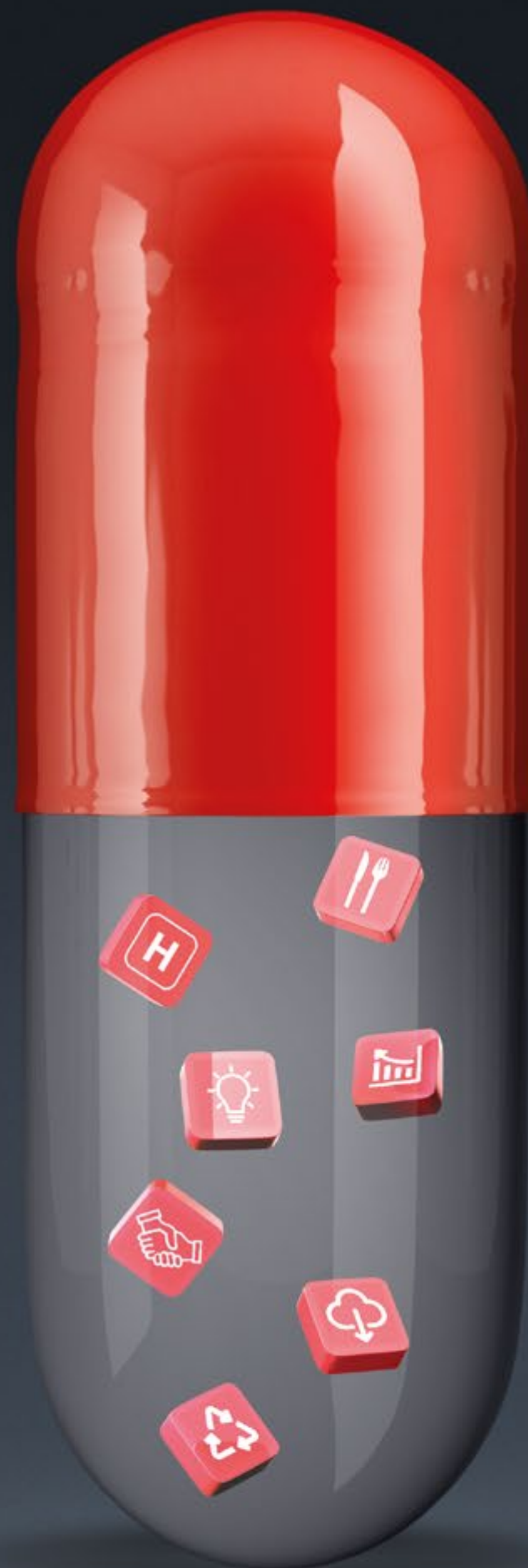


# POST-SHOW REPORT 2020

**#HIP2020**

[www.expohip.com](http://www.expohip.com)



**Delivering  
New Horeca  
Formulas**



# ▲ HIP, the leading Horeca innovation event



**30.726**  
PROFESSIONAL  
ATTENDEES



**76%**  
ENTREPRENEURS &  
TOP MANAGERS



**40.000**  
SQM OF INNOVATION



**502**  
EXHIBITOR  
BRANDS



**468**  
INTERNATIONAL  
SPEAKERS



**26**  
SUMMITS



**10**  
STAGES

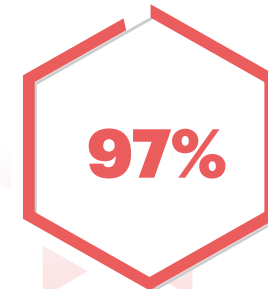


**342**  
JOURNALISTS

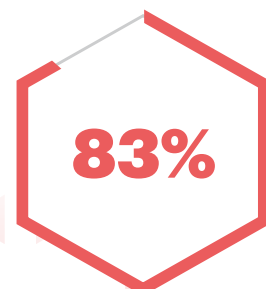
## THE KEY BUSINESS PLATFORM FOR THE SECTOR



**98%** RECOMMEND HIP TO  
OTHER PROFESSIONALS



**97%** WANT TO ATTEND  
HIP 2021



**83%** CONSIDER HIP AS THE MOST  
RELEVANT AND USEFUL  
PROFESSIONAL EVENT

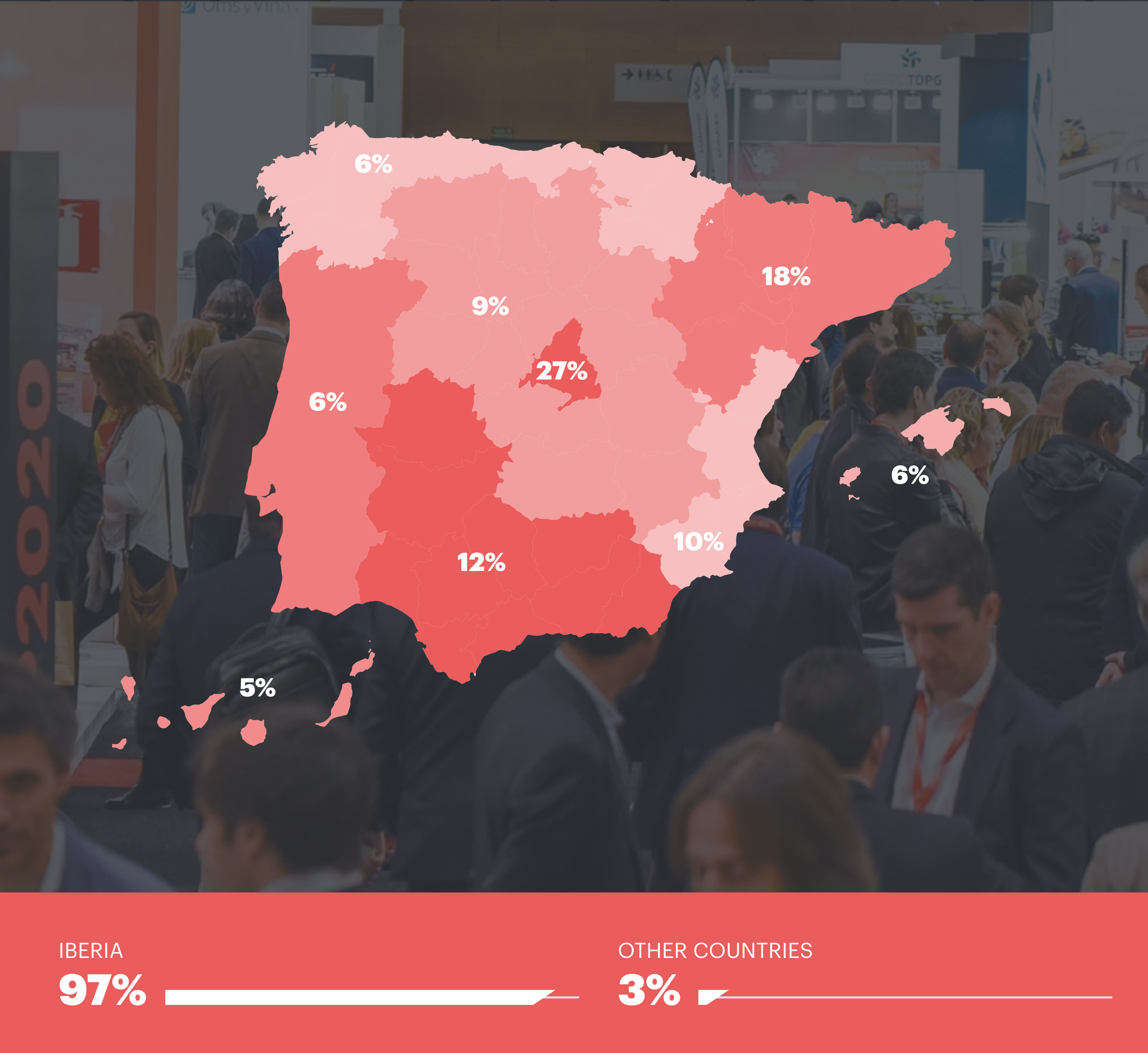


**9/10** VISITOR RATING  
FOR HIP 2020



▲ The sector's event  
that is growing the most...

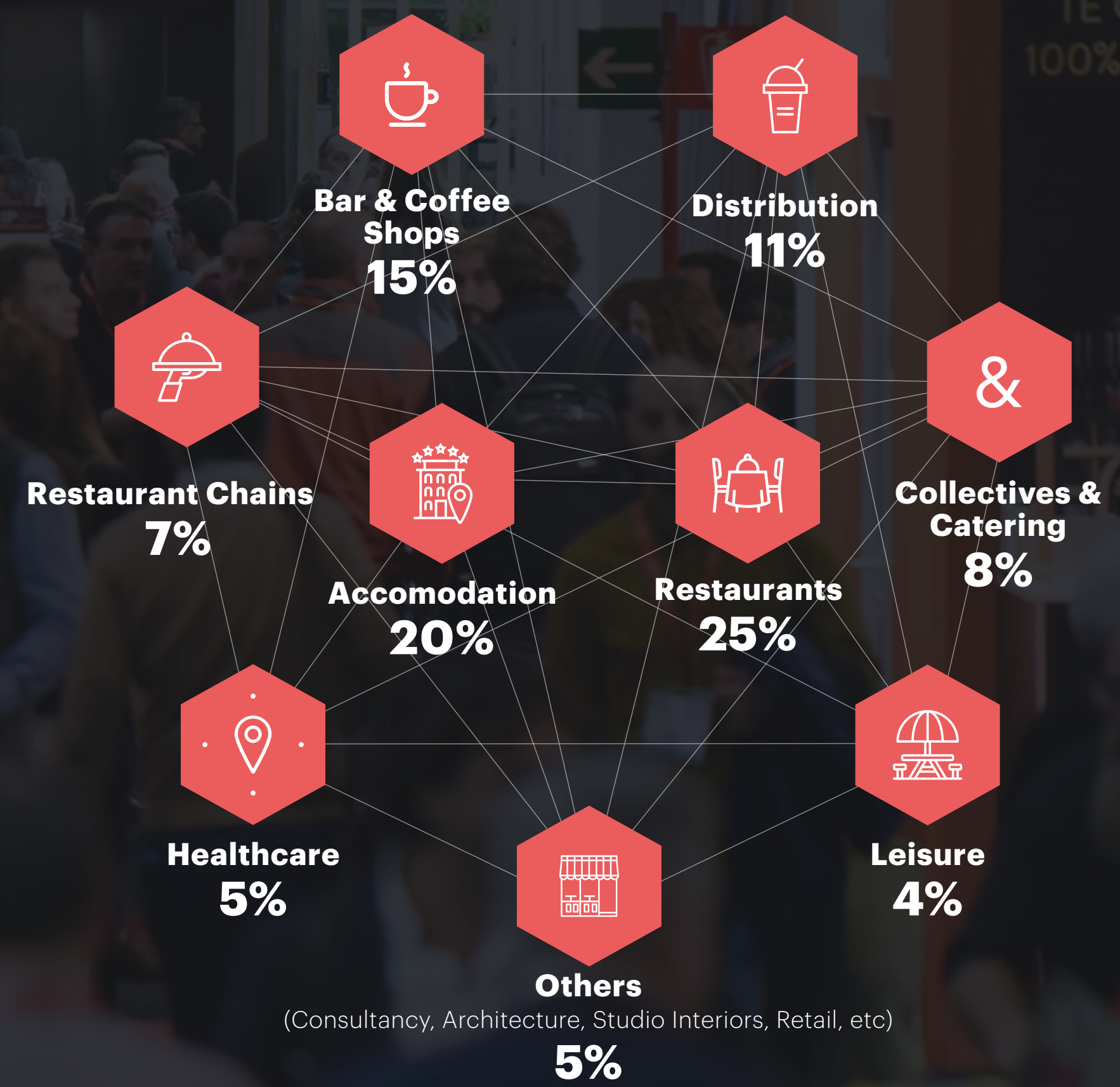
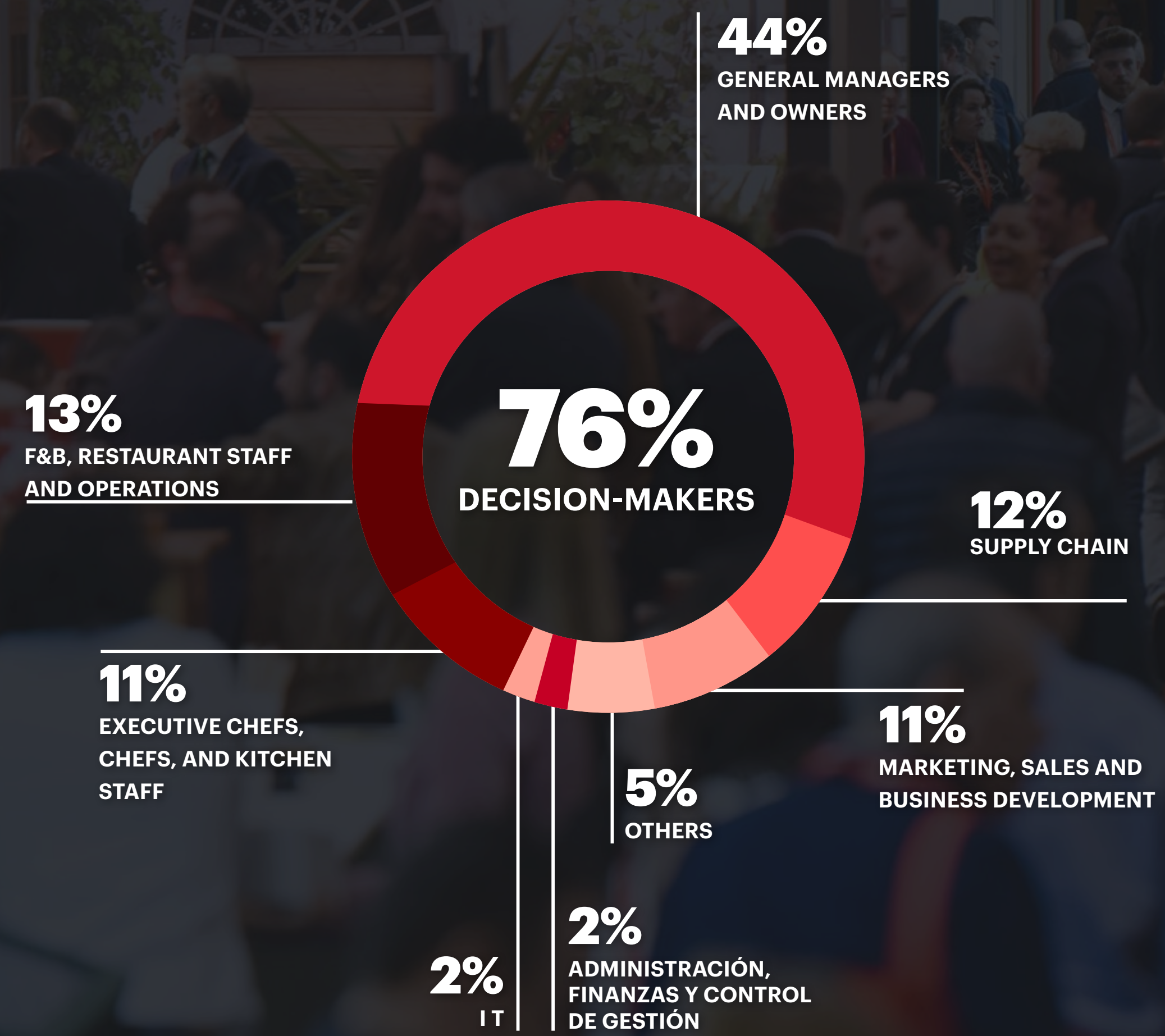
▲ ...and gathers entrepreneurs and  
managers from all Iberia





▲ The decision-makers attend HIP

▲ HIP gather all Horeca sectors





# ▲ Leaders and more than 12.000 companies have visited us

## RESTORATION:

### Chains



### Travel



### Singular



## HOTELS:



## LEISURE:



## COLLECTIVES:



## DISTRIBUTION:



## HEALTHCARE:









# ▲ Hospitality 4.0 Congress, the largest laboratory of new concepts and success formulas

THE WHOLE AGENDA,  
HERE!



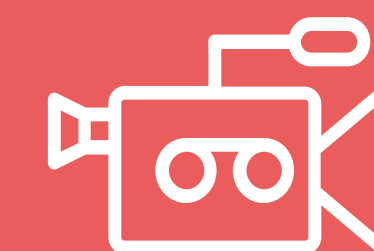
**468**  
**INTERNATIONAL**  
**EXPERTS**



**26**  
**SUMMITS**



**10**  
**STAGES**



**320**  
**SESSIONS**

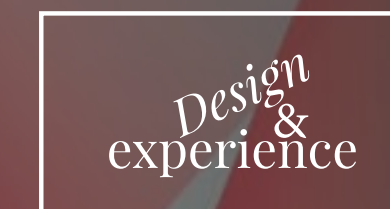
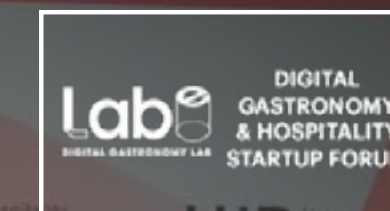
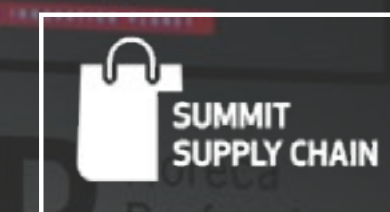
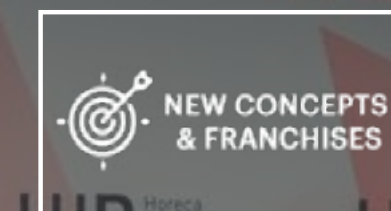
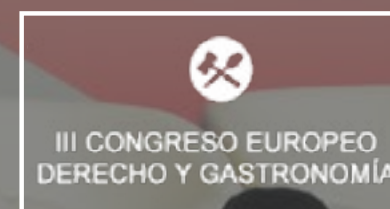
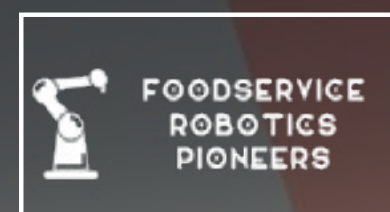
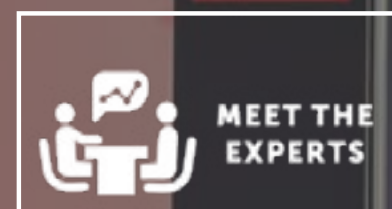
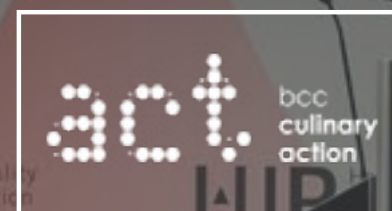


# A top agenda for each professional profile

THE WHOLE AGENDA,  
HERE!



## SUMMITS





# ▲ HIP2020, in pictures

**CLICK HERE TO SEE  
THE WHOLE GALLERY**





# ▲ Some of the international experts that shared the success formula

ALL SPEAKERS,

HERE!



**Hayan Abou Assali**  
General Manager  
Cavalli Club & Lounge  
Dubai



**Jesús Sánchez**  
Chef and Owner.  
Cenador de Amós.  
3\* Michelin



**Brita Rosenheim**  
Partner.  
Better Food Ventures



**Benjamín Calleja**  
CEO Livit



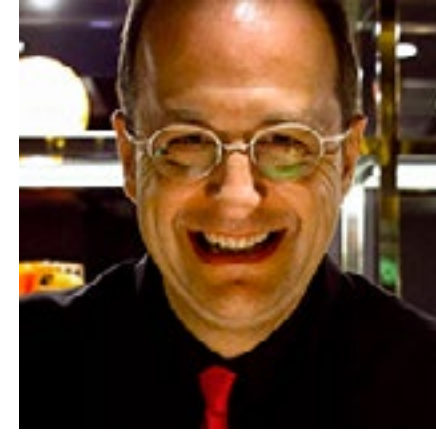
**Claire Sonnet**  
Head of Maitre.  
Restaurant Louis XV  
de Alain Ducasse



**Dimas Gimeno**  
Ex Chairman  
El Corte Inglés



**Sergio Carrascosa**  
Co-founder &  
Managing Director.  
HiPartners



**Juan Moll**  
Head of Maitre.  
Group Robuchon.  
32\* Michelin



**Fernando Vives**  
CCO.  
NH Hotel Group



**Mar Barri**  
Quality and  
Sustainability. Teresa  
Carles Healthy Foods.



**Diego Guerrero**  
Chef and Owner.  
DStagE. 2\* Michelin



**Borja Cortina**  
Cocktail Bar Manager.  
Varsovia



**Dimitri Bellos**  
Restaurant Manager.  
Fat Duck de Heston  
Blumenthal



**Santiago Franco**  
CIO Amadeus



**Gregory Merchand**  
Chef of Frenchie,  
Paris. 1\* Michelin



**Guillermo Cruz**  
Best Somiller 2014.  
Ambivium



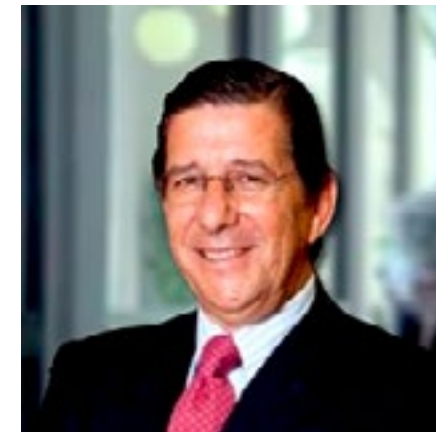
**Gustavo García**  
CEO Deliveroo



**Juliette Gust**  
Founder. Ethic Suites



**John Ha**  
CEO Bear Robotics



**Jorge Guarner**  
Founder and  
Chairman.  
Healthcare Activos



**Ander Castillo**  
Gobal Head of Cook.  
Glovo



**Carles Abellán**  
Chef and Owner.  
Grup Carles Abellán



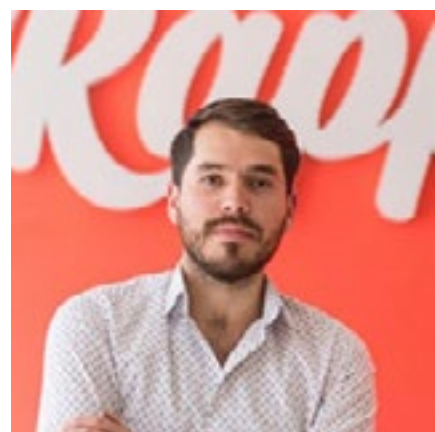
**Luis Mota**  
Chief Strategy Officer.  
Iberostar



**Beniamino Campolo**  
F&B Manager  
Mas Salagros Eco  
Resort



**Marta Anadón**  
General Manager.  
Uber Eats



**Mateo Albarracín**  
Regional Manager.  
Rappi



**Paco Morales**  
Chef and Owner.  
Noor. 2\* Michelin



**Patrik Bergareche**  
CEO. Just Eat



**Daikichi Saito**  
Chef and Owner.  
Shina Tora Ya.



**Carles Tejedor**  
CEO Oilmotion



# ▲ Horeca New Business Models Awards 2020

# ▲ B2B Networking at the highest level



**HORECA DIGITAL HEINEKEN AWARD**  
to Mapal Software



**PRODUCT INNOVATION UNILEVER AWARD**  
to Ezpeleta



▲ **Leadership Summit**  
Annual meeting for CEOs and Chairmans of top companies and industry stakeholders.



**INTERIOR DESIGN GROHE AWARD**  
to Costa Group



**PEOPLE PRODUCT PLANET COCA-COLA AWARD**  
to K&Co, Sustainable Kitchen Bar

**Terminal T4 Experience**  
Meeting for Supply Chain and Foodservice Managers with a guided tour to airport restoration.

ORGANIZERS:

SPONSORS:

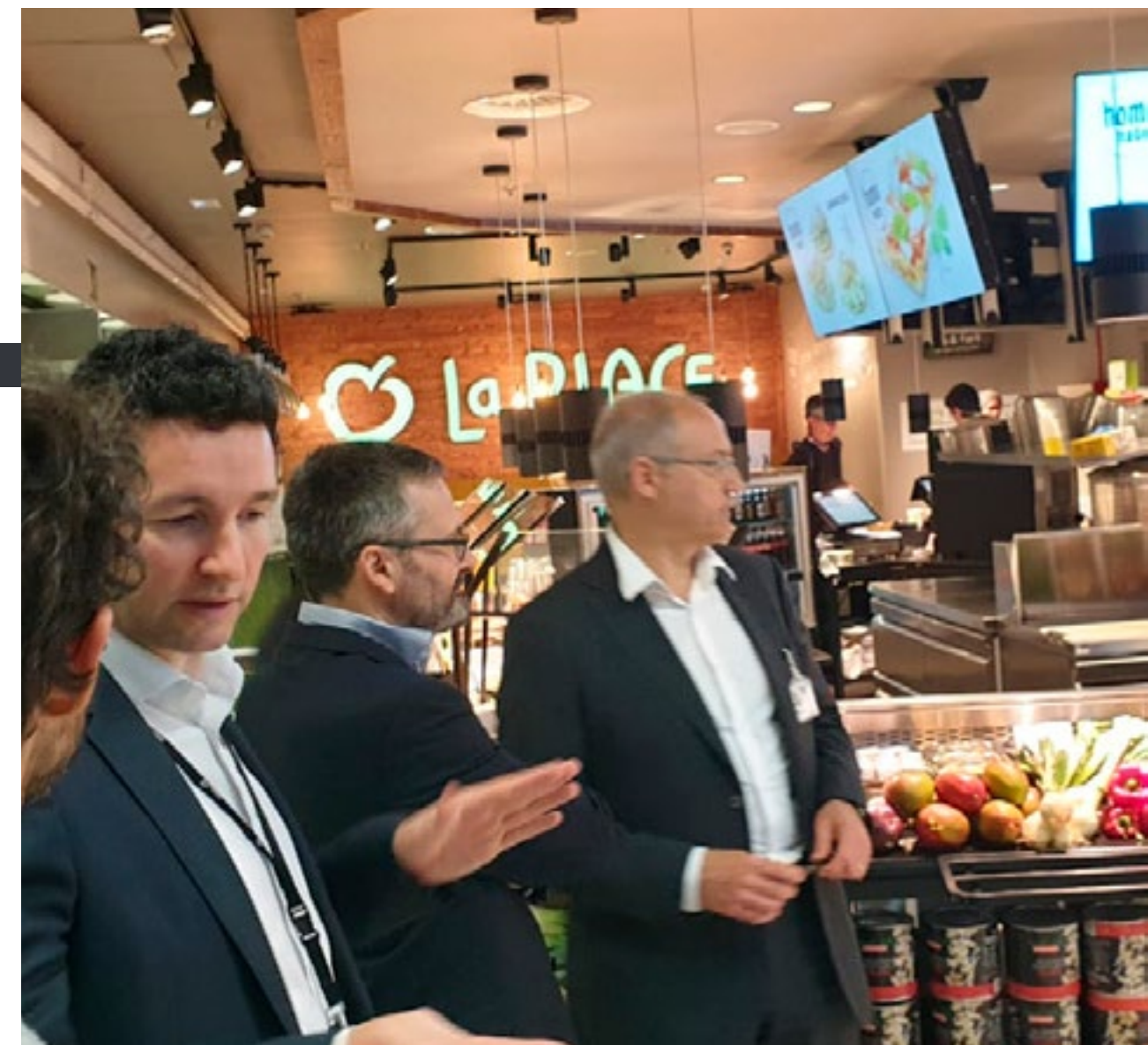
areas

Food Service Institute

BACARDI ESPAÑA

Coca-Cola

VFMS



**BUSINESS DEVELOPMENT HOSTELERIA DE ESPAÑA AWARD**  
to Madrid es la Bomba



**NEW BUSINESS MODEL BANCO SANTANDER AWARD**  
to Benfood

**Singular Route by Hostelería Madrid**  
Group of owners and managers discovered the successful restaurants of the center of Madrid: Bulbiza, Castelados and Laredo.

HOSTELERIA MADRID

bulbiza

LAREDO

Castelados



**INNOVATION HEALTHCARE ALIMARKET AWARD**  
to IDEA



**RECOGNITION TO THE BUSINESS CAREER**  
to Simón Pedro Barceló, Chairman of Grupo Barceló



▲ **The Best Digital Restaurants Awards**  
Recognition of diegocoquillat.com to the best digital management chefs and restaurants.

DiegoCoquillat.com



# ▲ On/ Off communication campaign to generate a global impact

# ▲ We promote Horeca sustainability



## NOTICIAS

EL PAÍS  
**Retina**

“ROBOTS ARE READY TO DELIVER FOOD IN YOUR HOME”

[\[READ MORE\]](#)

INNOVADORES  
by Innodux  
**LA RAZON**

“THE REFERENCE ANNUAL MEETING IN RESTORATION”

[\[LEER +\]](#)

**Alimarket**

“MORE THAN 600 PROFESSIONALS MEET AT THE DEPENDENCY AND HEALTH ALIMARKET CONGRESS”

[\[LEER +\]](#)

FCSI  
FEDERATION OF CULINARY SOCIETIES INTERNATIONAL

“LOOKING AHEAD TO SPAIN'S PREMIER HOSPITALITY SHOW”

[\[LEER +\]](#)

**Expansión**

“HIP2020, THE LEADING INNOVATION EVENT FOR HOSPITALITY INDUSTRY”

[\[LEER +\]](#)

**LA VANGUARDIA**

“HIP2020, SO IT IS THE THE ROBOTS THAT WILL COOK AND DELIVER FOOD TO YOUR HOME”

[\[LEER +\]](#)



**+4.900 kg** OF FOOD DONATED TO BANCO DE ALIMENTOS IN HIP2020



**HORECA** TALENT MARKETPLACE



PEOPLE PRODUCT PLANET



**WOMAN HORECA** LEADERSHIP IN HOSPITALITY 4.0 CONGRESS



**+** PLASTIC FRIENDLY INITIATIVE



# ▲ The largest community in the Horeca sector

## Strategic Media Partners



## Official Radio



## Media Partners



## Hospitality Influencers



## Strategic Partners



## Supporting Partners



## HIP Academy



## Business Partners





**SAVE THE DATE!**  
**15-17 FEBRUARY 2021**

**HIP** Horeca  
Professional  
Expo  
HOSPITALITY INNOVATION PLANET

[www.expohip.com](http://www.expohip.com)