

HIP Horeca
Professional
Expo

HOSPITALITY INNOVATION PLANET

24-26 FEB 2020 | MADRID - IFEMA

POST-SHOW REPORT 2020

#HIP2020

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

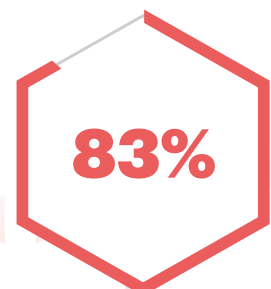
THE KEY BUSINESS PLATFORM FOR THE SECTOR



98% RECOMMEND HIP TO
OTHER PROFESSIONALS



97% WANT TO ATTEND
HIP 2021



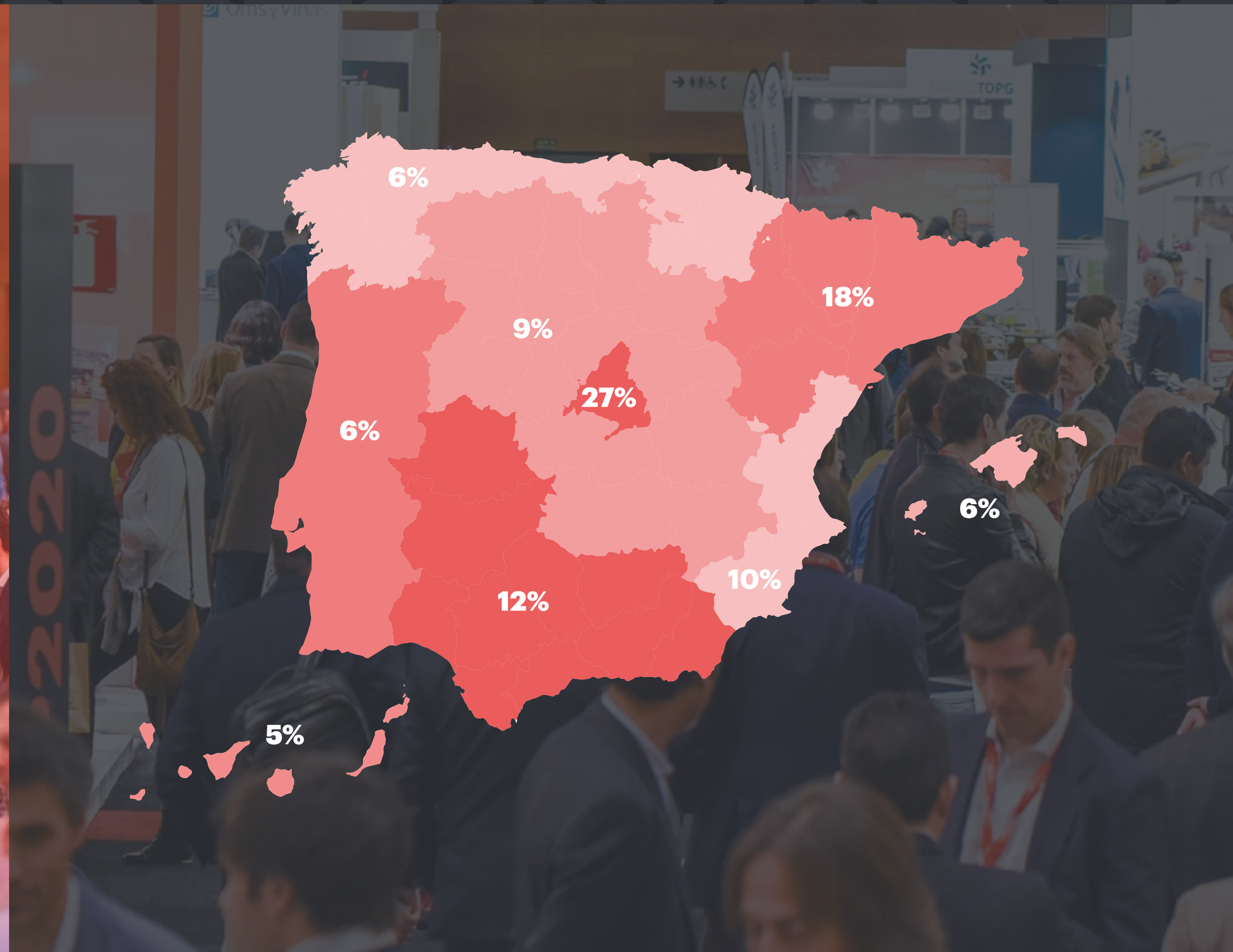
83% CONSIDER HIP AS THE MOST
RELEVANT AND USEFUL
PROFESSIONAL EVENT



9/10 VISITOR RATING
FOR HIP 2020

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

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



IBERIA

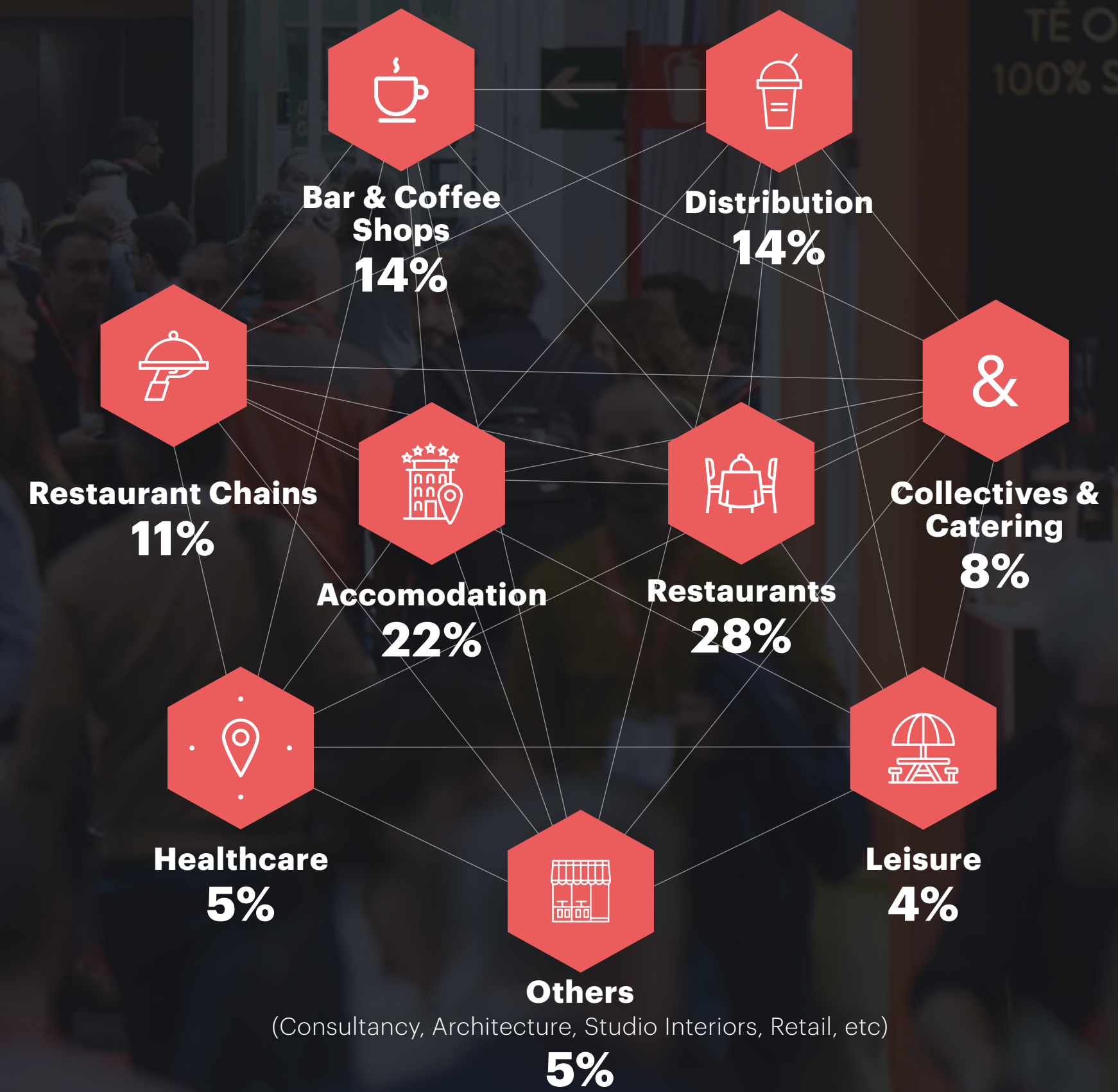
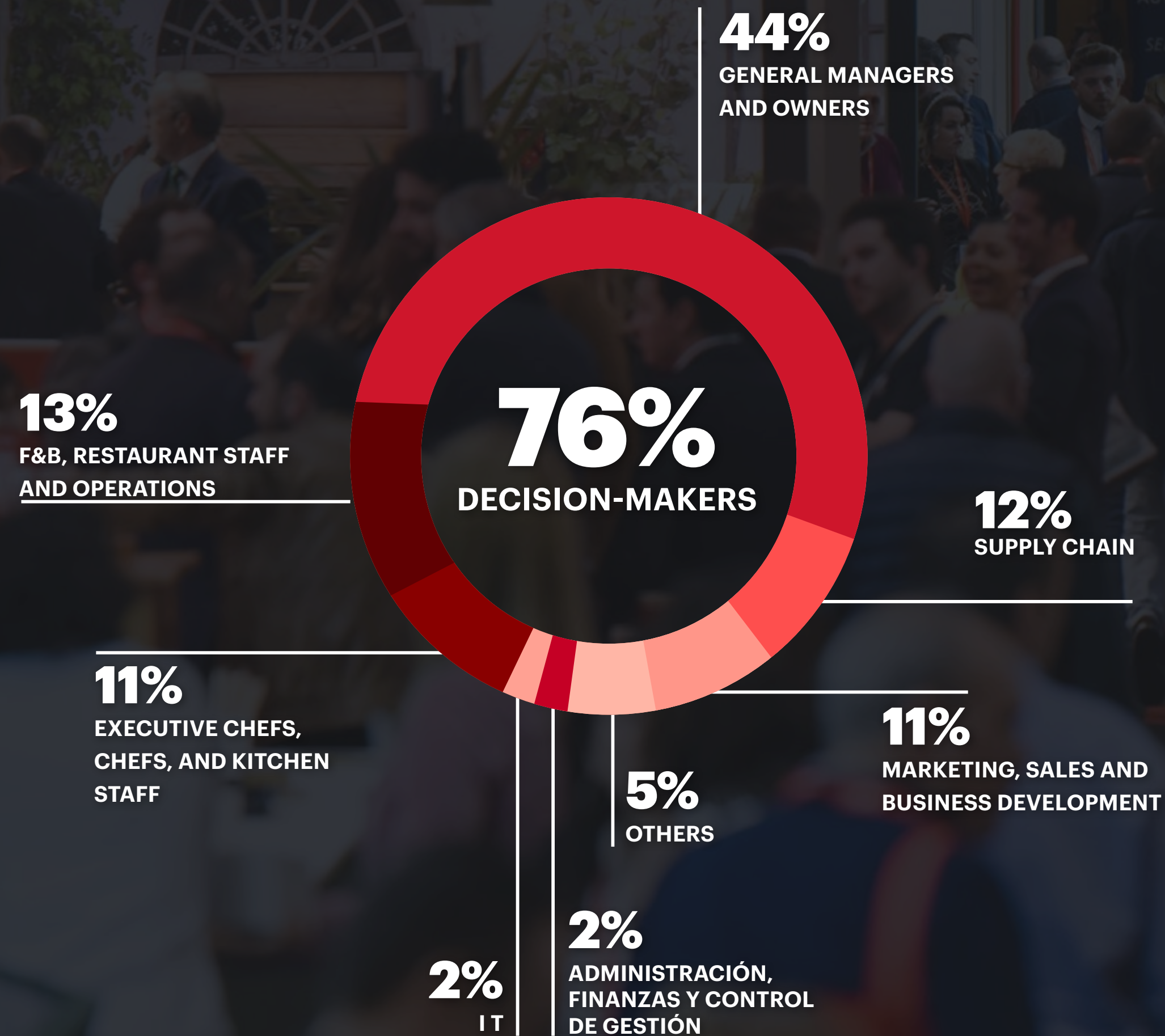
97%

OTHER COUNTRIES

3%

▲ The decision-makers attend HIP

▲ HIP gather all Horeca sectors



VISITOR COMPANIES SIZE



Leaders and more than 12.000 companies have visited us

RESTORATION:

Chains



Travel



Singular



HOTELS:



LEISURE:



COLLECTIVES:



DISTRIBUTION:



HEALTHCARE:



More than 500 companies and 40.000 sqm of innovation

CLICK HERE TO CONSULT THE EXHIBITOR'S LIST



GLOBAL MAIN PARTNERS



OFFICIAL PROVIDER



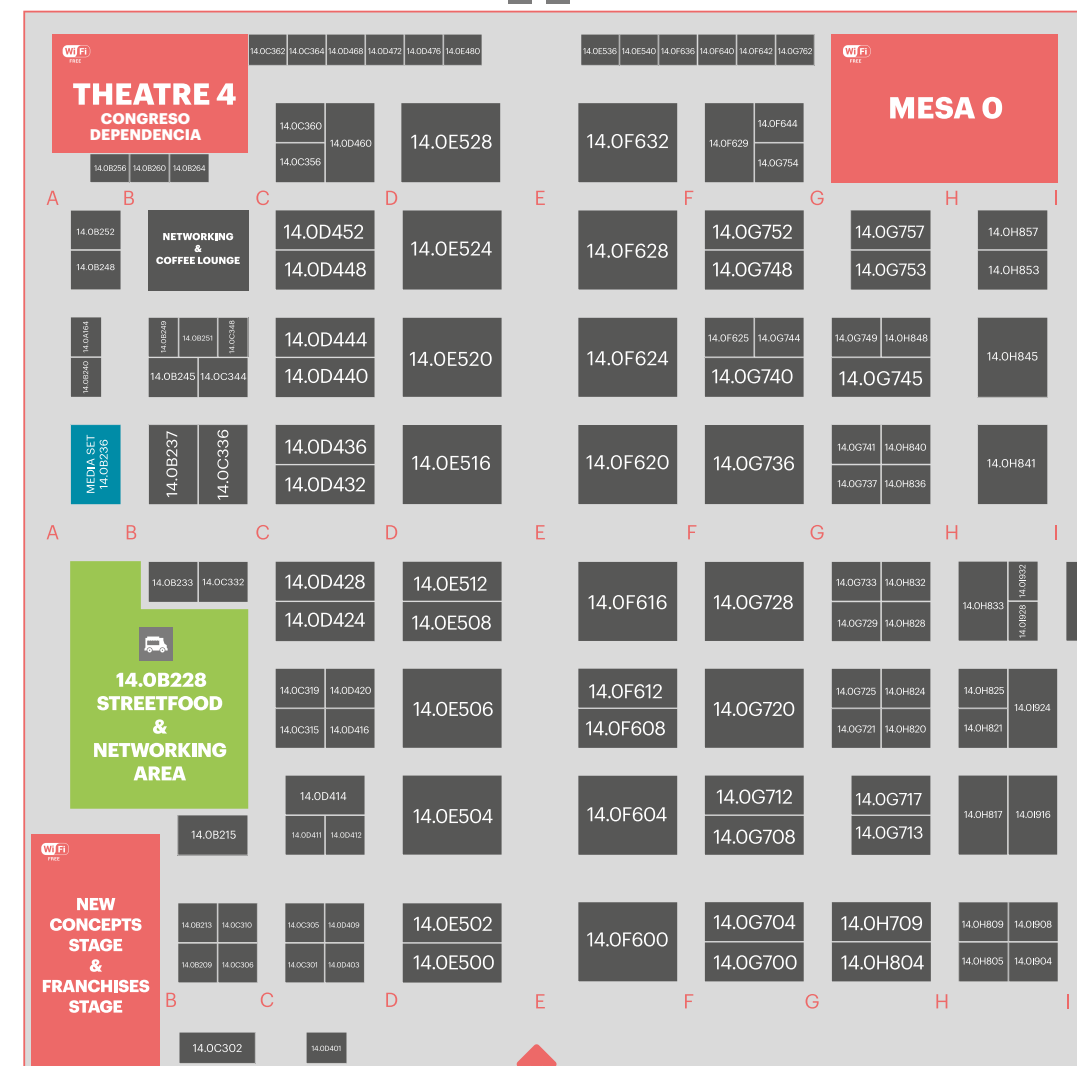
OFFICIAL BANK



PREMIER PARTNERS



HALL 14.1



HALL 14.0

HALL 12

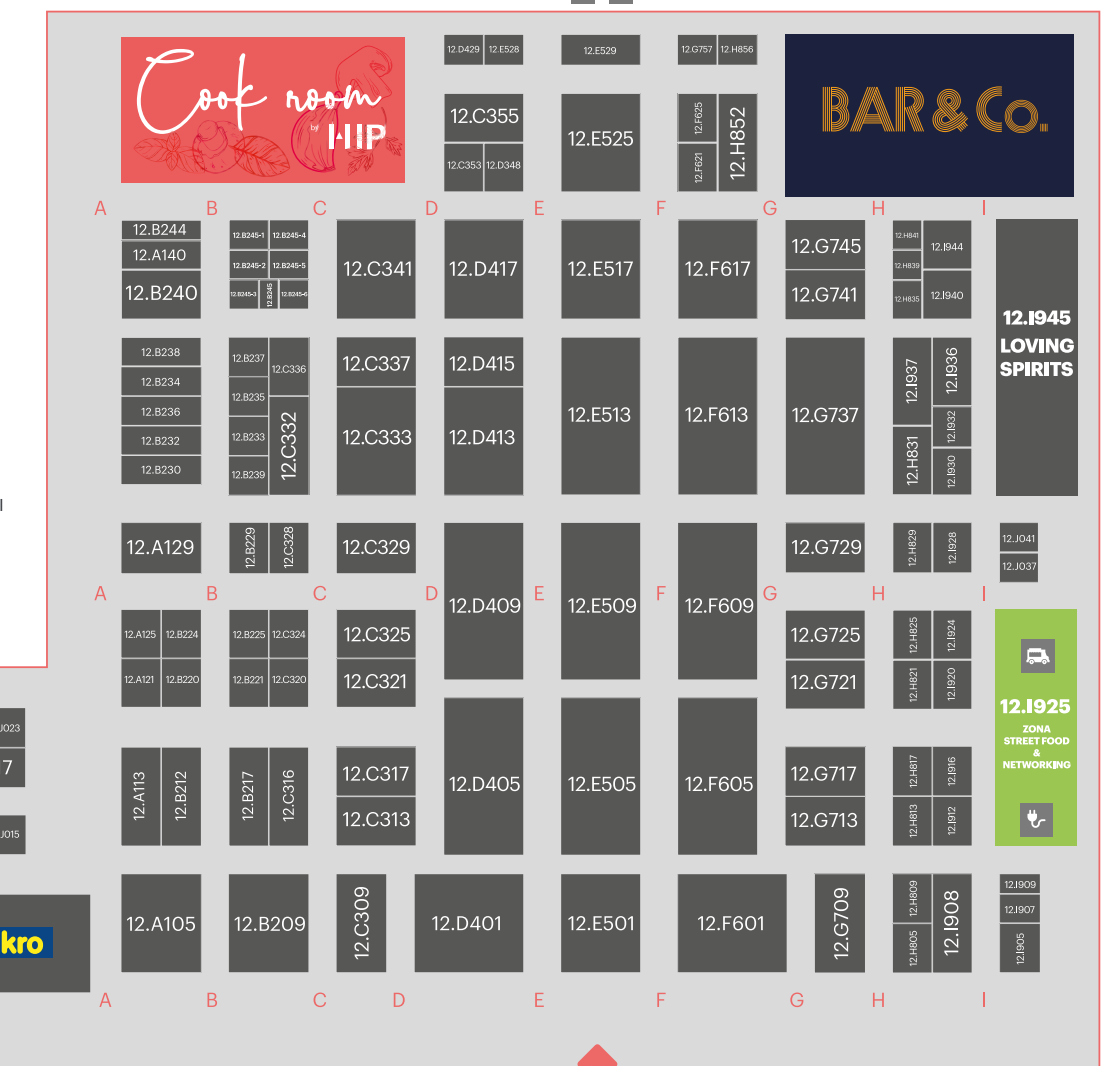
- FOOD & BEVERAGE SOLUTIONS
- PACKAGING

HALL 14.0

- SMART KITCHENS & EQUIPMENT
- DESIGN & EXPERIENCE
- NEW CONCEPTS & FRANCHISES
- SOCIOSANITARIO

HALL 14.1

- DIGITAL WORLD



HALL 12

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

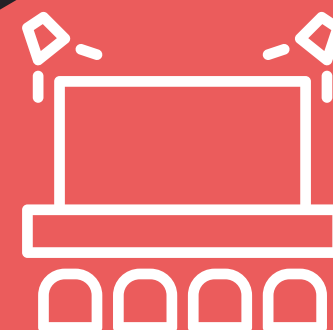
THE WHOLE AGENDA,
HERE!



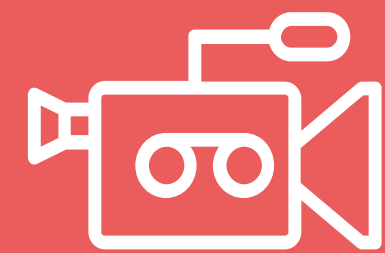
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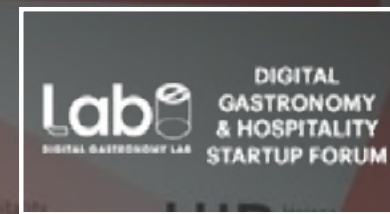
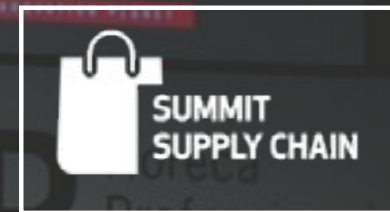
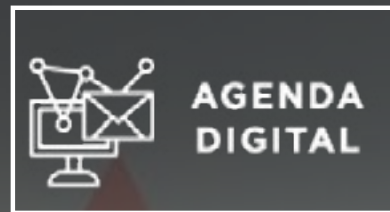
320
SESSIONS

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



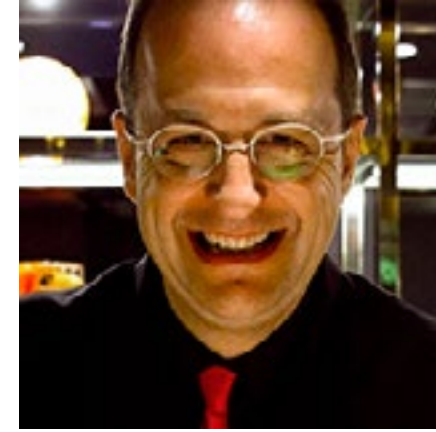
Claire Sonnet
Head of Maitre.
Restaurante Louis XV
de Alain Ducasse



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 Sumiller 2014.
Ambivium



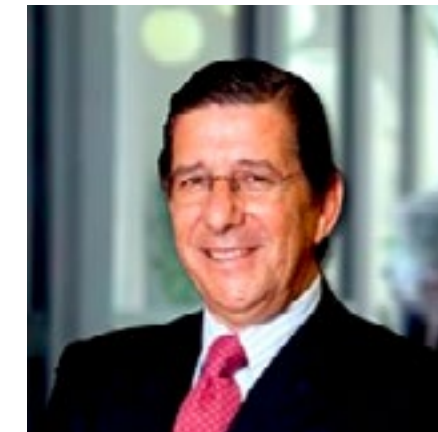
Gustavo García
CEO Deliveroo



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



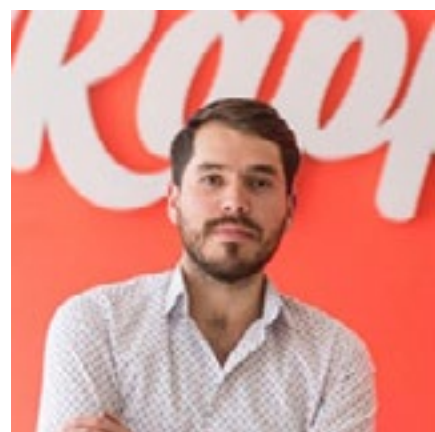
Luis Mota
Chief Strategy Officer.
Iberostar



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



MAPAL
HORECA DIGITAL HEINEKEN AWARD
 to Mapal Software



ezpeleta
PRODUCT INNOVATION UNILEVER AWARD
 to Ezpeleta



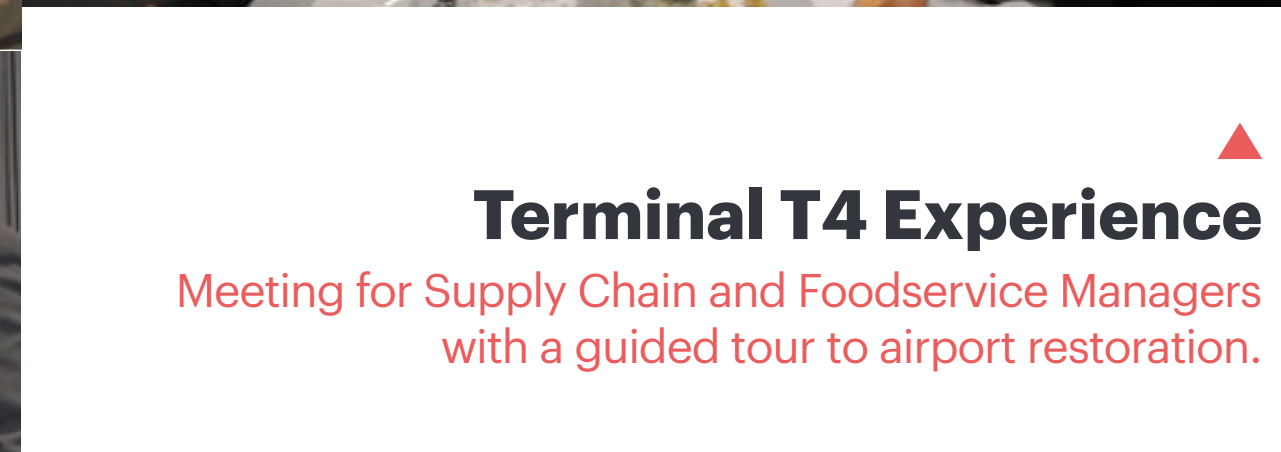
▲ **Leadership Summit**
 Annual meeting for CEOs and Chairmans of top companies and industry stakeholders.



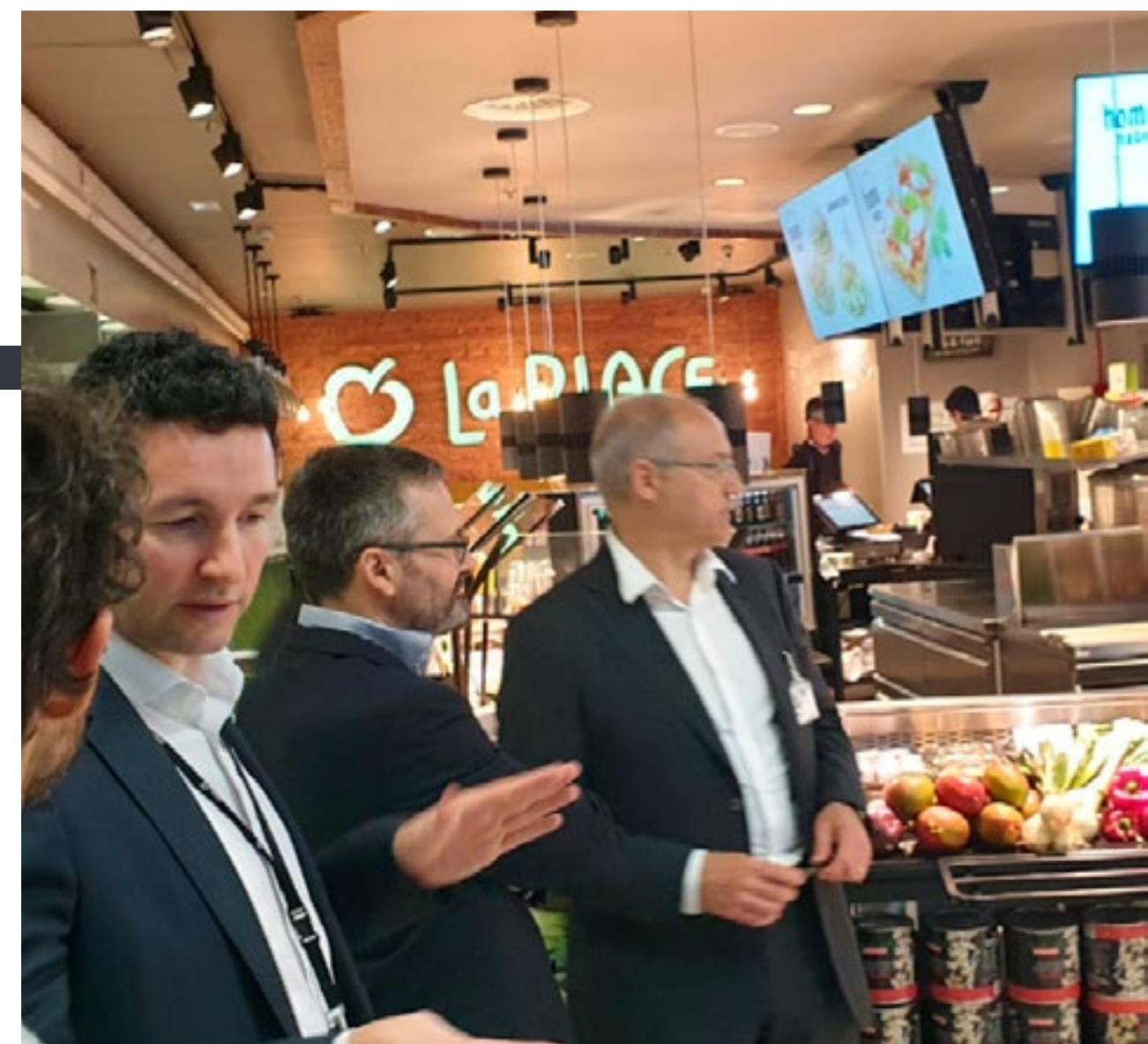
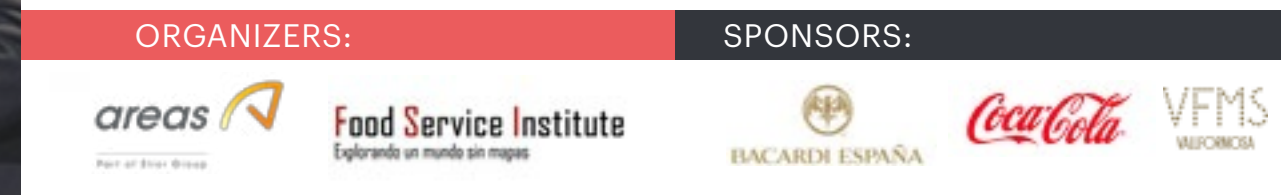
COSTA GROUP
INTERIOR DESIGN GROHE AWARD
 to Costa Group



K&CO
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.



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



MADRID es LA BOMBA
BUSINESS DEVELOPMENT HOSTELERIA DE ESPAÑA AWARD
 to Madrid es la Bomba



Benfood
NEW BUSINESS MODEL BANCO SANTANDER AWARD
 to Benfood



IDEA
INNOVATION HEALTHCARE ALIMARKET AWARD
 to IDEA



Barceló
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 to generate a global impact

- +8.000** tweets and retweets
- 5M** users reached in Twitter
- #HIP2020** Trending topic during 3 days of the event
- 342** journalists registered
- 520** media appearances
- +110** interviews in TV STUDIO

DESCARGA NUESTRA APP HIP 2020

Consulta el listado de expositores y toda la agenda completa.

OBJETIVOS DE DESARROLLO SOSTENIBLE

- 1 FIN DE LA POBREZA
- 2 HAMBRE CERO
- 3 SALUD Y BIENESTAR
- 4 EDUCACIÓN DE CALIDAD
- 5 IGUALDAD DE GÉNERO
- 6 AGUA LIMPA Y SANEAMIENTO
- 7 ENERGÍA LIMPIA Y ENERGÍA SOSTENIBLE
- 8 TRABAJO DECENTE Y CRECIMIENTO ECONÓMICO
- 9 INDUSTRIA, INNOVACIÓN E INFRAESTRUCTURA
- 10 REDUCCIÓN DE LAS DESIGUALDADES
- 11 CIUDADES Y COMUNIDADES SOSTENIBLES
- 12 PRODUCCIÓN Y CONSUMO RESPONSABLES
- 13 ACCIÓN POR EL CLIMA
- 14 VIDA SUBMARINA
- 15 VIDA DE ECOSISTEMAS TERRESTRES
- 16 PAZ, JUSTICIA E INSTITUCIONES SÓLIDAS
- 17 PARCELIAS PARA LOS OBJETIVOS DE DESARROLLO SOSTENIBLE

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
FOODSERVICE CONSULTANTS SOCIETY 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”

[\[LEER +\]](#)

2 HAMBRE CERO

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

3 SALUD Y BIENESTAR

CONGRESO NACIONAL DEPENDENCIA Y SANIDAD

5 IGUALDAD DE GÉNERO

WOMAN HORECA LEADERSHIP IN HOSPITALITY 4.0 CONGRESS

8 TRABAJO DECENTE Y CRECIMIENTO ECONÓMICO

HORECA TALENT MARKETPLACE

12 PRODUCCIÓN Y CONSUMO RESPONSABLES

PEOPLE PRODUCT PLANET

13 ACCIÓN POR EL CLIMA

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
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HOSPITALITY INNOVATION PLANET

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