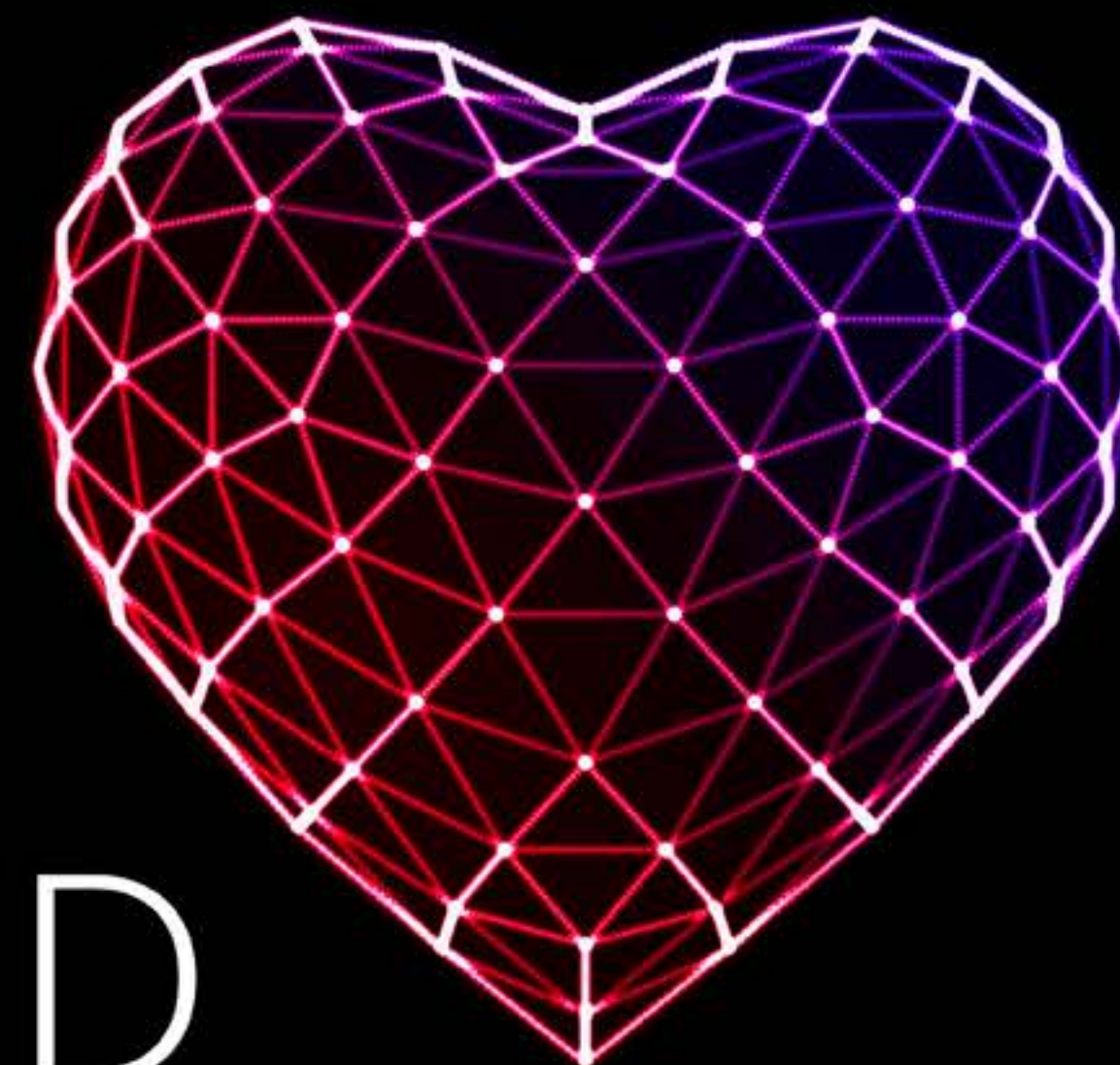




UNLIMITED PASSION

6-8 March 2023 | IFEMA Madrid

www.expohip.com

POST SHOW REPORT 2023



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11. Industry leaders share their vision of the new Horeca
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13. The largest Horeca Community

HIP 2023, the leading Horeca innovation event



43.794

Professional visitors



79%

Entrepreneurs &
TOP managers



619

Exhibitor
brand



+4.000

Innovations presented



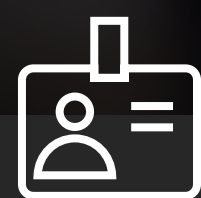
607

International
experts



9

Stages



136

Associations & stakeholders



414

Journalists



69

Media
partners



The business platform that brings more value to the sector

9,2

GENERAL RATING OF
HIP 2023

89%

CONSIDERS HIP TO BE THE BEST
EVENT IN THE INDUSTRY

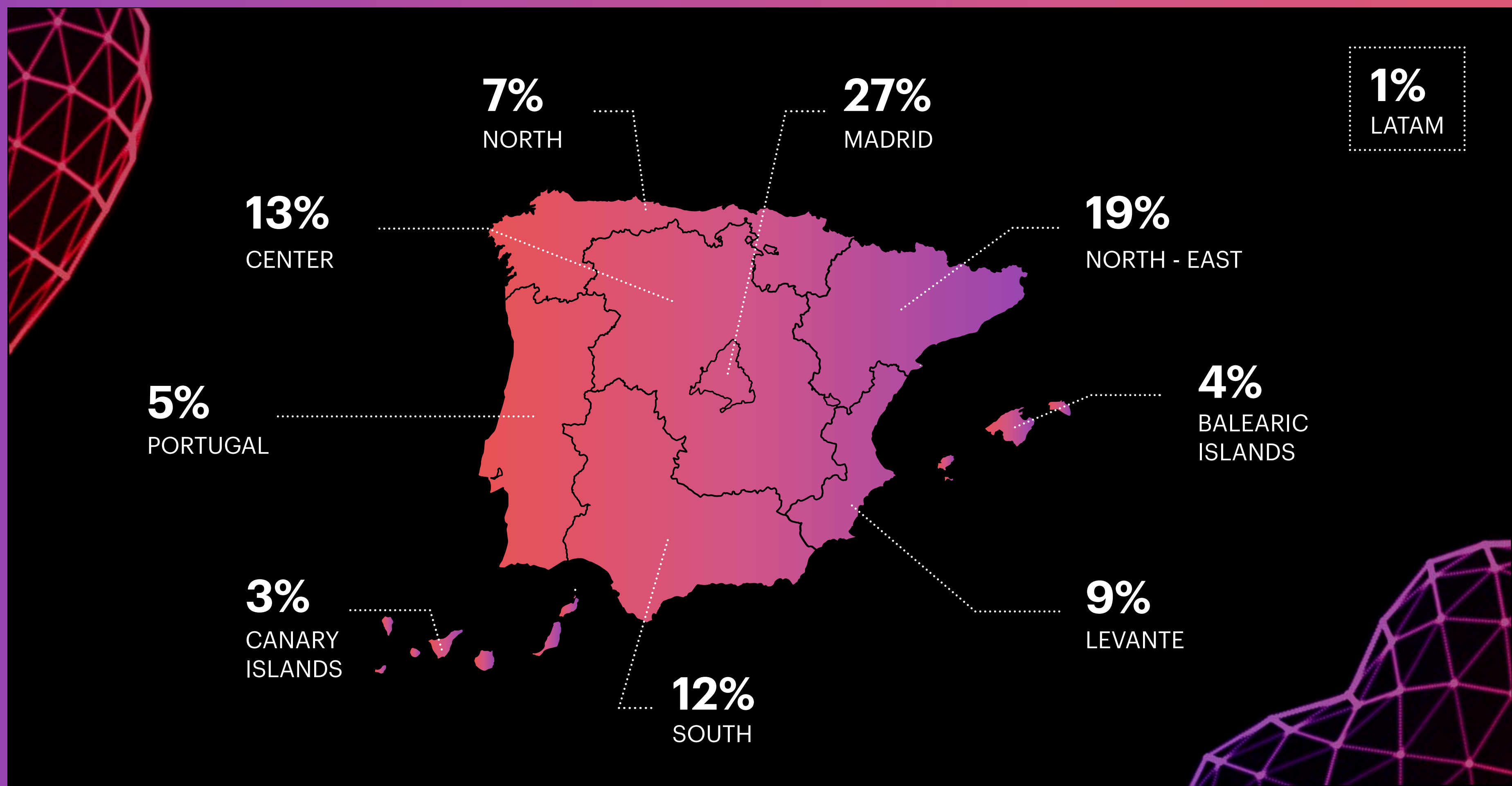
98,5%

RECOMMENDS HIP
TO ANOTHER PROFESSIONAL

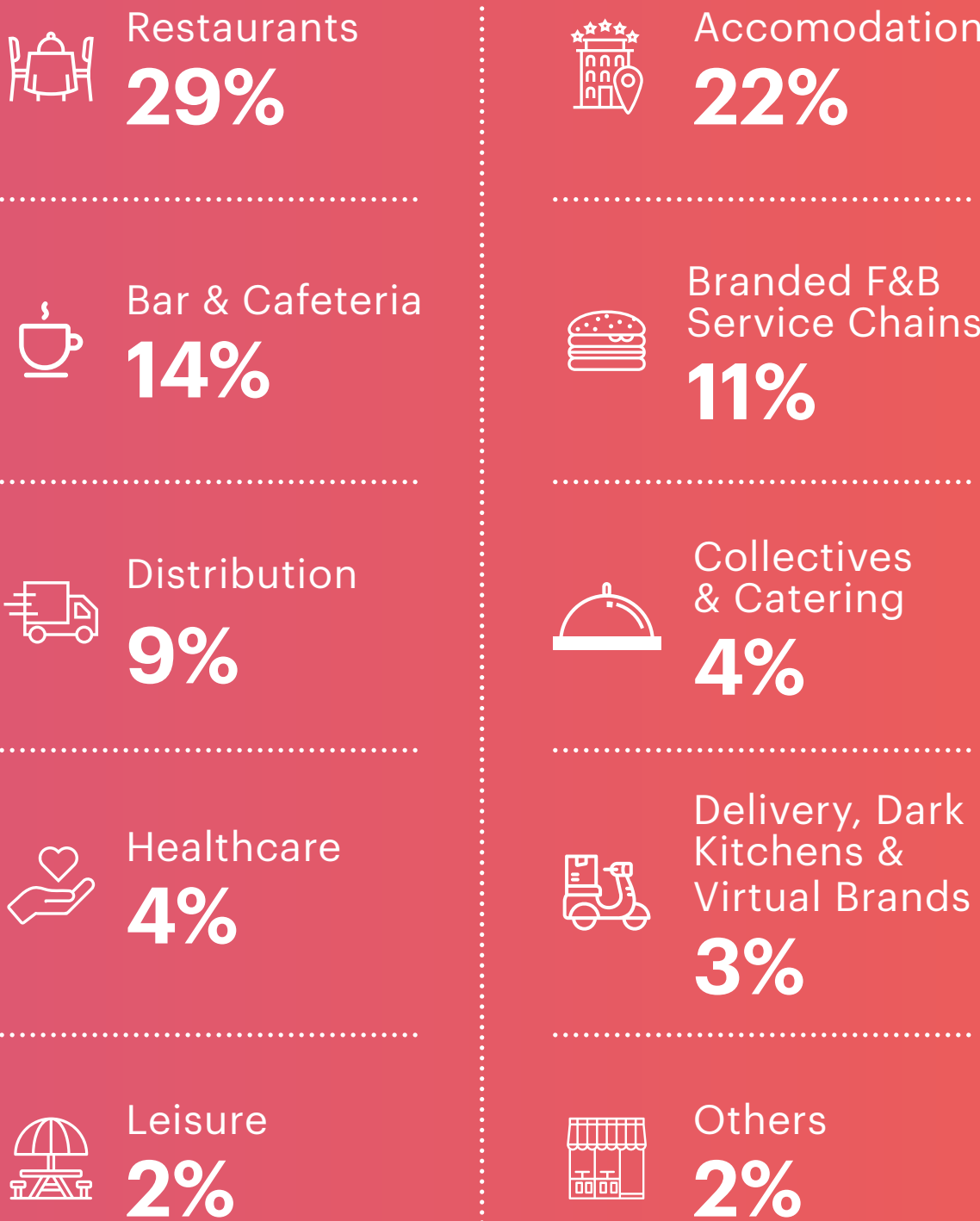
99%

WILL VISIT
HIP 2024

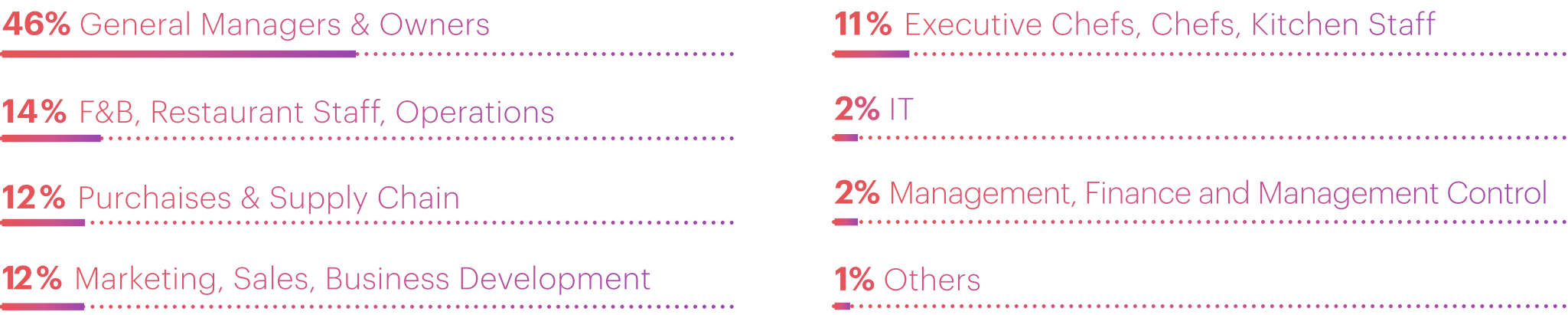
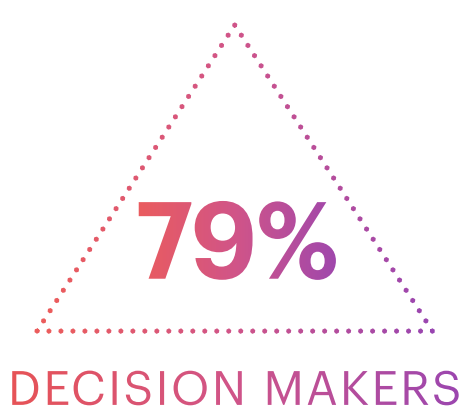
HIP gathers the entire hospitality industry



HIP appeals to all Horeca segments



The decision-makers and all areas of business in HIP



SIZE OF VISITING COMPANIES



Leaders and over 19,000 companies visit HIP

BRANDED F&B SERVICE CHAINS, SINGULAR AND VIRTUAL BRANDS



TRAVEL



HOTELS



LEISURE



COLLECTIVES



DISTRIBUTION



HEALTHCARE





HIP2023, in images

CLICK HERE TO SEE THE FULL
GALLERY OF IMAGES





619 companies in 4 halls and 60.000 sqm of innovation

HALL 3

DIGITAL WORLD

NEW CONCEPTS & FRANCHISES

DESIGN & EXPERIENCE

PACKAGING & DELIVERY

HALL 5

SMART KITCHENS & EQUIPMENT

HEALTH & SAFETY

HALL 7

FOOD & BEVERAGE

HORECA WINE & SPIRITS

HALL 9

DEPENDENCIA Y SANIDAD

CLICK HERE TO SEE THE LIST OF EXHIBITORS



GLOBAL MAIN PARTNERS:



OFFICIAL PROVIDER:



OFFICIAL BANK:



OFFICIAL INSURER:



PREMIER PARTNERS:



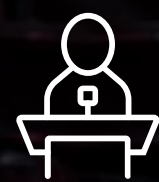
Hospitality 4.0 Congress, the largest international congress on trends and new Horeca concepts



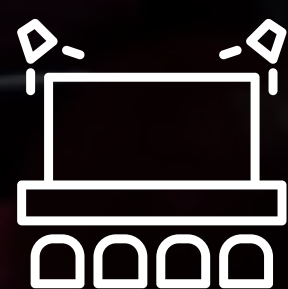
607
INTERNATIONAL
EXPERTS



32
SUMMITS



306
SESSIONS

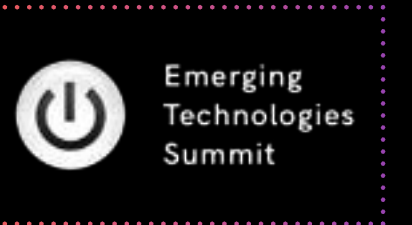
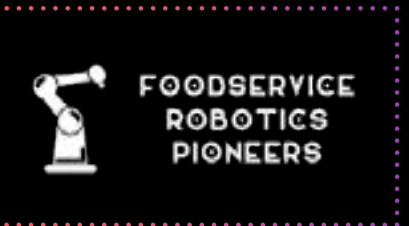


9
STAGES



TOP agenda for each professional profile and industry segment

CHECK THE DETAILED AGENDA HERE



Some of the most disruptive experts of Hospitality 4.0 Congress



Dabiz Muñoz
Chef y Dueño
UniverXo



Toni Nadal
Entrenador de
Tenis y Director
**Rafa Nadal
Academy**



Eneko Atxa
Chef 5* Michelin
Azurmendi



Pepa Muñoz
Presidenta
FACYRE
**Restaurante
El Qüenco de
Pepa***



Kike Sarasola
Presidente y
Fundador
**Room Mate
Group**



Eva Collado
Consultora Estratégica de
Capital Humano y Digitalización



Pepe Solla
Chef y
Propietario
**Restaurante
Casa Solla***



Reyes Maroto
Ministra de Industria,
Comercio y Turismo
Gobierno de España



Martín Berasategui
Chef 12* Michelin



Pepe Díaz
CEO
Artiem Hotels



Paloma Fang
Co-founder
Grupo Bella Ciao



Roberto Brisciani
CEO
Thinkingfoods



Aleix Puig
CEO
Vicio



Miguel Nicolás
Founder & CEO
Grupo Lalala



Jesús Fernández
CEO
Grupo Sibuya



Ignacio Blanco
CEO
Grupo Larrumba



Alejandra Reyes
CEO
Restaurante
Storia d'Amore



Jesús Sánchez
Chef y empresario
3* Michelin
El Cenador de Amós



Rebeca Muñoz
CEO & Partner
Livit Design



Manu Iturregi
Owner &
Bartender
Residence Bilbao



Natalia Mota
Directora de
Compras,
Calidad,
Sostenibilidad
McDonald's



Michael Wolf
Founder, CEO &
Editor in Chief
The Spoon



José Luís Martínez-Almeida
Alcalde
Madrid



Diego Guerrero
Chef y
propietario
DSTaGE**



Juan Carlos Sanjuán
CEO
Casual Hoteles



José Rodríguez
CEO
Sercotel



First-class networking agenda



LEADERSHIP SUMMIT



OXYGEN PARTY



RESTAURANT TRENDS
COCKTAIL NETWORK



THE VIP ROOM
HOTEL TRENDS



SUPPLY CHAIN MEETING



DIGITAL GASTRONOMY
& HOSPITALITY STARTUP
FORUM



RECEPTION OF
AUTHORITIES



TOUR PENT HOUSE
BY WOW



COLOMBIA
GUEST COUNTRY



RECOGNITION OF ÓSCAR
VELA, CEO OF ÁREAS,
FOR HIS BUSINESS
CAREER



MARCAS DE RESTAURACIÓN
RECOGNITION OF WOMEN
IN MANAGEMENT: MARÍA DEL
CARMEN JÁÑEZ, HR DIRECTOR
OF AMREST



LEADERSHIP SUMMIT
DEPENDENCIA Y
SANIDAD



DEPENDENCIA
Y SANIDAD
NETWORKING

Horeca New Business Models Awards 2023

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BEST PRODUCT INNOVATION
AWARD BY MAHOU SAN MIGUEL &
HOSTELERÍA DE ESPAÑA



BEST PEOPLE PRODUCT PLANET
BY UNILEVER FOOD SOLUTIONS AWAY
FROM HOME



BEST BUSINESS DEVELOPMENT
AWARD BY HEINEKEN



THE BEST DIGITAL RESTAURANTS AWARDS
BY DIEGOCOQUILLAT.COM

BEST DESIGN & EXPERIENCE
AWARD BY COCA-COLA



BEST NEW BUSINESS MODEL
AWARD BY ALIMENTOS DE ESPAÑA



BEST TECHNOLOGY INNOVATION
AWARD BY CAIXABANK



ASIAN CULINARY
AWARDS



Media impact of #HIP2023

 +420.000 Web visits	 +1.500 Tweets & retweets	 #HIP2023 Trending topic
 +138.000 Twitter Impressions	 +485.000 Instagram Impressions	 +243.000 LinkedIn Impressions
 1.259 Media appearances	 414 Journalists registered	 69 Media Partners



Industry leaders share their vision of the new Horeca

ALL HIP TV STUDIO INTERVIEWS HERE



LOS CRITERIOS ESG EN EL SECTOR HOTELERO A DEBATE EN HIP 2023

[\[LEER +\]](#)



HIP 2023: LOS RETOS, ACIERTOS Y APRENDIZAJES DE LOS MEJORES EN EL SECTOR DE LA HOSTELERÍA

[\[LEER +\]](#)



HIP 2023 CONVIERTE A MADRID EN LA CAPITAL MUNDIAL DE LA INNOVACIÓN HORECA

[\[LEER +\]](#)



HIP 2023: LOS RESTAURANTES QUE AUTOMATIZAN SUS PROCESOS EN SALA O COCINA GANAN UN 16% MÁS

[\[LEER +\]](#)



HIP 2023: EL SECTOR HORECA BUSCA UN MODELO MÁS RENTABLE Y SOSTENIBLE APOYÁNDOSE EN LA TECNOLOGÍA

[\[LEER +\]](#)



HIP 2023 SUPERA TODAS LAS PREVISIONES Y CIERRA SUS PUERTAS CON UN TOTAL DE 43.794 CONGRESISTAS, LA CIFRA MÁS ALTA DE TODA SU HISTORIA

[\[LEER +\]](#)



“SI NO, DIVERXO TIENE QUE MORIR”: LA CONDICIÓN DE DABIZ MUÑOZ PARA QUE SU RESTAURANTE TRES ESTRELLAS SIGUIERA ABIERTO, EN HIP 2023

[\[LEER +\]](#)



TECNOLOGÍA SÍ O SÍ PARA MEJORAR LOS MODELOS DE NEGOCIO DE LA RESTAURACIÓN EN HIP 2023

[\[LEER +\]](#)

HIP's legacy to the industry and its commitment with the Sustainable Development Goals

OBJETIVOS
DE DESARROLLO
SOSTENIBLE



10,000€ DONATION TO WORLD CENTRAL KITCHEN TO SUPPORT THEIR WORK WITH THE VICTIMS OF THE DEVASTATING EARTHQUAKE IN TURKEY AND SYRIA



COLLECTION OF 4,320 KILOS OF FOOD DONATED BY EXHIBITORS



8M WOMEN'S DAY AND WOMEN HORECA LEADERSHIP



NATIONAL CONGRESS ON DEPENDENCIA Y SANIDAD BY ALIMARKET



SUPPORTING THE FIGHT AGAINST FOOD WASTE



PEOPLE PRODUCT PLANET



HORECA TALENT

The largest Horeca Community

STRATEGIC MEDIA PARTNERS AND OFFICIAL RADIO



MEDIA PARTNERS



INSTITUTIONAL PARTNERS



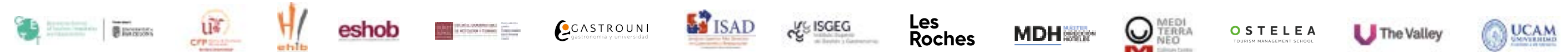
STRATEGIC PARTNERS



SUPPORTING PARTNERS



HIP ACADEMY



See you from 19 to 21 February 2024 in IFEMA Madrid



NETWORKING



KNOWLEDGE



BUSINESS OPPORTUNITIES

#HIP2023



www.expohip.com

HIP is an event in collaboration with:

NEBEXT
NEXT BUSINESS EXHIBITIONS

