

**7 - 9 MARCH 2022**  
**Madrid-IFEMA**

READY?

A NEW  
HORECA IS  
COMING





# A New Horeca is Coming

We are immersed in a historic and disruptive moment for the hospitality industry worldwide due to the coincidence of several factors.

Many hospitality businesses have had to reinvent themselves and others will have to do so in the coming months in order to survive, attract and retain customers who are changing their priorities, moments and places of consumption.

We must be prepared for a new Horeca that must compete to lead the moments of consumption of customers by offering maximum security and a unique experience to get customers to come to their establishments.

Digitalization has generated an omnichannel hospitality industry, virtualizing our business and moving the experience to wherever the customer wants. We have new tools to be able to perform better management and decision making, as well as systematize processes to be more efficient and provide value to our customers.

We must be ready to lead and take advantage of a new stage in which vision, anticipation, communication, flexibility, solid operations, management capacity and speed in decision making will be key to the future of our business.



# HIP, the only event that generates innovation DNA and investment in Horeca entrepreneurs

HIP - Horeca Professional Expo is the largest event of Horeca innovation. For 3 days a year, it shows the keys to success to entrepreneurs and professionals in the sector who want to lead the new Horeca that is coming.

A space where to be inspired to establish the strategy that will take each hospitality business to a new dimension thanks to a unique content, a multitude of case studies implemented in hospitality businesses around the world along with the latest innovations offered by the industry and the best networking to establish collaborations and alliances.

A unique opportunity for the most innovative companies in the sector to showcase products and solutions that provide a differential value in the best possible ecosystem for it.

“  
A new Horeca  
with new needs

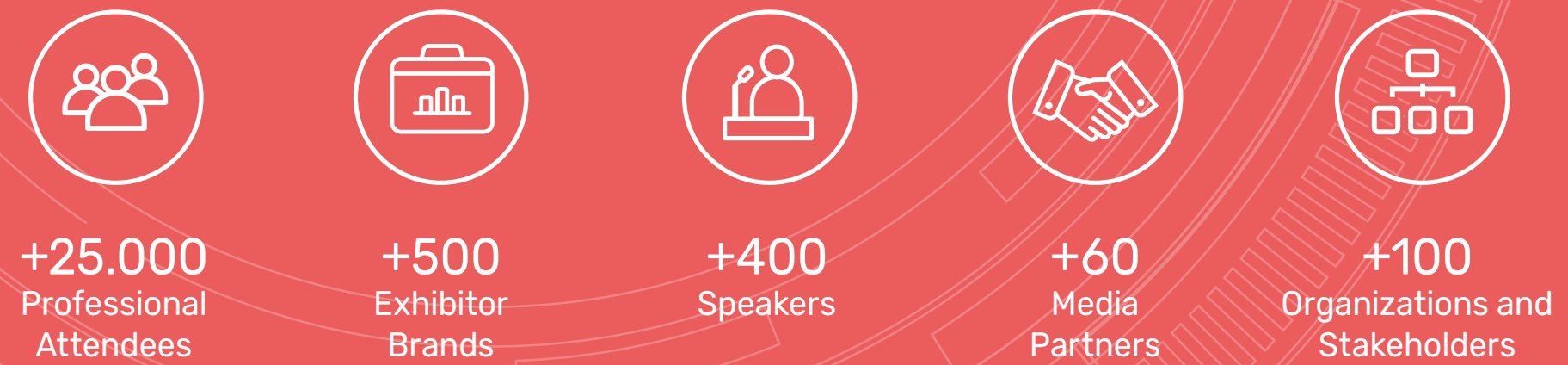


EMOS EL PRÓXIMO AÑO  
7 AL 9 DE MARZO DEL 2022





# HIP attracts decision-makers...



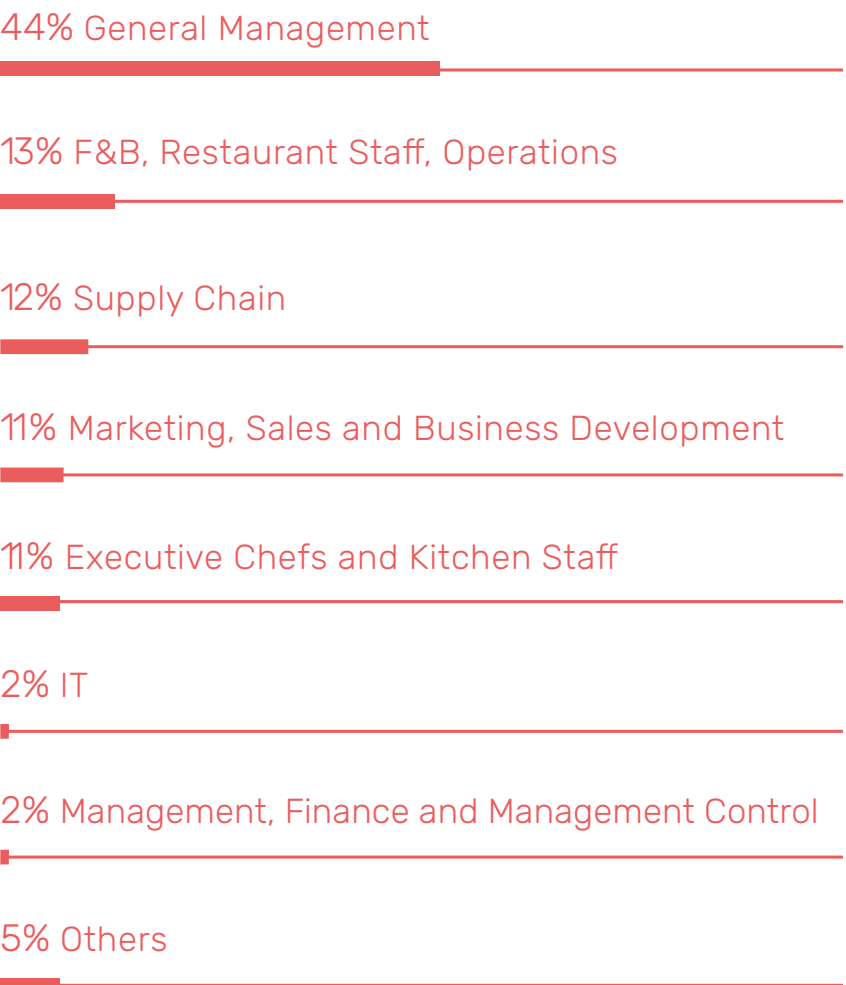
HIP brings together entrepreneurs and top managers from all Iberian market...



...with decision-making power



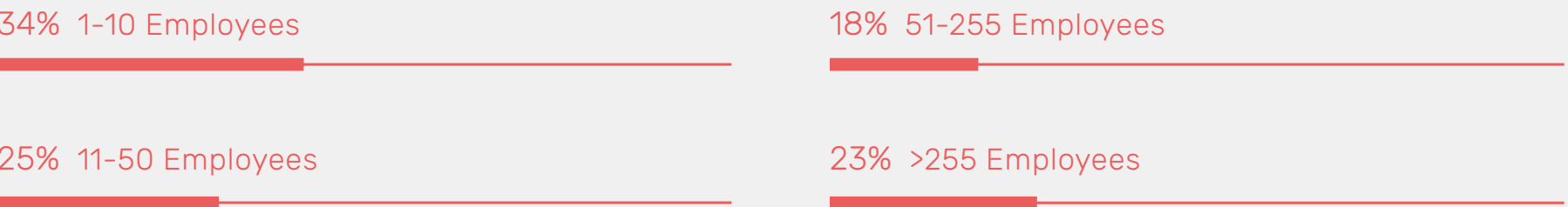
## Responsability Area



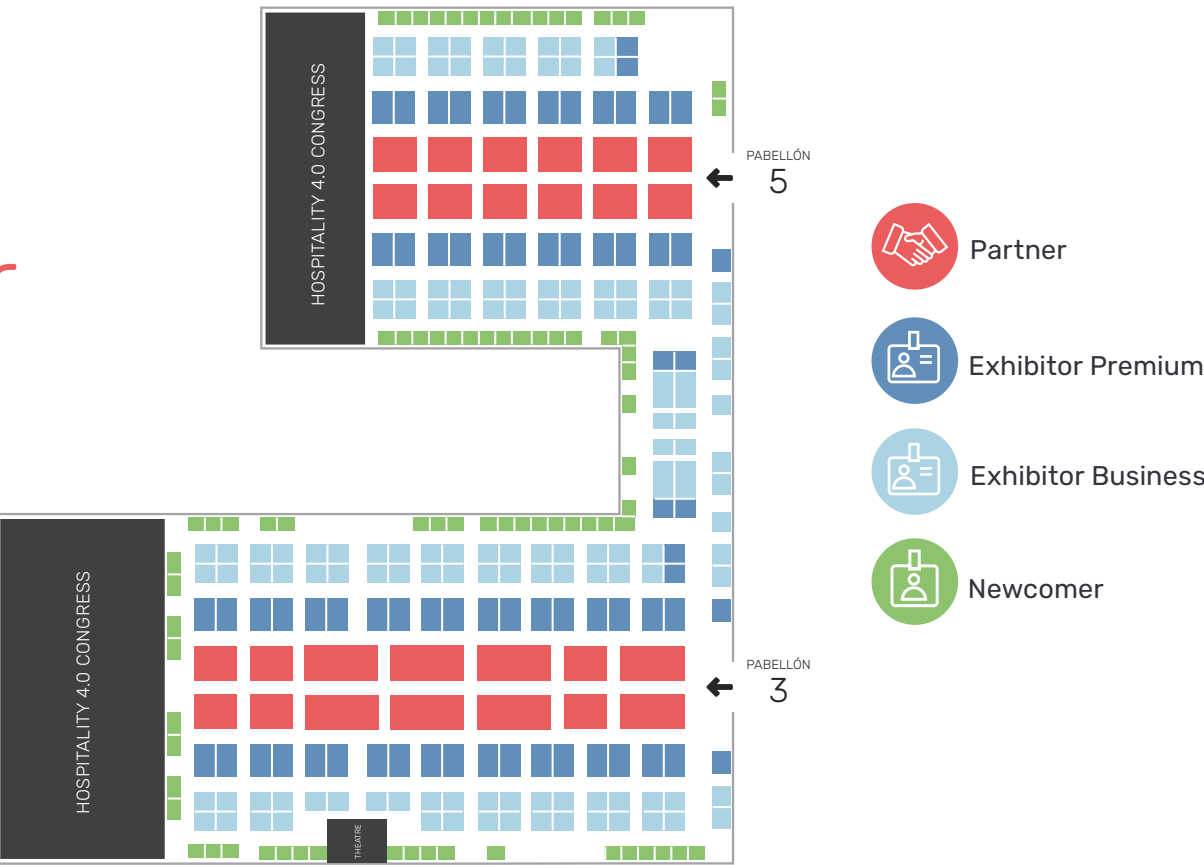
# ...of all Horeca sectors...



## VISITOR COMPANIES SIZE



...looking for solutions to innovate in their business





All innovation...

FOOD & BEVERAGE SOLUTIONS

- Selected Brands
- 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

HORECA WINE & SPIRITS

NEW

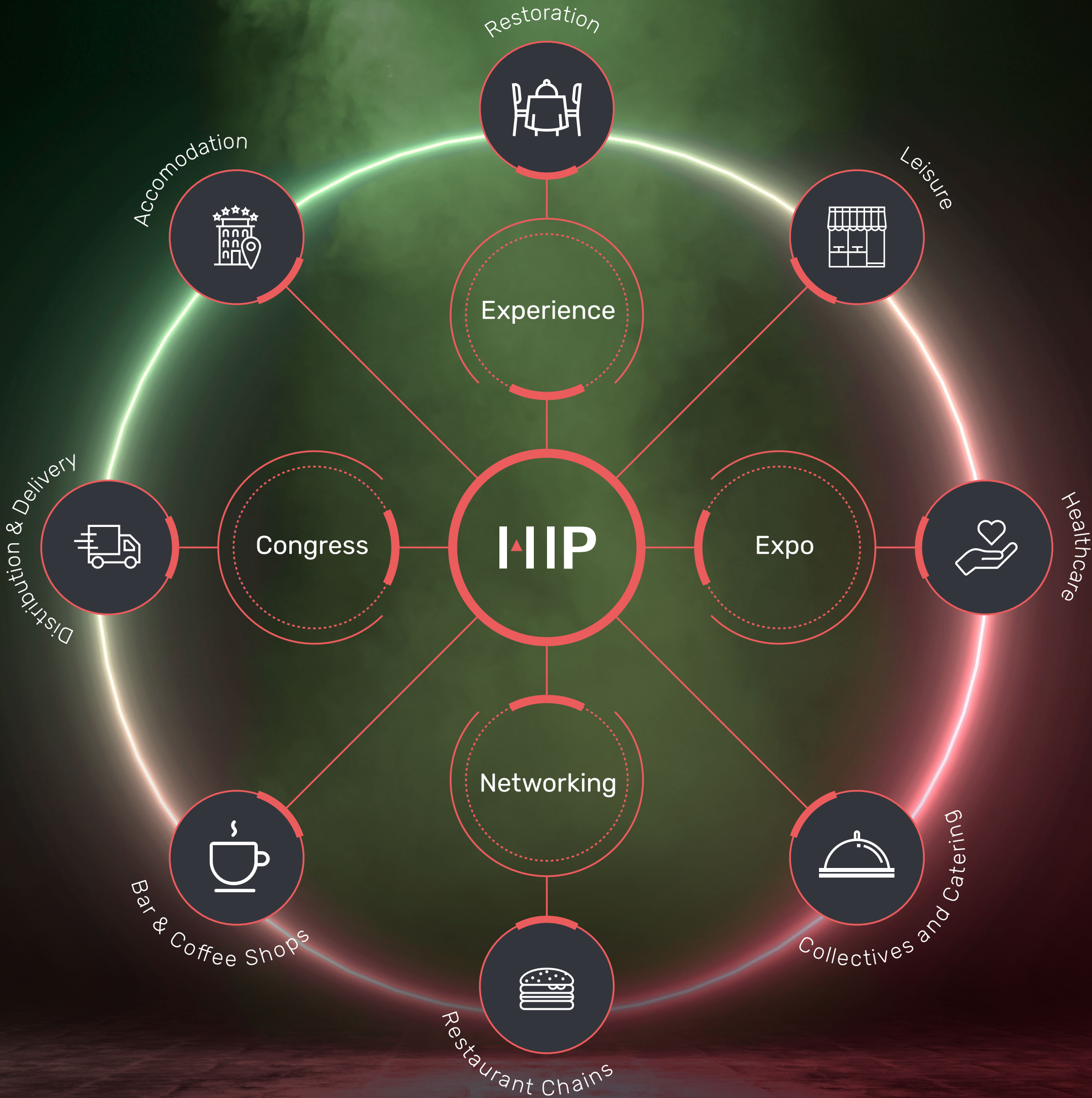
- Wine & spirits
- Distilled spirits and liquors

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, Mistery Shopping...)
- Amenities
- Laundry and Dry Cleaning
- Measurement Systems



...for all Horeca sector

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
- Distribution
- Dark Kitchens

HEALTHCARE

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



# Hospitality 4.0 Congress

The largest international congress of Horeca innovation



**+400**  
International  
Experts



**+20**  
Summits



**8**  
Stages



**+300**  
Sessions

An specific agenda for each professional and industry segment

**RESTAURANT**  
*Trends*

**HOTEL**  
**TRENDS**  
HOSPITALITY INNOVATION PLANET



FOODSERVICE  
ROBOTICS  
PIONEERS



PERFECT  
RESTAURANT  
PROJECT

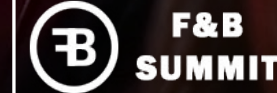
★★★★★  
THE VIP ROOM



SUMMIT  
SUPPLY CHAIN



DELIVERY  
& FOOD  
AS A SERVICE



F&B  
SUMMIT

revolución  
ensala



SAFE  
HORECA



AGENDA  
USA



PEOPLE  
PRODUCT  
PLANET

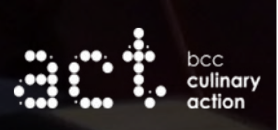


AGENDA  
DIGITAL

BAR & CO.



Cook room  
HIP



act  
bec culinary  
action



NEW CONCEPTS  
& FRANCHISES



DIGITAL  
GASTRONOMY  
& HOSPITALITY  
STARTUP FORUM



HORECA TALENT



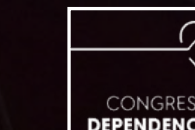
MEET THE  
EXPERTS



SUMMIT DE  
COLECTIVIDADES



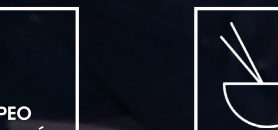
Design  
&  
experience



CONGRESO NACIONAL  
DEPENDENCIA Y SANIDAD



CONGRESO EUROPEO  
DERECHO Y GASTRONOMÍA



ASIAN  
FOOD  
SUMMIT



SUMMIT DE  
GOBERNANTAS



Barra  
de ideas



makro  
AULA MAKRO





## Networking B2B at the highest level



Leadership Summit



The VIP Room



Supply Chain Annual Meeting



Hospitality Startup Forum

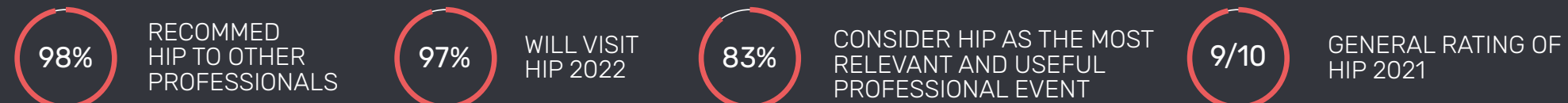
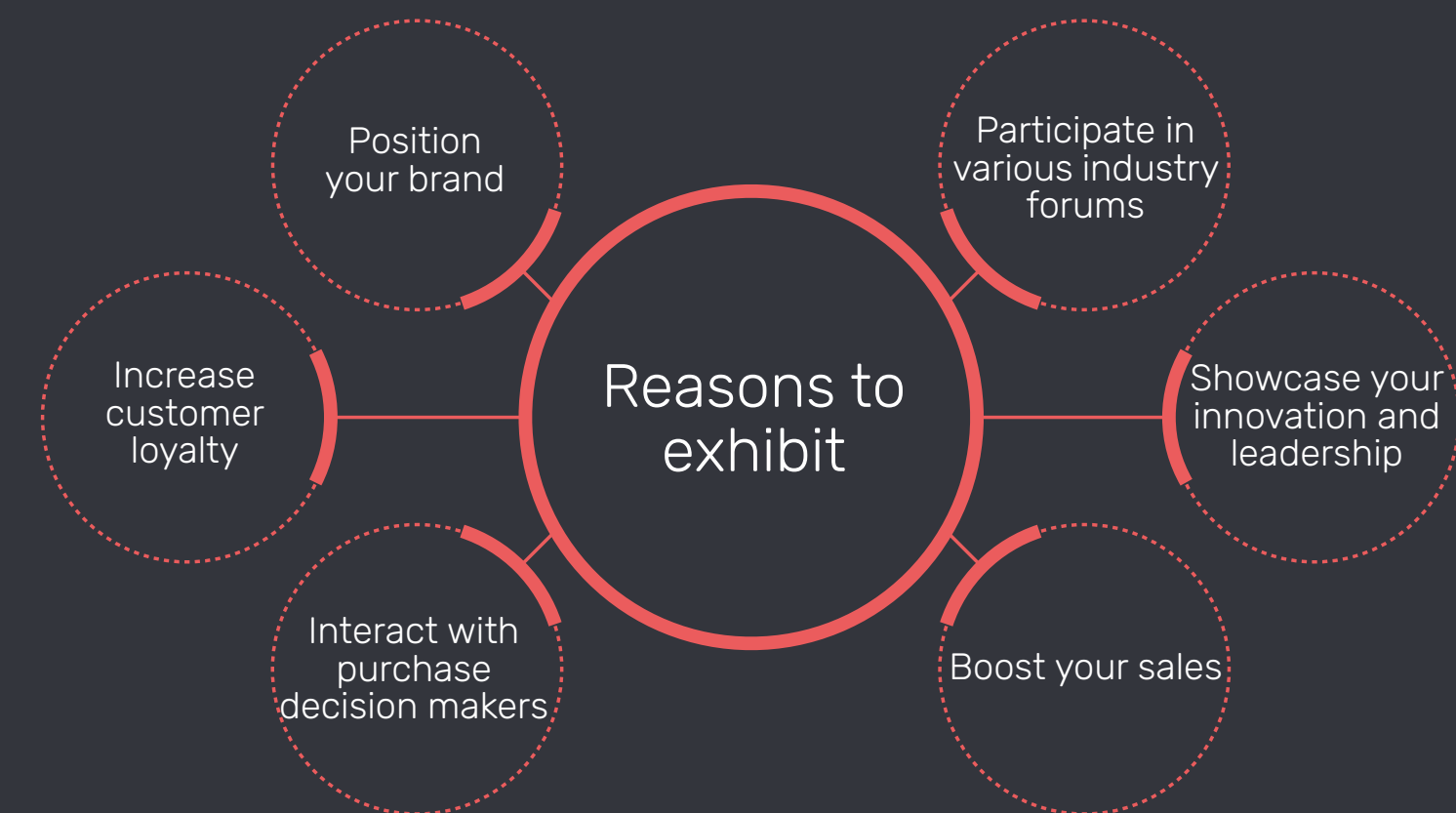


New Business Models Horeca Awards 2022



Restaurant Trends by Marcas de Restauración

## Join the best business platform to boost your sales in 2022



Madrid, world capital of innovation in hospitality and tourism.

CANALEJAS CENTER MADRID (FOUR SEASONS HOTEL).  
PHOTO BY ESTUDIO LAMELA ARQUITECTOS.

### 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 activities.



#### 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.

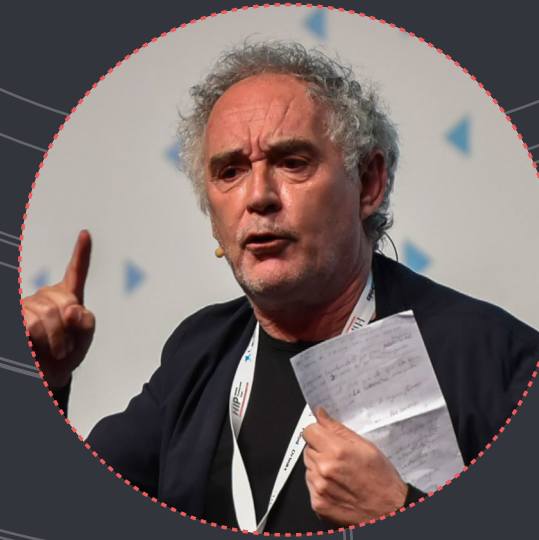


# Hospitality Innovation Planet

HOSPITALITY 4.0 BUSINESS PLATFORM



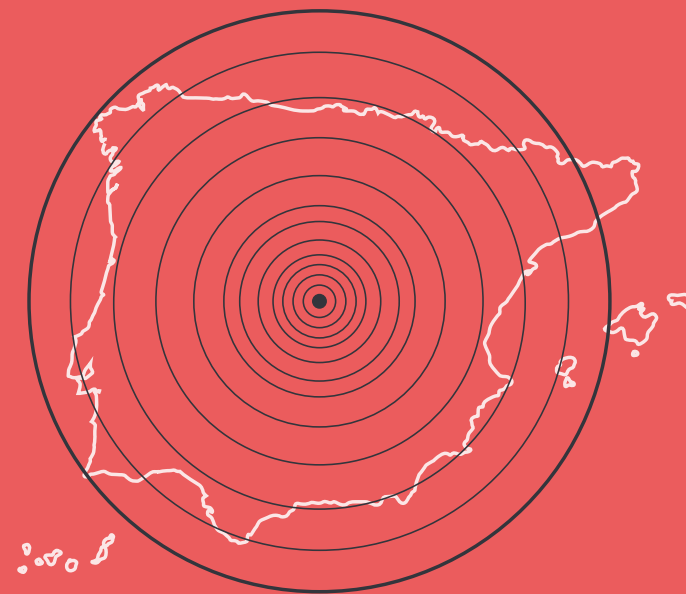
NETWORK



KNOWLEDGE



BUSINESS OPPORTUNITIES



PERFORMING STUNNING EXHIBITIONS  
FOR YOUR BUSINESS SUCCESS

BARCELONA [info@nebext.com](mailto:info@nebext.com)  
BRUSSELS [belgium@nebext.com](mailto:belgium@nebext.com)  
MADRID [spain@nebext.com](mailto:spain@nebext.com)  
MOSCOW [russia@nebext.com](mailto:russia@nebext.com)  
SHANGHAI [china@nebext.com](mailto:china@nebext.com)  
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DELHI [india@nebext.com](mailto:india@nebext.com)  
FRANKFURT [germany@nebext.com](mailto:germany@nebext.com)  
MEXICO [mexico@nebext.com](mailto:mexico@nebext.com)  
SAO PAULO [brazil@nebext.com](mailto:brazil@nebext.com)  
SILICON VALLEY [usa@nebext.com](mailto:usa@nebext.com)  
TORONTO [canada@nebext.com](mailto:canada@nebext.com)  
WARSAW [poland@nebext.com](mailto:poland@nebext.com)

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

HIP is an event in collaboration with:



**NEBEXT**  
NEXT BUSINESS EXHIBITIONS



#HIP2022