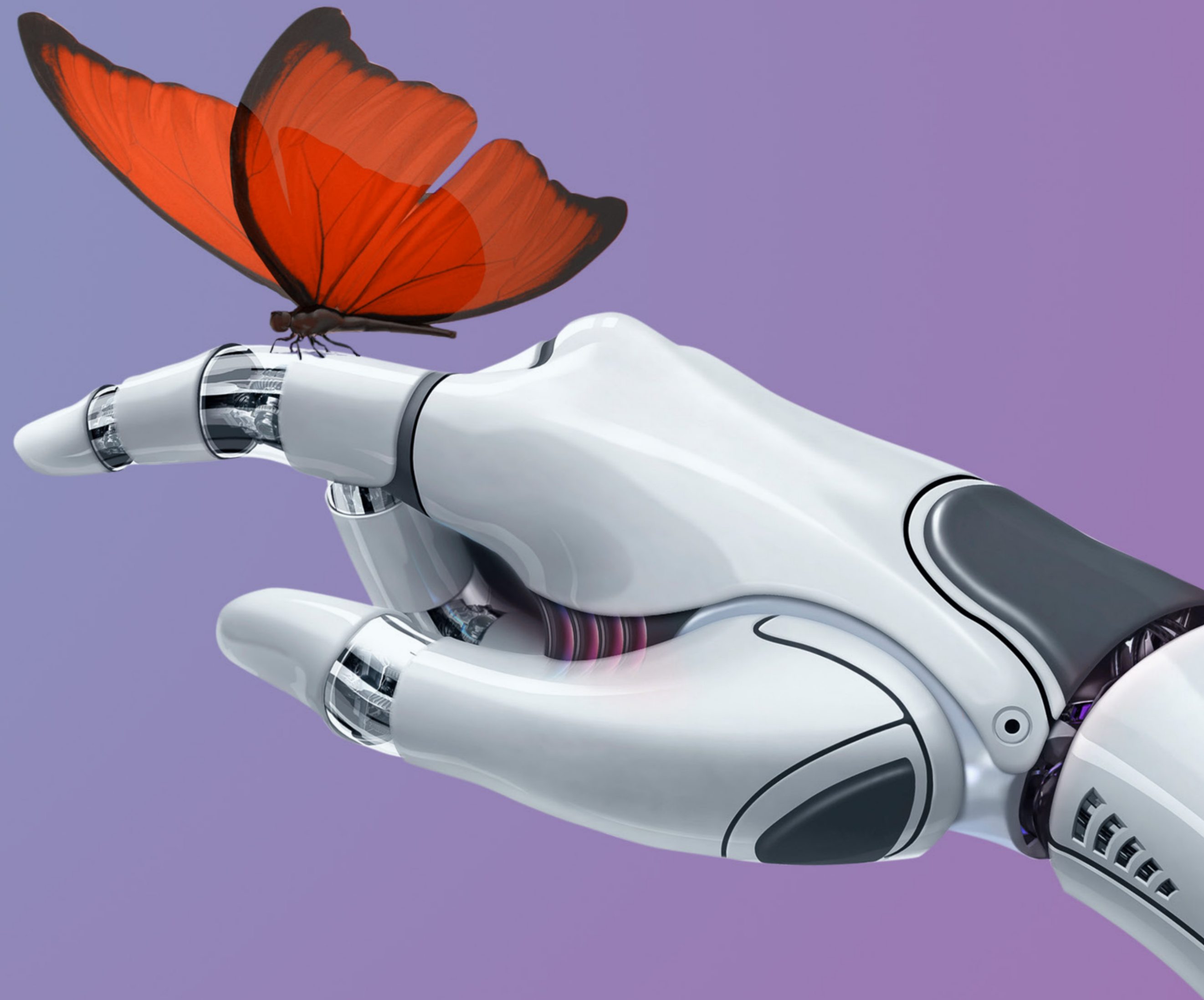


**HIP** Horeca  
Professional  
Expo

HOSPITALITY INNOVATION PLANET

15-17 FEB 2021 / Madrid-IFEMA

**#HIP2021**  
**CALL FOR SPEAKERS**



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



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# 1. HOSPITALITY 4.0 CONGRESS: Creating together the new Horeca

In a period of deep transformation, due to the convergence between foodservice, 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 sistematic and automatic way. All these helps us **being more efficient and doing abetter allocation of resources to increase customer value.**

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

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

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





## 2. Purpose of the Call for Speakers

### Who can participate?

We look for entrepreneurs, companies, social innovators, research centers, universities, public or non-governmental organizations, consortiums (public-private) and professionals that intend to reformulate the Horeca sector with success stories, innovative ideas, research, analysis, studies, disruptive vision and solutions in any of the following categories.

## 3. Categories

### 1. NEW / REINVENTED BUSINESS MODELS

New concepts and innovative, scalable, profitable and sustainable business models in any of the following segments of the Horeca channel:

- Franchises, groups or collective catering:
  - A scalable model of success.
  - A different millennial market.
  - Position a new differentiated gastronomic space.
  - Success oriented to MICE.
- Bars and Cafeterias.
- Specific models of Food on Demand (dark kitchens, cook rooms, logistics ...).
- New gastronomic spaces such as restaurants in hotels, airports, shopping centers, food courts or outdoor spaces that provide a new proposal for the client for its gastronomic offer or its uniqueness.
- Hotel and restaurant spaces where technology occupies a priority part of the experience, or in which the technology or the digital application have a key relevance for operations or marketing.

### 2. DIGITALIZATION

Companies whose products or services are based on technology with the aim of improving the customer experience:

- Technological products or services that improve the management of hospitality businesses in one of these areas: sales and Revenue, marketing, operations, purchases, human resources and customer experience.
- Solutions or systems focused on data analytics for decision making: big data, small data, business intelligence...
- Artificial intelligence and robotic applied to logistic, distribution, production, customer service...
- Domotic Solutions for hotels and other establishments to improve customer experience.

### 3. PEOPLE, PRODUCT, PLANET

Business models, products or services that are aligned with sustainable development in:

- Sustainable business models with outstanding facilities / infrastructure and sustainability / circular economy policies.
- Corporate or institutional improvement programs for people (teams).
- Initiatives to improve the customer experience through the incorporation of more sustainable practices.

### 4. HEALTH SAFETY AND HYGIENE

Improvements and innovations in processes, solutions and systems to guarantee hygiene and health safety:

- Domotic and contactless Solutions.
- Products and disinfection and cleaning systems.
- Hygiene and health safety consultancy and audit.

### 5. INNOVATIVE HORECA SOLUTIONS

- Food & Beverage Solutions: Food or drinks that offer differential value.
- Smart Kitchens & Equipment: machinery and equipment with latest technology that facilitate greater connectivity, energy efficiency, usability and homogeneity and quality in production.
- Design & Experience: furniture, kitchenware, textiles or other decorative elements that provide a unique and differential environment and experience.
- Take away & delivery: Innovative and sustainable packaging solutions that allow maintaining the quality of products during transport until consumption.





## 4. How to submit your proposal

To send your proposal to be part of Hospitality 4.0 Congress, please fill in all the information of the online form that you will find in: <https://www.expohip.com/hospitality-4-0-congress/call-for-speakers-form>

All proposals must comply with the detailed terms and conditions. The attached form will require, among others, the following details:

- Brief biography of the speaker (maximum 300 characters).
- Title of the presentation (maximum 100 characters).
- Summary (maximum 2500 characters): must include the strategic objectives, the implementation context, the added value of the proposal, the methodology, the current status and implementation, the solutions / conclusions and any other information useful to understand the main ideas of the proposal.

## 5. Deadlines to take in consideration

The key dates to consider are the following:

- Receipt of proposals. Deadline: **December 1, 2020**.
- Selected proposals. Confirmation date: **from December 21, 2020** all the participants will be informed of the results of their proposals.

## 6. Frequent questions

**In what language can the proposal be presented?**

The form and all complementary information must be delivered in English or Spanish. Proposals in other languages will not be accepted.

**Does it have any economic cost to participate in the Speakers call?**

No, it's totally free.

**How many proposals will be accepted?**

The number of accepted proposals is the responsibility of the Steering Committee and may vary depending on the quality of the proposals received and the final requirements of the program itself.

**Is it possible to extend the information after the call?**

If you need to modify or expand any information presented, you must contact us through [congress.hip@barter.es](mailto:congress.hip@barter.es).

## 7. Evaluation criteria

The objective of Hospitality 4.0 Congress is to provide a comprehensive view of the most important topics of the Horeca sector for professionals and companies, through unique and high level conferences that will showcase the most innovative, disruptive and inspiring ideas, practices and technologies.

The selection criteria are:

- For the impact it can bring to the key issues of the congress.
- For its innovation
- For originality, disruption and differential vision.
- For the arguments and information of the presentation.

## 8. Intellectual and Industrial Property Rights

The participant is responsible for the authorship of the submitted proposal. It holds the rights of intellectual property and, where appropriate, of industrial property. The participant is responsible for the submitted proposal that does not violate the rights of intellectual property, industrial property rights, copyright and / or image rights and assumes full responsibility with respect to third parties; the organization is free of all responsibility. Once the proposal has been selected, the organizers can publish any data considered public (author, company / organization, title, summary, website and topic).

### Data Protection

The HIP organization | Hospitality Innovation Planet is committed to maintaining the confidentiality of the proposals received and of the companies or authors. He will only share them with the members of the Steering Committee. Once the proposal has been selected, the organizers can publish any data considered public (author, company / organization, title, summary, website and topic). All the participants are responsible for the authorship of the submitted proposals, they are owners of the intellectual property rights and, where appropriate, of the industrial property. Each participant is responsible for the submitted proposal that does not violate the rights of intellectual property, industrial property rights, copyright and / or image rights and assumes total responsibility with respect to third parties. The Organization of the Congress is free of all responsibility.

## 9. Contact

For any questions or suggestions regarding the Call for Speakers or Hospitality 4.0 Congress, you can contact us at:

- Telephone: **+ 34 934 023 803**
- Email: [congress.hip@barter.es](mailto:congress.hip@barter.es)

If you are also interested in exhibiting or knowing different options for participation in HIP, contact us at:

- Telephone: **+ 34 917 942 830**
- Email: [exhibit@expohip.com](mailto:exhibit@expohip.com)

# Hospitality Innovation Planet

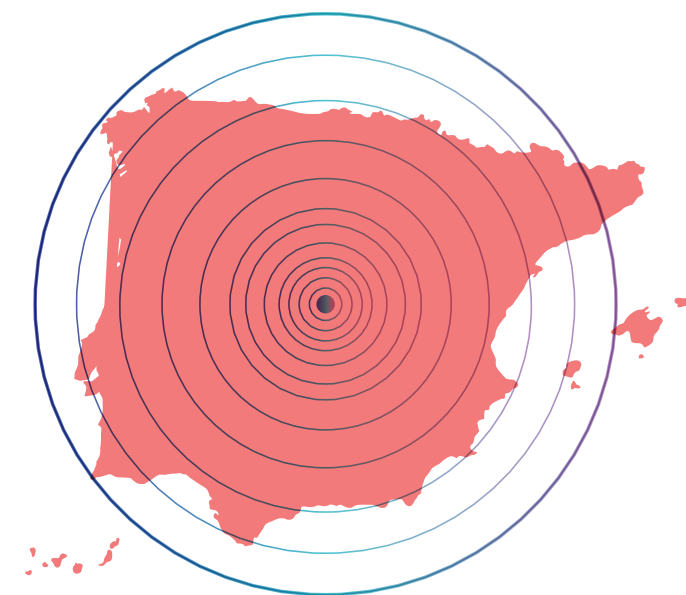
## HOSPITALITY 4.0 BUSINESS PLATFORM



NETWORK

KNOWLEDGE

BUSINESS OPPORTUNITIES



PERFORMING STUNNING EXHIBITIONS  
TO YOUR BUSINESS SUCCESS

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MOSCOW	russia@nebext.com	MEXICO	mexico@nebext.com
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