

HIP Horeca
Professional
Expo

HOSPITALITY INNOVATION PLANET

01-03 MARCH 2027
IFEMA MADRID

**WHERE
VISIONARIES
LEAD**

www.expohip.com



WHERE VISIONARIES LEAD

The new hospitality industry does not follow trends. It creates them. Behind every growing business, every concept that redefines the market, and every experience that makes a difference, **there are leaders capable of anticipating the future and turning ideas into results.** Visionaries who challenge the established order to drive a new way of understanding restaurants, accommodation, and customer service.

In an increasingly competitive environment with the entry of new players, leading means staying ahead. It

means identifying opportunities before others, adopting new strategies, and turning challenges into competitive advantages.

Under the slogan ***WHERE VISIONARIES LEAD*, HIP brings together those who are setting the course of the industry.** Entrepreneurs, executives, and leading figures who share a common vision: to build today the hospitality industry that will lead tomorrow.

Because the future of the sector is not defined by change. It is defined by those who have the vision to lead it.



WELCOME TO HIP 2027, THE HORECA INNOVATION PLANET

STRATEGIC
VISION

CONTINUOUS
INNOVATION

MANAGEMENT
AND
OPERATIONS

DIGITALIZATION
AND AI

PRODUCTIVITY
AND
PROFITABILITY

TEAM AND
TALENT

SUSTAINABLE
DEVELOPMENT

CLIENT
EXPERIENCE

PRODUCTS
AND
SOLUTIONS

HIP, THE LEADING EUROPEAN EVENT FOR INNOVATION AND TRENDS IN THE HORECA SECTOR



+65.000

Executives & Managers



86%

Decision-makers



+1.200

Exhibiting companies



10

Auditoriums



+720

Experts

HIP, THE ONLY BUSINESS PLATFORM THAT FOSTERS A CULTURE OF INNOVATION AND INVESTMENT AMONG EXECUTIVES AND DECISION-MAKERS IN THE HORECA INDUSTRY

1 INNOVATIVE
INSPIRATION

2 SEARCH AND
EXPLORATION

3 PURCHASE
AND
EVALUATE

4 PURCHASE AND
INVESTMENT

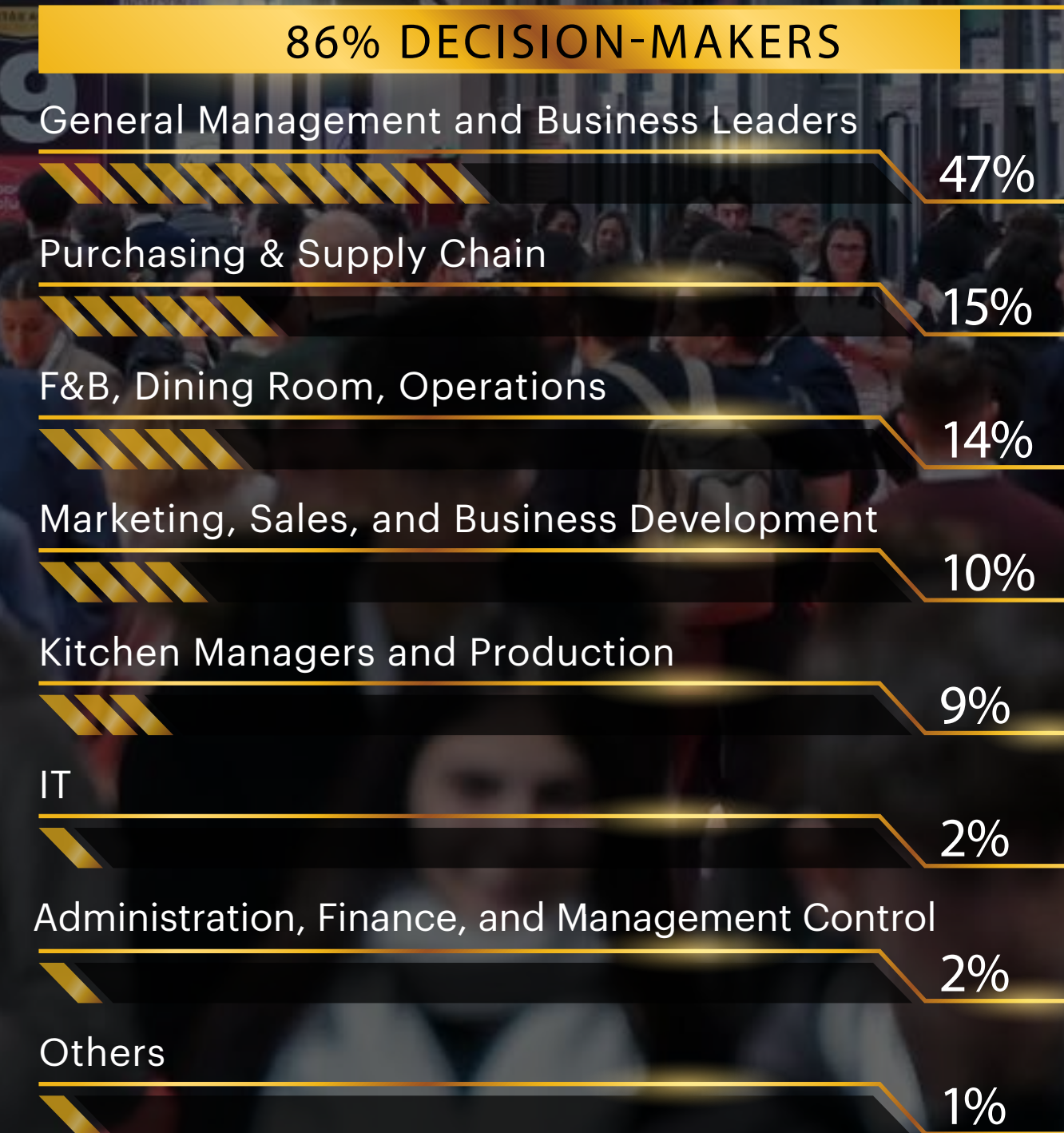
5 IMPLEMENTATION
AND EXPERIENCE

HIP ATTRACTS LEADERS AND DECISION-MAKERS FROM THE ENTIRE HORECA SECTOR

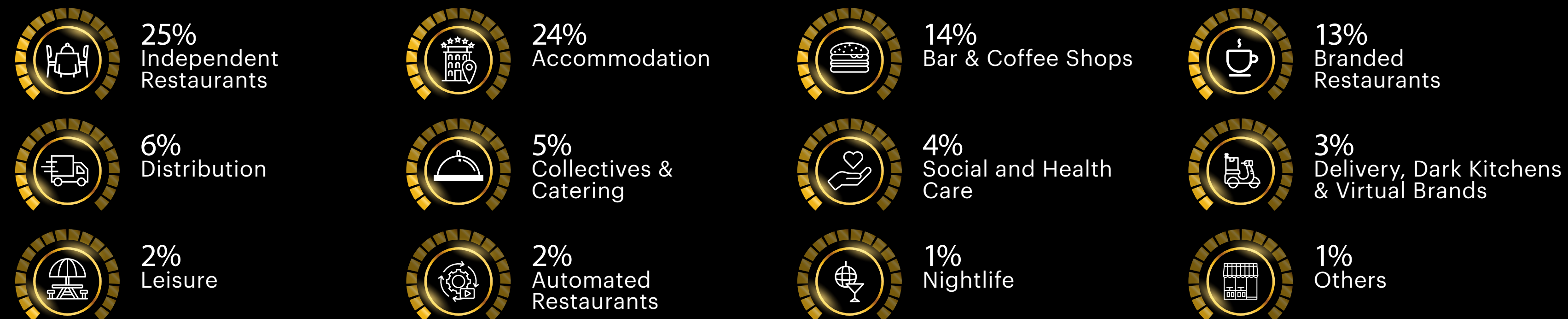
WE BRING TOGETHER ENTREPRENEURS FROM EUROPE AND LATIN AMERICA



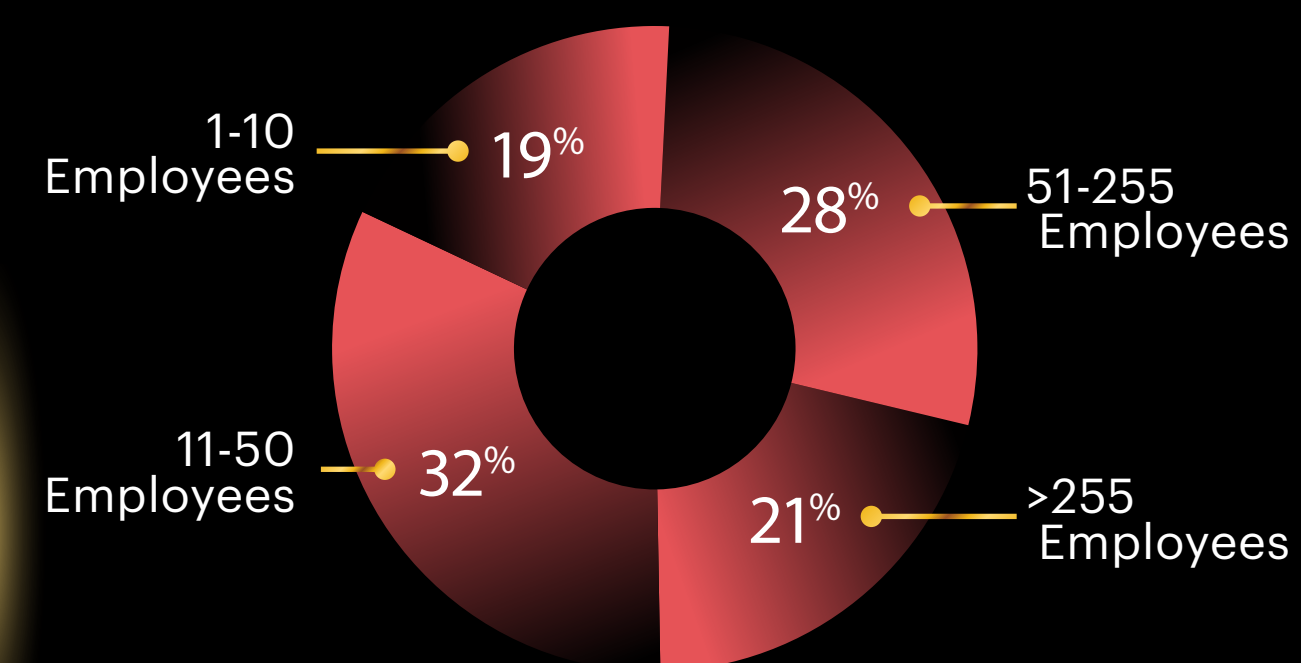
PURCHASING DECISION-MAKERS FROM ALL BUSINESS AREAS



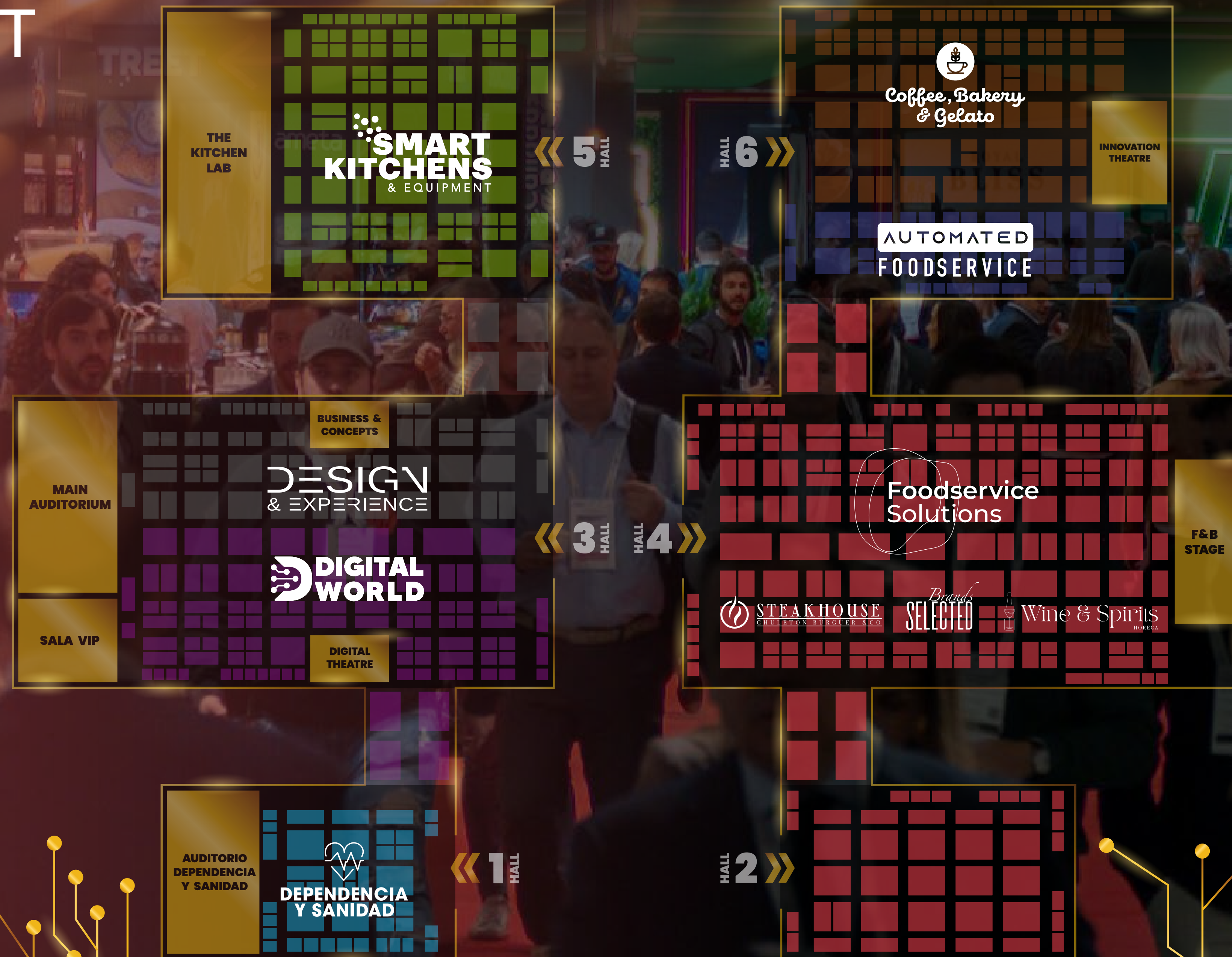
SEGMENTS ATTENDING HIP



SIZE OF THE VISITING COMPANIES



EUROPE'S LARGEST MULTI-SECTOR HORECA TRADE SHOW FEATURING 13 INNOVATION ZONES



ALL THE INNOVATIONS FOR THE ENTIRE HORECA SECTOR



Selected Brands, Beer, Snacks and Tapas, Soft Drinks and Juices, Fruits, Vegetables, Meat and Fish, Healthy, Natural, and Gluten-Free Foods, Wines and Spirits, Distilled Spirits and Liqueurs



Coffee, Dairy Products, Bread, Pastries, Cakes, Ice Cream, Pasta, and Pizza



Large Appliances, Small Appliances, Kitchenware, Refrigeration and HVAC Systems, Home Automation, Bathrooms, Pools and Spas, Wellness & Fitness, Energy Efficiency



Vending Machines, Dispensers and Technology, Packaging and Vending Accessories, Vending Food and Beverages



Furniture, Terrace, Lifestyle, Textiles, Lighting, Tableware, Cutlery,



Digital Transformation, POS + Tablets, Management Software (ERP, CRM, ...), Big Data & Small Data, Digital Signage, Business Intelligence, Digital Marketing, Artificial Intelligence & Robotics, Entertainment, Internet of Things



Canned and select products, Iberian products, premium fifth-range foods, international premium brands, healthy and functional products



Premium beef & aging, Wagyu, Angus, domestic and imported meats, gourmet burgers, smash burgers, prepared products, premium charcuterie, grills, smokers, and BBQ accessories



Adapted Nutrition and Nutritional Supplements, Adapted Furniture, Health and Well-being, Transfers



Fast Food or QSR, Casual Dining, Fine Dining, Coffee & Bakery Shop



NEW CONCEPTS & FRANCHISES

Packaging, Technology, Distribution, Dark Kitchens



DELIVERY & FOOD AS A SERVICE

Cleaning and Disinfection Products, Certifications, Seals and Labels, Consulting and Auditing (HACCP, Traceability, Mystery Shopping...), Amenities, Laundry and Dry Cleaning, Measurement Systems



HEALTH & SAFETY

HOSPITALITY 4.0 CONGRESS:

THE LARGEST GLOBAL CONGRESS ON TRENDS AND
NEW CONCEPTS FOR THE HORECA SECTOR



+720
INTERNATIONAL SPEAKERS



+35
SUMMITS



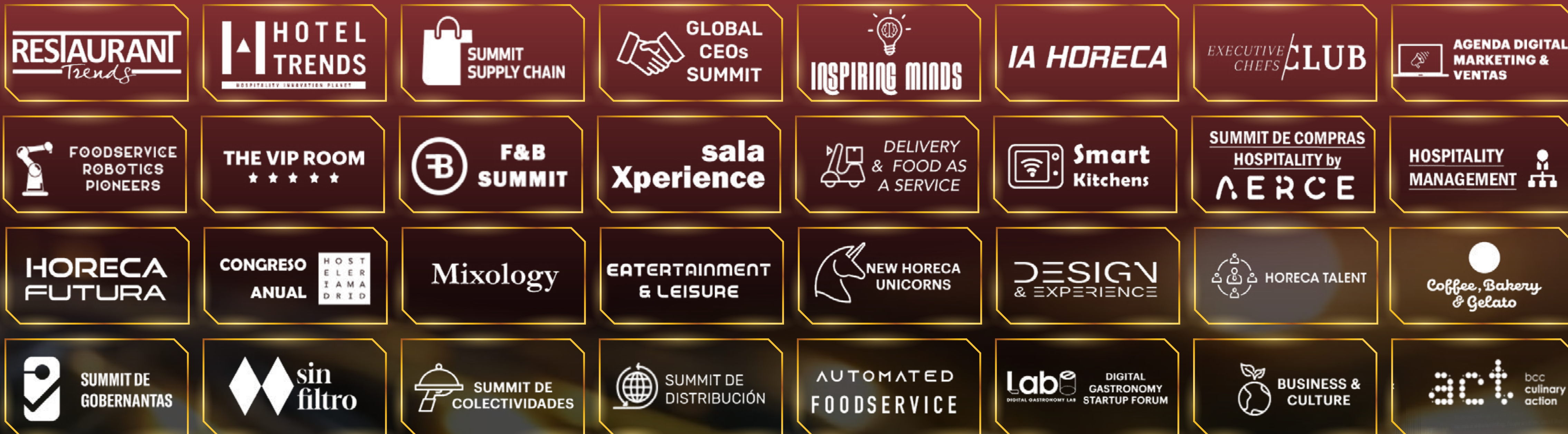
10
AUDITORIUMS



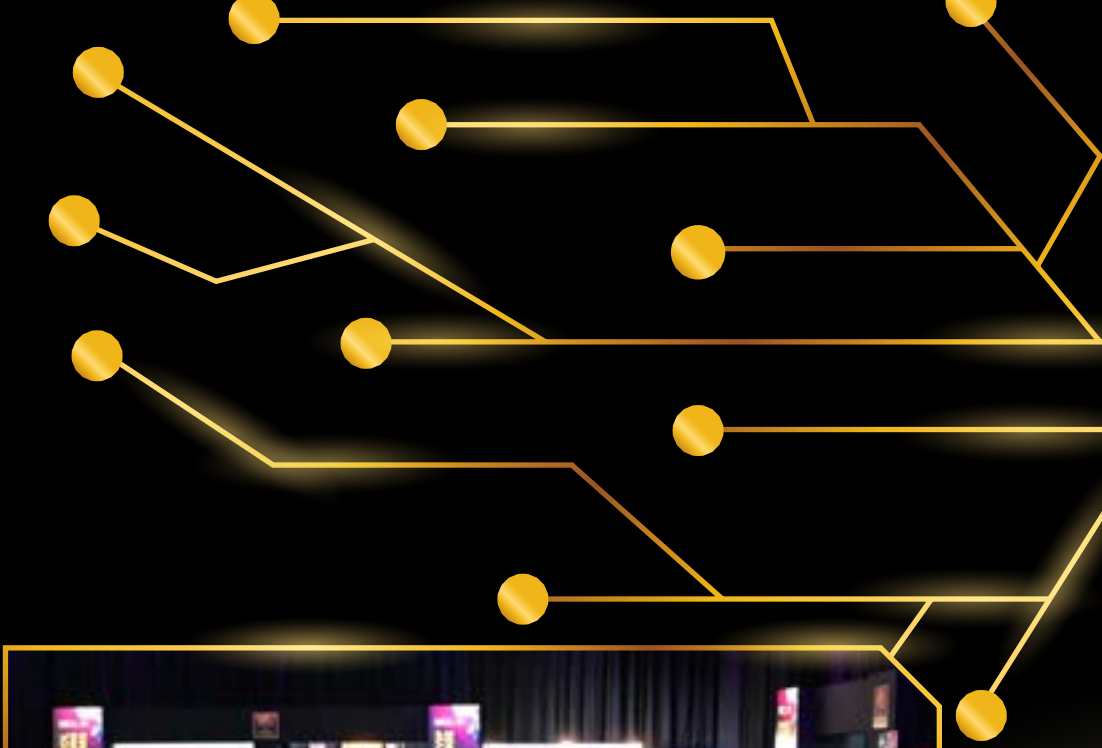
+380
SESSIONS



A HYPER-PERSONALIZED AGENDA FOR EACH PROFILE AND SECTOR OF THE INDUSTRY



HIGH-LEVEL B2B NETWORKING TO GENERATE NEW LEADS



LEADERSHIP SUMMIT



HORECA NEW BUSINESS MODELS AWARDS 2027



OXYGEN PARTY



HOTEL TRENDS ANNUAL MEETING



RESTAURANT TRENDS COCKTAIL NETWORK



SUPPLY CHAIN MEETINGS (AERCE & DECOD)



DIGITAL GASTRONOMY STARTUP FORUM



LEADERSHIP SUMMIT DEPENDENCY



DEPENDENCY AND HEALTH NETWORKING



INTERNATIONAL AWARDS AND RECOGNITIONS

MADRID,
WORLD CAPITAL OF
INNOVATION FOR
HOSPITALITY AND TOURISM



JOIN THE BEST BUSINESS PLATFORM TO BOOST YOUR 2027 SALES

1 SHOW YOUR INNOVATION AND LEADERSHIP

2 POSITION YOUR BRAND

3 PARTICIPATE IN DIFFERENT FORUMS OF INTEREST

REASONS TO EXHIBIT

4 INTERACT WITH PURCHASING DECISION-MAKERS

5 BOOST YOUR SALES

6 BUILD CUSTOMER LOYALTY

PARTNER

The best way to showcase your leadership in the industry and stand out from the competition. Position your booth in the prime area of the expo, maximize your visibility, and invite your top clients and prospects—among many other benefits.

EXHIBITOR

Showcase your products and solutions in the exhibition area to thousands of potential buyers. Choose between the Premium area, for maximum foot traffic, or the Business area, if you're looking to keep costs down.

NEWCOMER

We know how hard it is to get started. That's why we're offering you a turnkey package so you can participate in the industry's most innovative event with minimal investment.

THE BUSINESS PLATFORM THAT ADDS THE HIGHEST VALUE TO THE SECTOR

9,2

OVERALL RATING OF THE EVENT

89%

CONSIDERS HIP AS THE BEST EVENT IN THE INDUSTRY

99%

RECOMMENDS HIP TO ANOTHER PROFESSIONAL

99%

WILL VISIT HIP 2027

HOSPITALITY INNOVATION PLANET

THE LARGEST HORECA BUSINESS PLATFORM

NETWORK



KNOWLEDGE



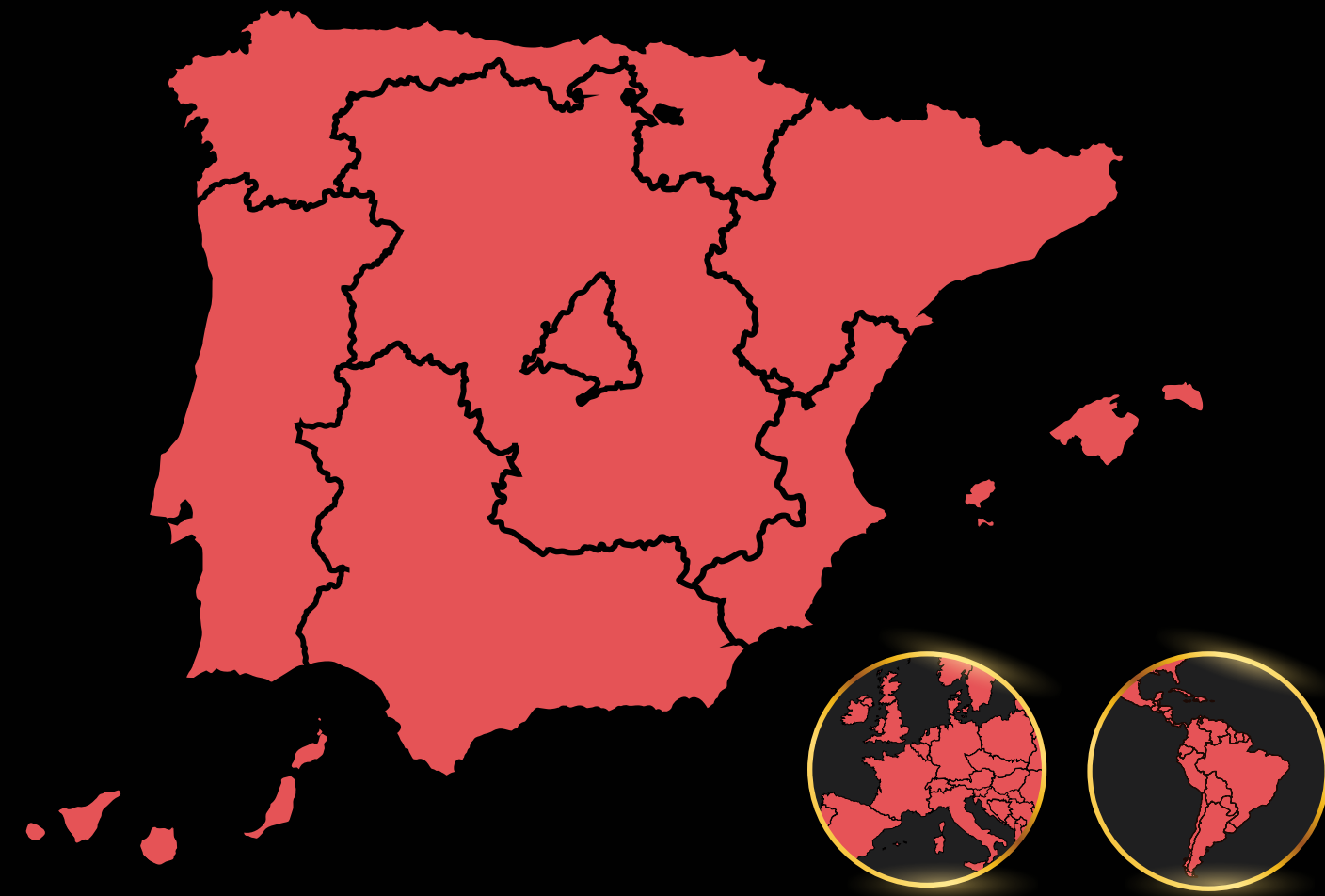
BUSINESS OPPORTUNITIES



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
LISBON portugal@nebext.com
LONDON 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



#HIP2027



www.expohip.com

HIP es un evento de:
NEBEXT
NEXT BUSINESS EXHIBITIONS