

EXPLORE THE UNKNOWN

March 10-12, 2025 | IFEMA Madrid

HIIP Horeca
Professional
Expo
HOSPITALITY INNOVATION PLANET



www.expohip.com

WELCOME TO THE INNOVATION PLANET

We have embarked on a journey of no return, where continuous innovation in hospitality is more than just a trend; it is an imperative in a world where customers' tastes and expectations are constantly evolving. In such a competitive sector, where the customer experience is paramount, establishments must continuously seek new ways to surprise, delight, and retain their audience.

Innovation in hospitality not only involves staying up to date with the latest trends but also anticipating the needs and desires of customers. The ability to adapt and the willingness to experiment are essential to excel in an ever-changing market. Concepts that embrace an innovative mindset not only stand out from

the competition but also create memorable experiences that build customer loyalty and ensure long-term success.

HIP is the largest ecosystem and meeting point in the industry, where entrepreneurs and professionals find inspiration and acquire the innovations and solutions needed to improve their businesses in an era of constant change and opportunities for those ready to explore new paths. HIP, through the **Hospitality 4.0 Congress**, serves as the only knowledge platform where one can discover new concepts, disruptive ideas, and the best strategies to innovate and drive success in every area of a hospitality business.



THE ONLY PROFESSIONAL BUSINESS PLATFORM IN THE HORECA INDUSTRY THAT GENERATES A DNA OF INNOVATION AND INVESTMENT FOR ENTREPRENEURS AND DECISION-MAKERS.

VISIT **HIP**



HIP ATTRACTS DECISION-MAKERS OF ALL HORECA SECTORS

+50.000
Professional Attendees

78%
Decision makers



+750
Experts



+700
Companies



DECISION-MAKERS AND ALL BUSINESS AREAS IN HIP

78% Decision makers

46% General Management

15% F&B, Restaurant Staff, Operations

13% Supply Chain

11% Marketing, Sales and Business

10% Executive Chefs and Kitchen Staff

2% IT

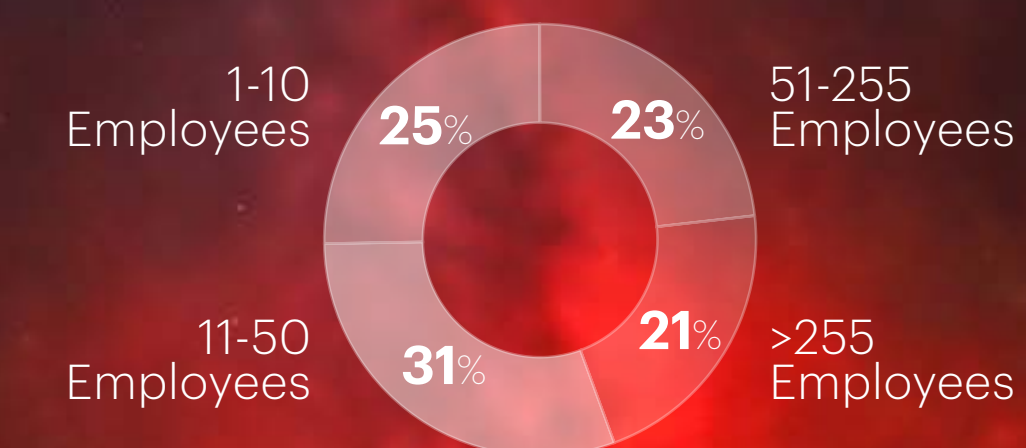
2% Management, Finance and Management

1% Others

GEOGRAPHICAL ORIGIN

MADRID	26%	PORTUGAL	4%
NORTHEAST	18%	BALEARIC ISLANDS	4%
CENTER	13%	CANARY ISLANDS	2%
SOUTH	13%	EUROPE	2%
LEVANTE	10%	LATAM	1%
NORTH	7%		

SIZE OF THE VISITING COMPANIES



SEGMENTS VISITING US

27% Restoration 

23% Accommodation 

13% Restaurant Chains 

12% Bar & Coffee 

7% Distribution 

5% Collectives & Catering 

4% Healthcare 

3% Delivery, Dark Kitchens & Virtual Brands 

2% Leisure 

2% Automated Foodservice 

1% Nightlife 

1% Other 

4 HALLS WITH YOUR INNOVATION AND SOLUTIONS



PARTNER 

EXHIBITOR PREMIUM 

EXHIBITOR BUSINESS 

NEWCOMER 

HIP, THE PLANET OF MULTI-SPECIALIST INNOVATION FOR THE ENTIRE HORECA SECTOR

- FOOD & BEVERAGE SOLUTIONS**
 - Selected Brands
 - Beer
 - Snacks and Tapas
 - Soft Drinks and Juices
 - Coffee World
 - Dairy products
 - Fruits, Vegetables and Greens
 - Meat and Fish
 - Bread, Pastries, Cakes, Pastries and Ice Creams
 - Healthy & Natural & Free From Foods
- HORECA WINE & SPIRITS**
 - Wines and Spirits
 - Distillates and Spirits
- SMART KITCHENS & EQUIPMENT**
 - Large Equipment
 - Small Equipment
 - Utensils
 - Refrigeration and Air Conditioning System
 - Home Automation
 - Bathroom
 - Swimming Pools & Spas
 - Wellness & Fitness
- HEALTH & SAFETY**
 - Cleaning and Disinfection Products
 - Certifications, Seals and Badges
 - Consultancy and Auditing (HACCP, Traceability, Mystery Shopping...)
 - Amenities
 - Laundry and Dry Cleaning
 - Measurement Systems
- DESIGN & EXPERIENCE**
 - Furniture
 - Terrace
 - Lifestyle
 - Textile
 - Lighting
 - Tableware
 - 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
- AUTOMATED FOODSERVICE**
 - Dispensing machines, vending machines and technology
 - Packaging and vending accessories
 - Food and beverage vending
- HEALTHCARE**
 - Adapted Food and Nutritional Supplements
 - Adapted Furniture
 - Health and Wellbeing
 - Transfers

HOSPITALITY 4.0 CONGRESS: THE LARGEST INTERNATIONAL CONGRESS OF TRENDS AND NEW HORECA CONCEPTS

+750
International Experts



+30
Summits



9
Stages



+350
Sessions



Higher Power

Higher Power

Higher Power

CaixaBank

A SPECIFIC AGENDA FOR EACH PROFESSIONAL AND INDUSTRY SEGMENT

RESTAURANT Trends

HOTEL TRENDS
HOSPITALITY INNOVATION PLANET

SUMMIT SUPPLY CHAIN

CEOs SUMMIT

INSPIRING MINDS

IA HORECA

EXECUTIVE CHEFS CLUB

AGENDA DIGITAL & MARKETING

FOODSERVICE ROBOTICS PIONEERS

THE VIP ROOM

F&B SUMMIT

dirección de sala

DELIVERY & READY TO EAT

Smart Kitchens

EATERTAINMENT

restaurant management

HORECA FUTURA

mezcla

BAR & Co.

NIGHTLIFE

NEW CONCEPTS

BAKERY BUSINESS

HORECA TALENT

new food trends

Design & experience

Emerging Technologies Summit

SUMMIT DE COLECTIVIDADES

SUMMIT DE DISTRIBUCIÓN

RESTAURACIÓN AUTOMATIZADA

Labo FUTURE GASTRONOMY STARTUP FORUM

KITCHEN LAB

ASIAN FOOD SUMMIT

SUMMIT DE GOBERNANTAS

CONGRESO EUROPEO DERECHO Y GASTRONOMÍA

aula makro

CONGRESO NACIONAL DEPENDENCIA Y SANIDAD

HORECA WINE & SPIRITS

PEOPLE PRODUCT PLANET

NETWORKING B2B AT THE HIGHEST LEVEL TO GENERATE NEW LEADS



LEADERSHIP SUMMIT



OXYGEN PARTY



F&B TOUR EXPERIENCE



RESTAURANT TRENDS ANNUAL MEETING



THE VIP ROOM HOTEL TRENDS



SUPPLY CHAIN MEETING



FUTURE GASTRONOMY STARTUP FORUM



GUEST COUNTRY



DEPENDENCY AND HEALTHCARE NETWORKING

MADRID, WORLD CAPITAL OF INNOVATION IN HOSPITALITY AND TOURISM



JOIN THE BEST PLATFORM TO BOOST YOUR SALES IN 2025



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 customers and prospects, amongst many other activities.

EXHIBITOR



Showcase your products and solutions to thousands of potential buyers in the expo area. 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.

THE BUSINESS PLATFORM THAT BRINGS ADDED VALUE TO THE SECTOR

9,2

GENERAL RATING OF THE EVENT

89%

CONSIDERS HIP AS THE MOST RELEVANT AND USEFUL PROFESSIONAL EVENT

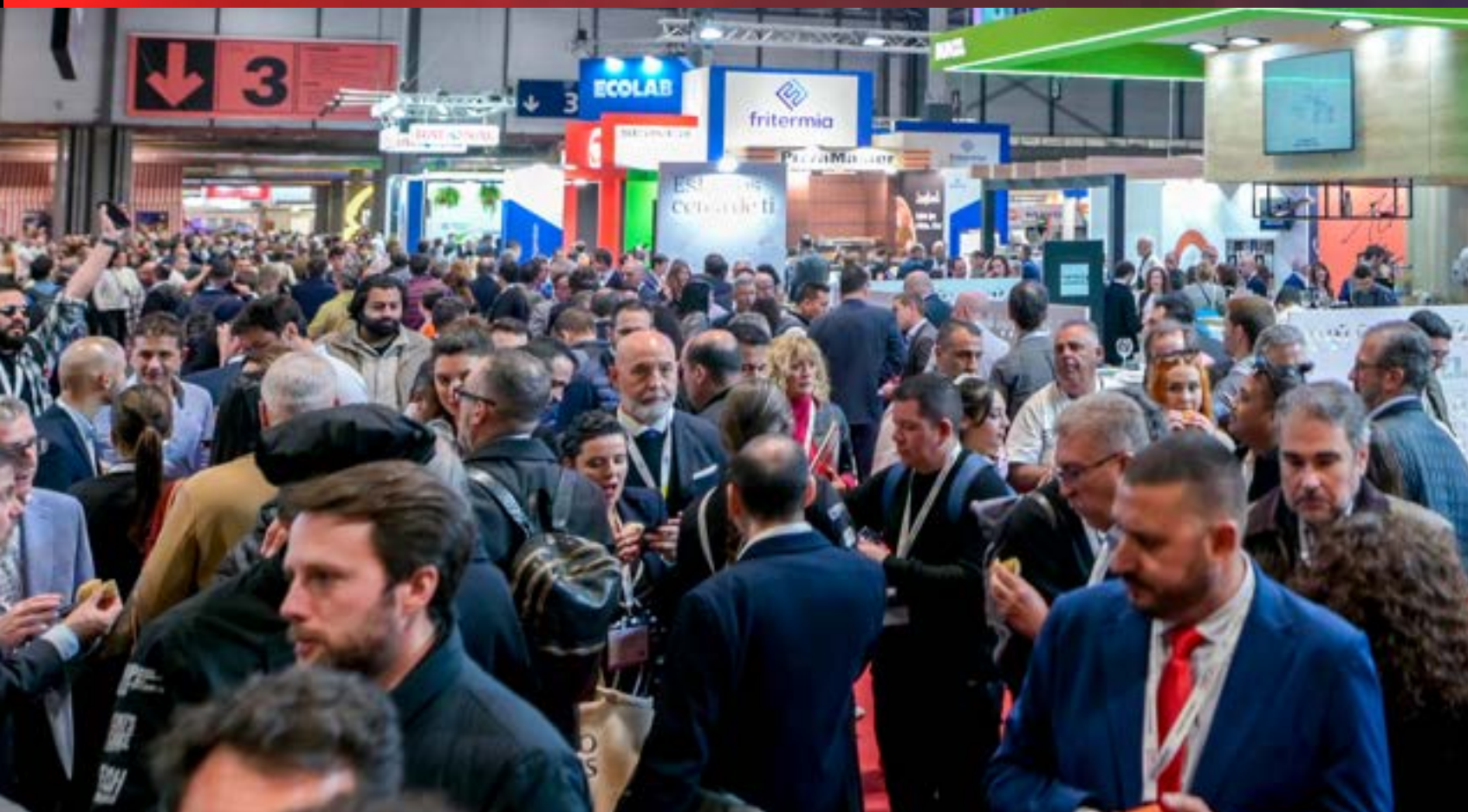
99%

WILL VISIT HIP 2025



HOSPITALITY INNOVATION PLANET

THE LARGEST HORECA BUSINESS PLANET



NETWORK



KNOWLEDGE



BUSINESS OPPORTUNITIES



PERFORMING STUNNING EXHIBITIONS FOR YOUR BUSINESS SUCCESS

MADRID spain@nebext.com
BRUSSELS belgium@nebext.com
DUBAI uae@nebext.com
SHANGHAI china@nebext.com
BOLOGNA italy@nebext.com
LISBOA portugal@nebext.com
LONDRES uk@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

#HIP2025



www.expohip.com

HIP is an event in collaboration by:

NEBEXT
NEXT BUSINESS EXHIBITIONS

