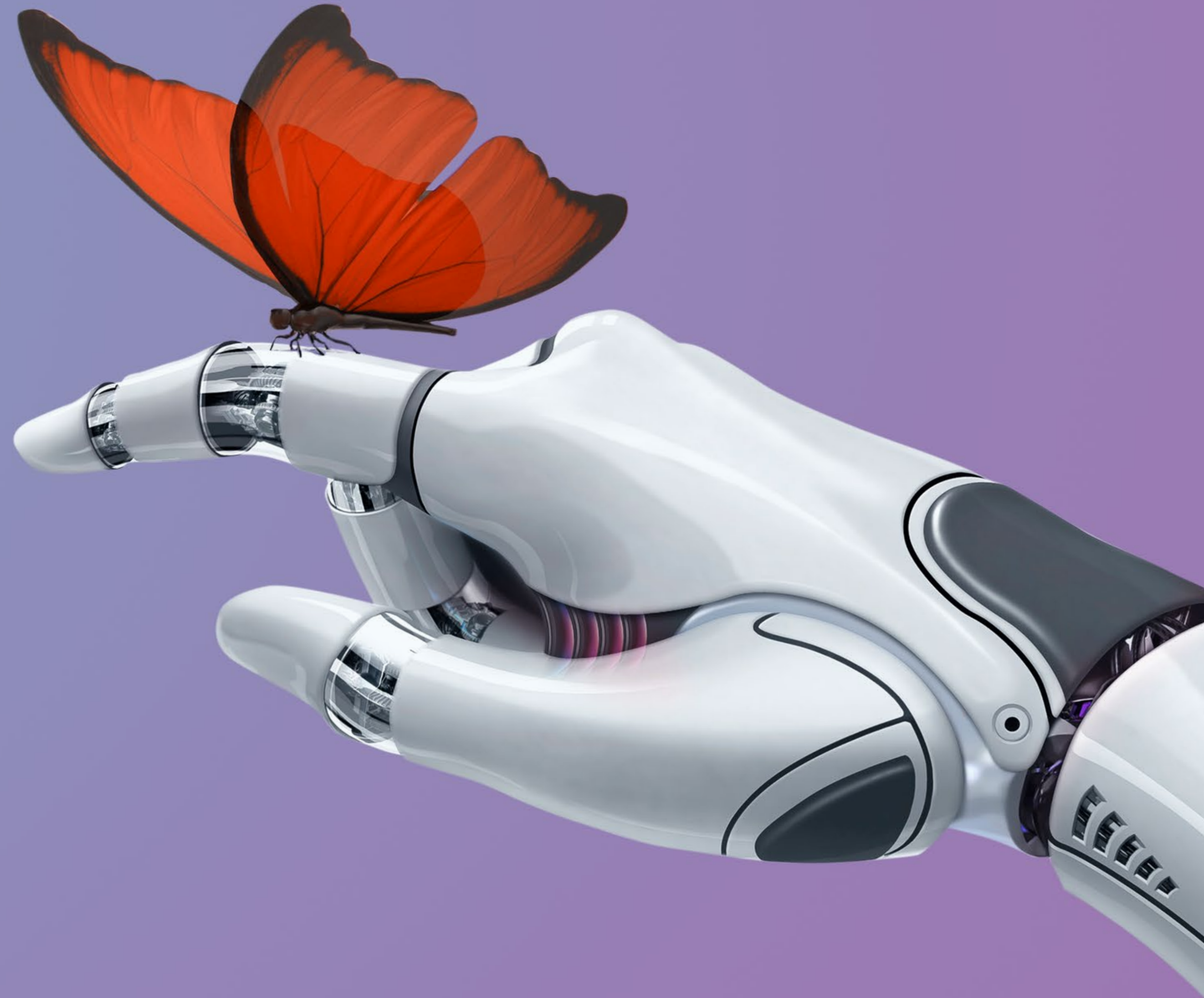




Creating together the new Horeca

22-24 MARCH 2021 / Madrid-IFEMA



www.expohip.com

Creating together the new Horeca

In a period of deep transformation, due to the convergence between food service, retail, consumption inside and outside home and new players, we have suffered an unexpected event. It has caused a unique disruption by accelerating and adding new drivers of change in **a new Horeca that we must build together.**

Thus, a new era opens where initially **security will be the main value to regain customer trust.** At the same time, our social commitment and our capacity to innovate and anticipate will be differential factors in front of our competitors.

The importance of technology and digitalization is increasing. This is helping us in the creation of new commercial channels by virtualizing our business. We better manage and make decisions based on data, and processes are done in a more systematic and automatic way. All this helps us **be more efficient and better allocate resources to increase customer value.**

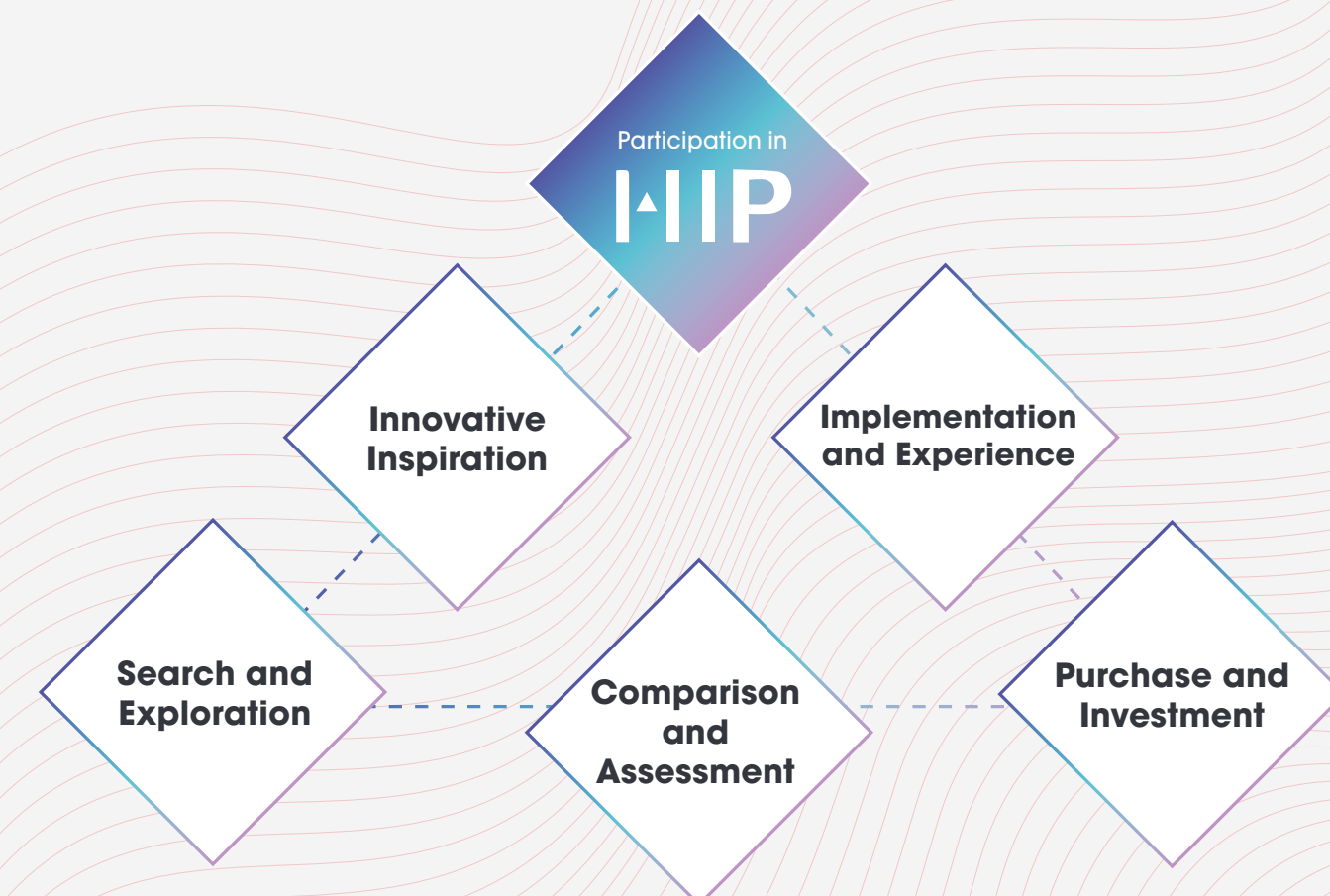
Experience generation must reach client's homes thanks to take away and delivery. But at the same time it must go to the next level in our establishments. Customers must feel the need of living our experiences in its full extent.

More than ever, **it is time to make important decisions, strengthen or reinvent yourself.**

During 3 days HIP offers the innovation, knowledge and the keys to success for entrepreneurs and professionals of the sector in order **to create together a new Horeca.**



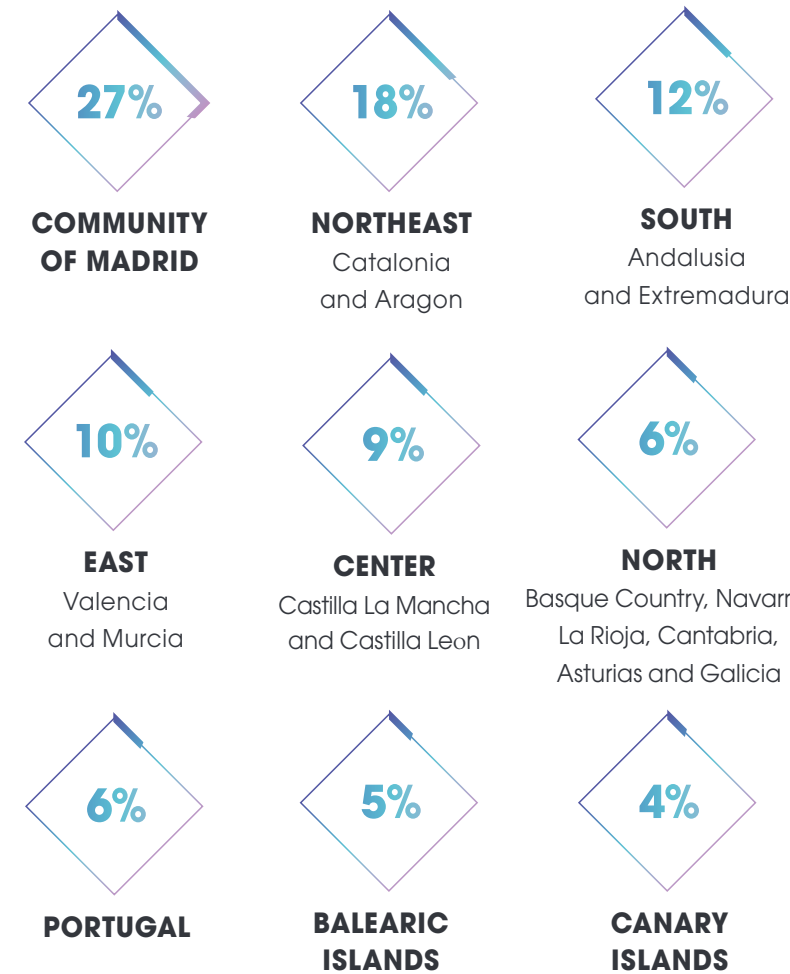
A NEW HORECA WITH NEW NEEDS



The decision-makers attend HIP...



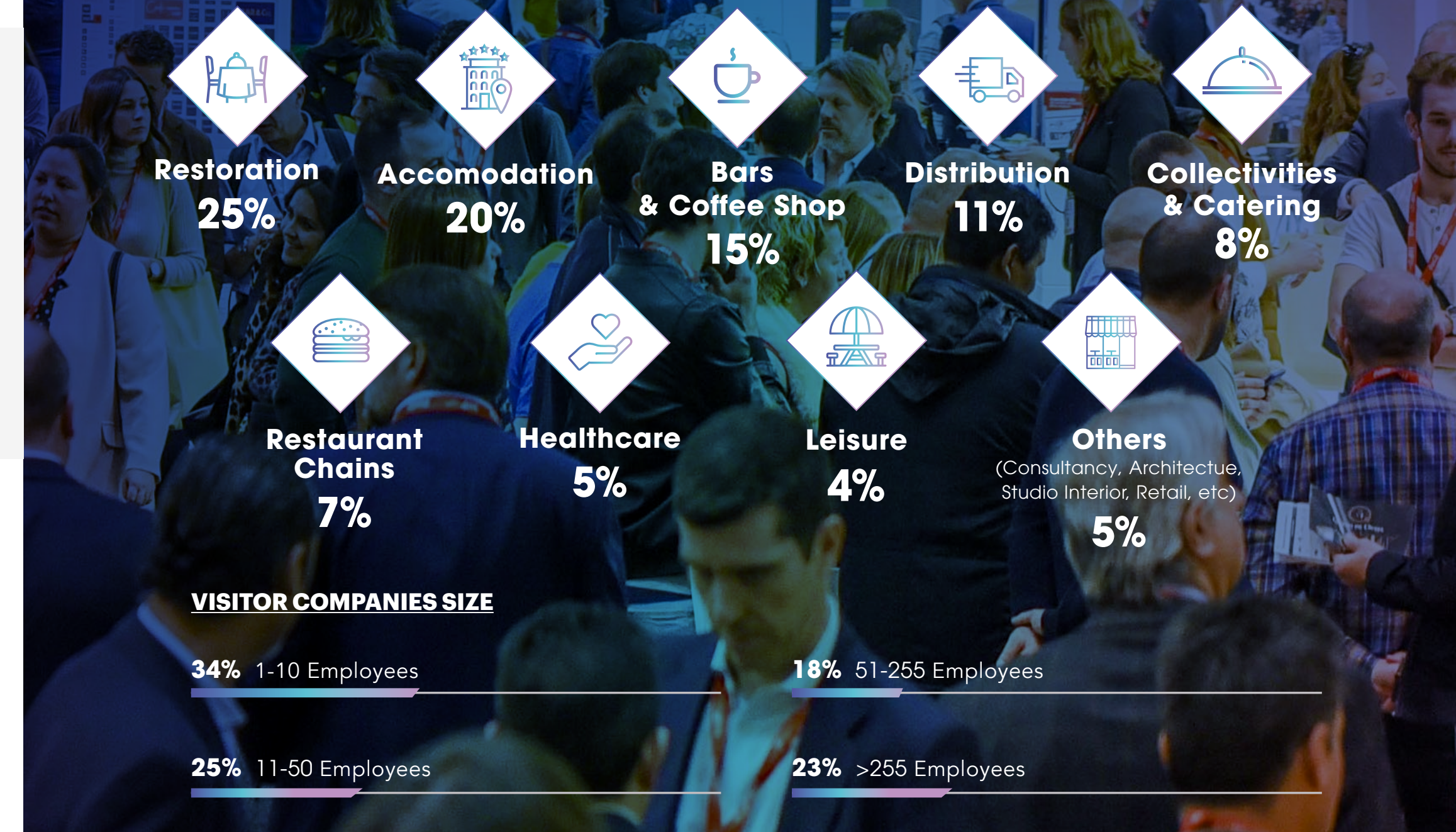
HIP BRINGS TOGETHER ENTREPRENEURS AND TOP MANAGERS FROM ALL IBERIA...



...WITH DECISION-MAKING POWER



...of all Horeca sectors



3 halls full of innovation



The leading platform...

...of Horeca innovation

FOOD & BEVERAGE SOLUTIONS

- Selected Brands
- Wine & Spirits
- Beer
- Snacks and Tapas
- Soft Drinks & Juices
- Coffee Planet
- Dairy Products
- Fruits and Vegetables
- Meet and Fish
- Bakery and Ice Creams
- Healthy & Natural & Free-From Foods

SMART KITCHENS & EQUIPMENT

- Industrial Equipment
- Small Kitchen Equipment
- Utensils
- Cooling Systems
- Home Automation
- Bath
- Pools & Spas
- Wellness & Fitness
- Energy Efficiency

HEALTH & SAFETY

- Cleaning Products & Disinfection
- Certifications and Quality Seals
- Consultancy and Audit (HACCP, Traceability, Mystery Shopping...)
- Amenities
- Laundry and Dry Cleaning
- Measurement Systems

HEALTHCARE

- Adapted Food and Food Supplements
- Suitable Furnishing
- Health and Wellbeing
- Transfer Cranes



DESIGN & EXPERIENCE

- Furniture
- Terrace
- Lifestyle
- Textile
- Lighting
- Crockery
- Cutlery
- Glassware

DIGITAL WORLD

- Digital Transformation
- TPV + Tablets
- Management Software (ERP, CRM, ...)
- Big Data & Small Data
- Digital Signage
- Business Intelligence
- Digital Marketing
- Artificial Intelligence & Robotics
- Entertainment
- Internet of Things

NEW CONCEPTS & FRANCHISES

- Fast Food o QSR
- Casual Dining
- Fine Dining
- Coffee & Bakery Shop

DELIVERY & FOOD AS A SERVICE

- Packaging
- Technology
- Distributions
- Dark Kitchens

Hospitality 4.0 Congress

THE LARGEST INTERNATIONAL CONGRESS OF HORECA INNOVATION



+400
International
Experts



+20
Summits

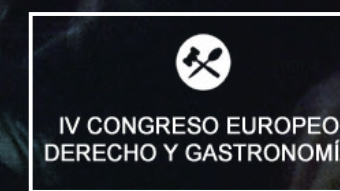
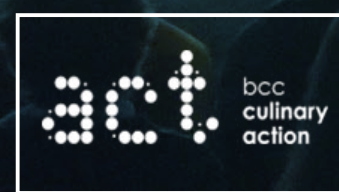


8
Stages



+300
Sessions

A specific agenda for each professional and industry segment



Networking at the highest level



Leadership Summit



La Clandestina & F&B Tour



Hospitality Startup Forum



Talent Marketplace



Supply Chain Annual Meeting



Horeca New Business Models Awards

Join the best business platform to boost your sales in 2021



- 98% RECOMMEND HIP TO OTHER PROFESSIONALS
- 97% WILL VISIT HIP 2021
- 83% CONSIDER HIP AS THE MOST RELEVANT AND USEFUL PROFESSIONAL EVENT
- 9/10 GENERAL RATING OF HIP 2020

Madrid Horeca Capital

For 3 days a year, HIP turns Madrid into the European capital of HORECA innovation thanks to its congress, exhibition and networking events, which makes it a meeting point of key players in the sector.

HIP is a unique opportunity to show the leadership and resurgence of our country as a world power in tourism and hospitality, from Madrid, one of the most outstanding capitals of the gastronomic vanguard and with unique hotel projects.

3 PARTICIPATION PACKAGES THAT FIT YOUR BUSINESS NEEDS



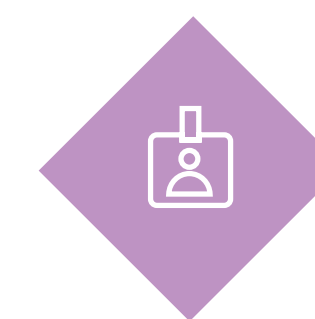
Partner

The best option to show your leadership in the sector and stand out from the competition. Locate your booth in the best area of the expo, gain the maximum visibility, participate in the congress, and invite your best clients and prospects, amongst many more



Exhibitor

Present your products and solutions to thousands of potential buyers in the expo zone. Choose between Premium Zone to enjoy the major traffic to your booth, or Business Zone to economize your investment.



Newcomer

We know how difficult beginnings are. That is why we offer a "Turnkey Pack" so you can participate in the most innovative event of the sector, with the minimum investment.

Hospitality Innovation Planet

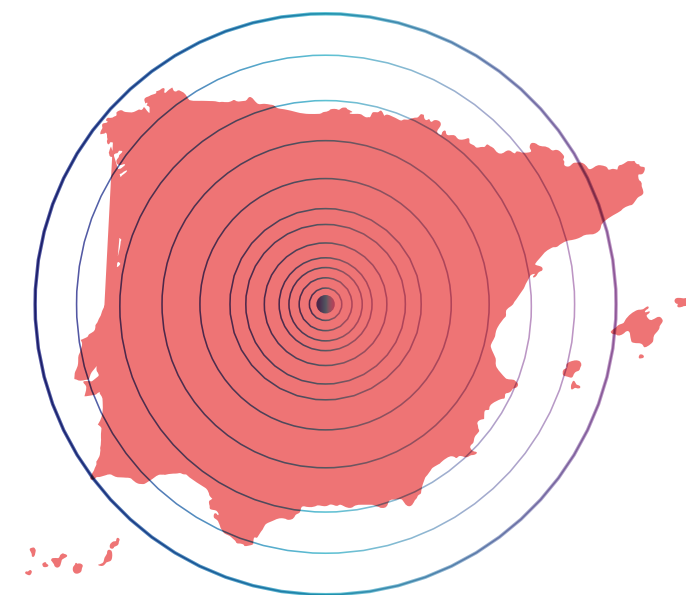
HOSPITALITY 4.0 BUSINESS PLATFORM



NETWORK

KNOWLEDGE

BUSINESS OPPORTUNITIES



PERFORMING STUNNING EXHIBITIONS FOR YOUR BUSINESS SUCCESS

BARCELONA	info@nebext.com	LISBOA	portugal@nebext.com
BRUSSELS	belgium@nebext.com	DELHI	india@nebext.com
MADRID	spain@nebext.com	FRANKFURT	germany@nebext.com
MOSCOW	russia@nebext.com	MEXICO	mexico@nebext.com
SHANGHAI	china@nebext.com	SAO PAULO	brazil@nebext.com
TEL AVIV	israel@nebext.com	SILICON VALLEY	usa@nebext.com
BOLOGNA	italy@nebext.com	TORONTO	canada@nebext.com
		WARSAW	poland@nebext.com

www.expohip.com

HIP is an event in collaboration with:



NEBEXT
NEXT BUSINESS EXHIBITIONS



#HIP2021