIDAD

CONGRESO EUROPEO DERECHO Y GASTRONOMIA

ASIAN FOOD SUMMIT

SUMMIT DE GOBERNANTAS

Barra de ideas

makro AULA MAKRO



Some of the international experts that shared the success formula



Ferran Adrià
Chairman
elBulliFoundation



Paco Pérez
Chef and Owner
5* Miramar, Enoteca,
Chickoa...



Kike Sarasola
Chairman & Founder
Room Mate Hotels



Jesús Sobrino
CEO
Palladium Hotel Group



Raúl González
CEO EMEA
Barceló Hotels & Resorts



Bianca Shen
CMO
Restaurant Brands Iberia



María Jesús García
CEO Goiko



Jesús Sánchez
Chef and Owner
3* Cenador de Amós



Marcos de Quinto
Former Executive
Vicepresident & CMO
(Worldwide).
The Coca-Cola Company.



Inma de Benito
Directora de Turismo,
Cultura y Deporte
CEOE



Simi Wang
Director of
Global Sales.
Keenon Robotics



Javier de las Muelas
CEO
Dry Martiny Organization



Diego Calvo
CEO & Founder.
Concept Hotel Group



Ismael Clemente
CEO
Merlin Properties



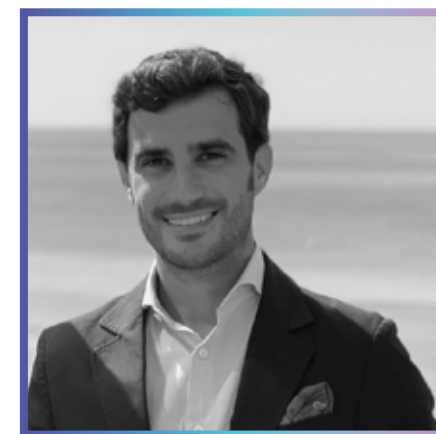
Rodrigo de la Calle
Chef and Owner
1* Invernadero



José Rodríguez
Chairman
Sercotel



Paco Roncero
Chef and Owner
2* Paco Roncero
Restaurante



Fran Mora
General Manager
Hotel Urban 5* GL.
Derby Hotels



Vishal Verma
Former Glovo,
UberEats, Lazada



Ferran Centelles
Drinks Manager
elBulliFoundation



Charlie Sáiz
CEO
Grupo Larrumba



Javier Olleros
Chef 2*
Culler de Pau



Hermanos Torres
Chefs and Owners
2* Cocina Hermanos
Torres



Juan Moll
Head Maitre
Robuchon Group



Diego Guerrero
Chef & Owner
2* DSTAgE



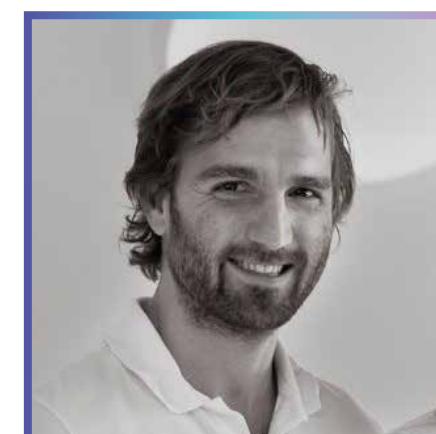
Giacomo Giannotti
Head Bartender
Paradiso Cocktail Bar



Juan Carlos Moreno
Cocktail Manager
Catarsis by Larrumba



Javier Rueda
CEO
Grupo La Máquina



José Manuel Vidal
CEO
80grados



José María Cervera
CEO
Rumbo Consulting

Hospitality heroes industry awarded in Horeca New Business Models Awards

Prize Hostelería de España Best Business Development



Freshperts revolutionizes delivery combining different cuisines in a single order.

Prize CaixaBank Best Technology Innovation



Urban Air Purifier retrofits its purifiers with new filters and ultraviolet lamps to destroy SARS Covid-2 DNA.

Prize Campofrío Design & Experience.



Hotels that are much more than just buildings where people spend the night.

Prize Heineken People Product Planet.



Bumerang Takeaway offers a system of reusable reusable packaging for delivery and takeaway with a digital solution through an app.

Prize Pascual Best Innovation Product



Green Cuisine, all the goodness of vegetables with an offer of products 0% meat and 100% flavor.

Prize Unilever Food Solutions New Business Model.



Gallery Hotels refocuses strategy in times of time of crisis by creating the first coliving in a hotel.

The Best Digital Restaurants Awards by diegocoquillat.com



Networking activities to generate contacts and establish strategic alliances



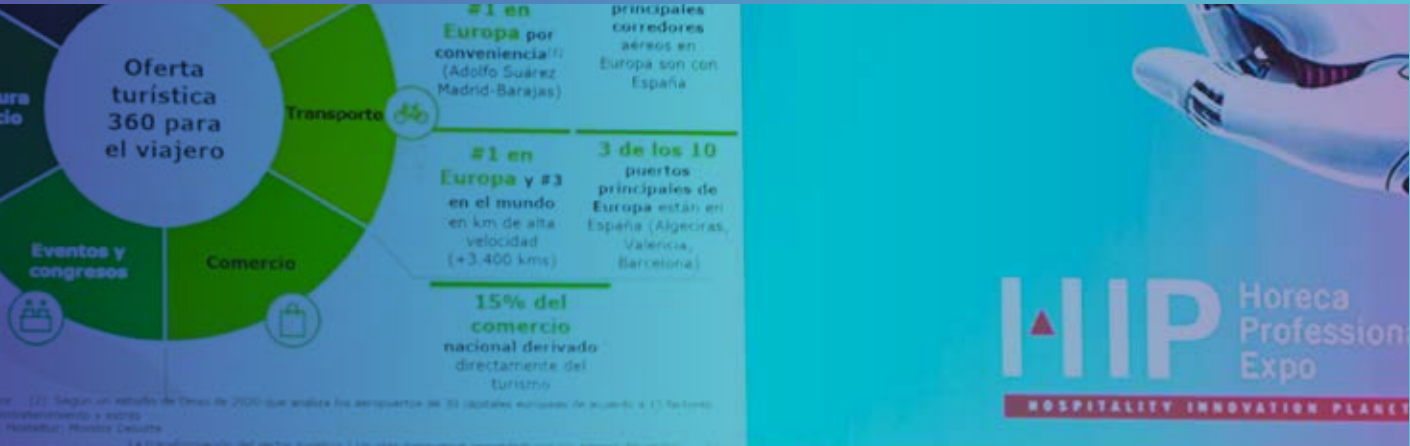
Leadership Summit



Recognition of Business Career Miquel Fluxà, President Iberostar Group



Restaurant Trends by Marcas de Restauración



The VIP Room Hotel Trends



Supply Chain Summit

Media Impact of #HIP2021

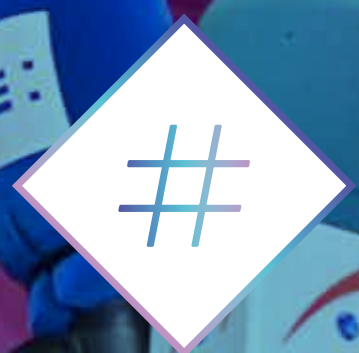
Industry leaders share their vision for revitalizing the Horeca sector



171.310
web visitors



+10.200
Tweets and
retweets



#HIP2021
Trending topic



283.000
Impressions
in LinkedIn



313.000
Impressions in
Instagram



1491
Media
appearances



58
TV Impacts



66
Radio
Impacts



411
Journalists
registered



61
Media
Partners



ALL THE INTERVIEWS OF THE
HIP TV STUDIO HERE



NOTICIAS



HIP RECUPERA LA
ACTIVIDAD FERIAL DE IFEMA
UN AÑO DESPUÉS

[LEER +]



"HIP APOYA LA RECUPERACIÓN DE
LA HOSTELERÍA CON SU
NUEVA EDICIÓN"

[LEER +]

Alimarket

"PALLADIUM, BARCELÓ Y ROOM
MATE RECLAMAN EN HIP 2021
AYUDAS MÁS RÁPIDAS Y DIRECTAS
PARA LA RECUPERACIÓN DEL
SECTOR"

[LEER +]



"REYES MAROTO PONE EN VALOR EL
REINICIO DEL CANAL HORECA EN
LA FERIA HIP AL CONSIDERARLO UN
SECTOR "CLAVE""

[LEER +]

Expansión

"FERRAN ADRIÀ APOYA UN
PLAN ESTRATÉGICO PARA LA
HOSTELERÍA EN HIP"

[LEER +]

LA VANGUARDIA

"HIP ARRANCA COMO MOTOR DE
LA RECUPERACIÓN ECONÓMICA DE
LA HOSTELERÍA ESPAÑOLA"

[LEER +]

HIP and IFEMA create a safe environment for all attendees

We promote Horeca Sustainability



+2.200 kg
OF FOOD DONATED



CONGRESO NACIONAL
DEPENDENCIA Y SANIDAD



WOMAN HORECA
LEADERSHIP



HORECA
TALENT MARKETPLACE



PEOPLE
PRODUCT PLANET



ALIANZAS PARA
LOGRAR
LOS OBJETIVOS

The largest community in the Horeca

Strategic Media Partners



Radio Oficial



Media Partners



Institutional Partners



Strategic Partners



Supporting Partners



HIP Academy





NETWORK



KNOWLEDGE



BUSINESS OPPORTUNITIES

Save the date! 7-9 March 2022 | Madrid - IFEMA

www.expohip.com



HIP is an event in collaboration with:



NEBEXT
NEXT BUSINESS EXHIBITIONS

IFEMA
MADRID

#HIP2021