



HOSPITALITY INNOVATION PLANET

7-9 MARCH 2022 / Madrid-IFEMA

CALL FOR SPEAKERS
#HIP2022

www.expohip.com



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 systematic and automatic way. All these helps us being more efficient and doing a better 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 establishments. Customers must feel in the need of living our experiences in its full extent.

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**.



Take the stage of Hospitality 4.0 Congress together with more than 450 international experts and share your leadership vision, ideas, innovative solutions and success stories with more than 25,000 entrepreneurs and executives in the sector who seek to reinvent and optimize their hospitality businesses.



2. Purpose of the Call for Speakers

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

A. 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.
- Architecture or interior projects in unique, differential, sustainable spaces with a high impact on the positioning of the business.
- 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.

B. 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.

C. SUSTAINABILITY

Business models, products or services that are aligned with the Sustainable Development Objective (SDO) in:

- facilities or infrastructure
- sustainability policies or circular economy.
- corporate or institutional improvement programs for people and teams.
- Initiatives to improve the customer experience through sustainability.

D. 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.

E. INNOVATIVE 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, 2021.**
- Selected proposals. Confirmation date: **from January 1, 2022** 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.

**TAKE THE STAGE OF THE LARGEST
INTERNATIONAL CONGRESS ON HORECA
INNOVATION AND IMPACTS THOUSANDS OF
PURCHASING DECISION-MAKERS**



Hospitality Innovation Planet

HOSPITALITY 4.0 BUSINESS PLATFORM



NETWORK



KNOWLEDGE



BUSINESS OPPORTUNITIES



BARCELONA info@nebext.com
BRUSSELS belgium@nebext.com
MADRID spain@nebext.com
MOSCOW russia@nebext.com
SHANGHAI china@nebext.com
TEL AVIV israel@nebext.com
BOLOGNA italy@nebext.com

LISBOA portugal@nebext.com
DELHI india@nebext.com
FRANKFURT germany@nebext.com
MEXICO mexico@nebext.com
SAO PAULO brazil@nebext.com
SILICON VALLEY usa@nebext.com
TORONTO canada@nebext.com
WARSAW poland@nebext.com

PERFORMING STUNNING EXHIBITIONS
FOR YOUR BUSINESS SUCCESS

www.expohip.com

HIP is a collaborative event of:

NEBEXT
NEXT BUSINESS EXHIBITIONS

IFEMA
MADRID