

16-18.02.2026 | IFEMA MADRID

# NEXT LEVEL UNLOCKED



**HIP** Horeca  
Professional  
Expo  
HOSPITALITY INNOVATION PLANET

**10**  
YEAR  
ANNIVERSARY

[WWW.EXPOHIP.COM](http://WWW.EXPOHIP.COM)

# POSTSHOW REPORT 2026

# INDEX

1. HIP 2026, the leading European event of Horeca innovation and trends
2. We gather business leaders and executives from Europe and Latam
3. Leaders and more than 20,000 companies visit HIP
4. HIP 2026 in images
5. 1.024 companies in 4 halls and 60.000 sqm of innovation
6. Hospitality 4.0 Congress, the world's largest congress on innovation and new concepts
7. A tailored agenda for each profile and industry sector
8. Some of the most innovative and revolutionary experts of Hospitality 4.0 Congress
9. Horeca New Business Models Awards 2026
10. First-class networking agenda
11. #HIP2026 media impact
12. Industry leaders share their vision of the new hospitality industry
13. HIP's legacy to the industry and its commitment to the Sustainable Development Goals
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# HIP 2026, THE LEADING EUROPEAN EVENT FOR HORECA INNOVATION AND TRENDS

 **61.917**  
Professional visitors

 **86%**  
Decision-makers

 **1.024**  
Exhibiting firms

 **+5.300**  
Presented innovations

 **712**  
International experts

 **10**  
Auditoriums

 **37**  
Summits

 **379**  
Accredited journalists

 **77**  
Media Partners

 **131**  
Partnerships and stakeholders



**9,2**  
GENERAL RATING OF THE EVENT

**89%**  
CONSIDERS HIP THE BEST EVENT IN THE INDUSTRY



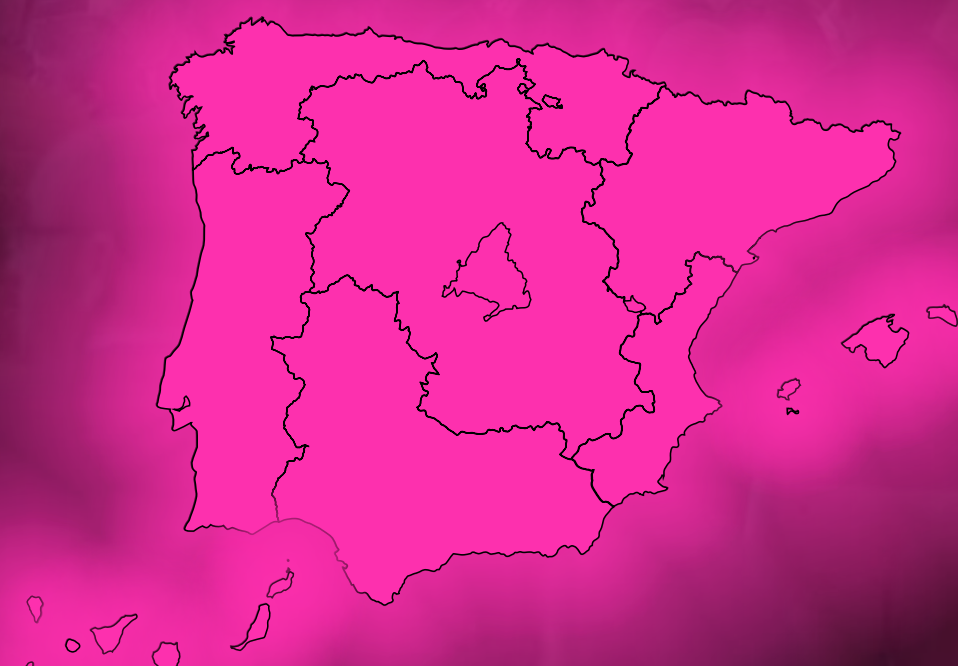
**99%**  
RECOMMENDS HIP TO ANOTHER PROFESSIONAL

**99%**  
WILL VISIT HIP 2027

# HIP BRINGS TOGETHER DECISION-MAKERS FROM ALL HORECA SEGMENTS

## WE GATHER ENTREPRENEURS FROM EUROPE AND LATAM

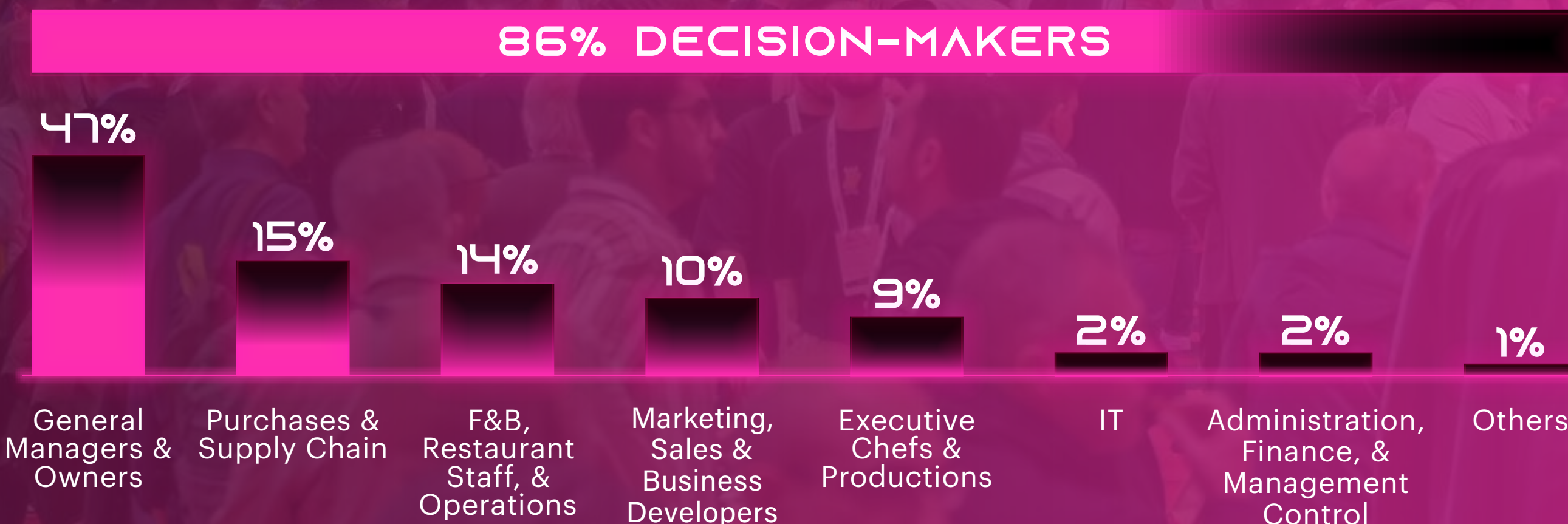
MADRID	25%
NORTH EAST	20%
EAST	12%
SOUTH	12%
CENTER	11%



NORTH	7%
PORTUGAL	4%
BALEARIC ISLANDS	4%
CANARY ISLANDS	2%
EUROPE	2%
LATAM	1%



## THE DECISION-MAKERS AND ALL THE NEGOTIATION AREAS AT HIP



## HORECA SEGMENTS ATTENDING HIP

**25%** Independent Restaurants

**24%** Accommodation

**14%** Bars & Coffee

**13%** Branded Restaurants

**6%** Distribution

**5%** Collectives & Catering

**4%** Healthcare

**3%** Delivery, Dark Kitchens & Virtual Brands

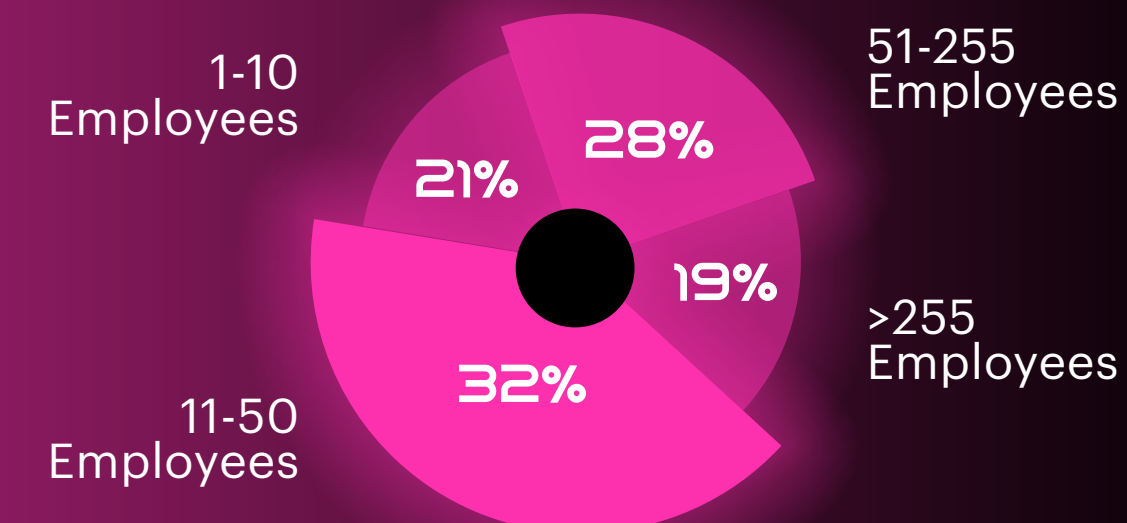
**2%** Leisure

**2%** Restauración Automatizada

**1%** Nightlife

**1%** Others

## SIZE OF VISITING COMPANIES



# LEADES AND OVER 20.000 COMPANIES HAVE VISITED HIP 2026

## HOTELS AND ACCOMMODATION



## BRANDED F&B SERVICES CHAINS, SINGULAR, AND VIRTUAL BRANDS



## TRAVEL



## LEISURE



## CATERING, COLLECTIVES, AND LARGE EVENTS



## DISTRIBUTION AND RETAIL

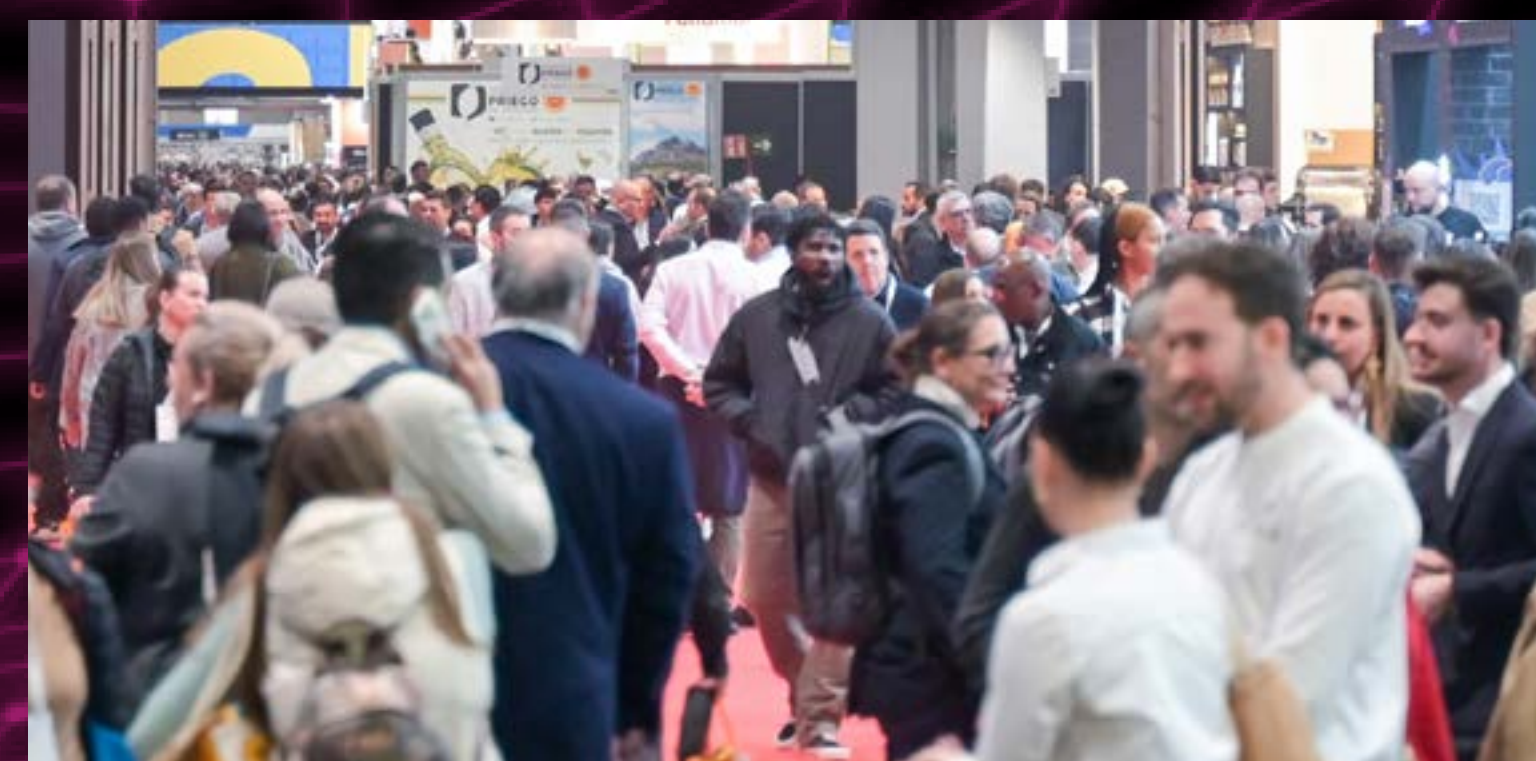


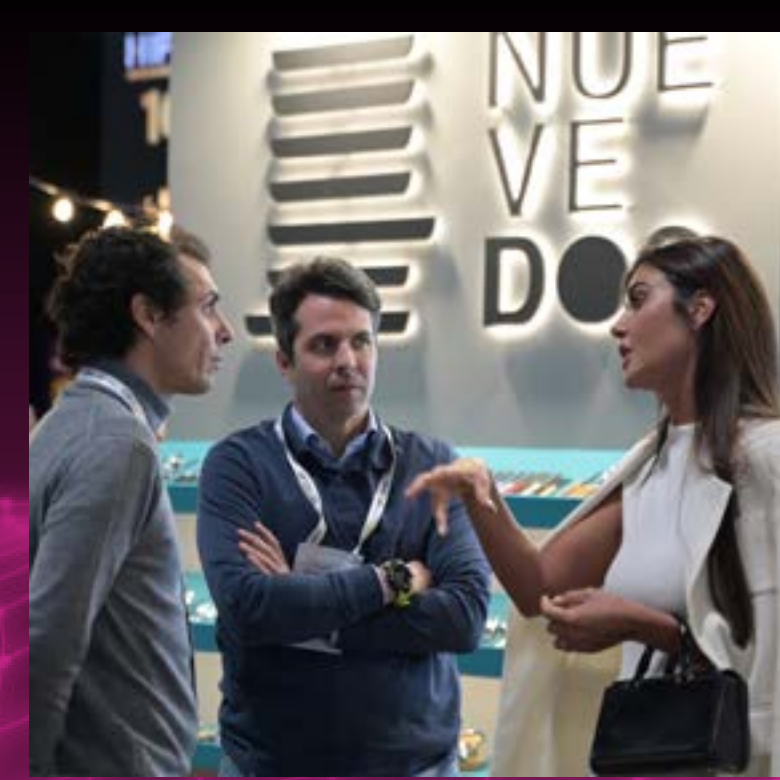
## HEALTHCARE



# HIP2026, IN IMAGES

CLICK HERE TO SEE  
THE FULL GALLERY OF  
IMAGES





# 1.024 COMPANIES IN 4 HALLS AND 60.000 SQM OF INNOVATION

CLICK HERE TO SEE THE  
LIST OF EXHIBITORS



HALL 3

HALL 5

HALL 7

HALL 9

## GLOBAL MAIN PARTNERS:



## OFFICIAL BANK:



## OFFICIAL PROVIDER:



## OFFICIAL INSURER:



## SUSTAINABILITY PARTNER:



## PREMIER PARTNERS:

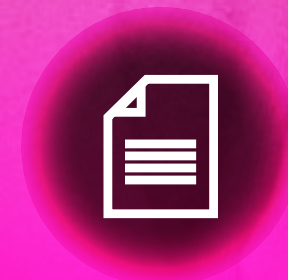


# HOSPITALITY 4.0 CONGRESS,

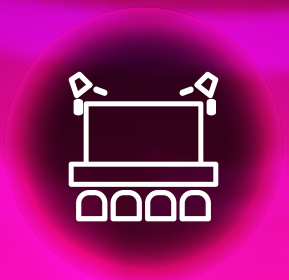
THE LARGEST INTERNATIONAL CONGRESS ON TRENDS AND NEW HORECA CONCEPTS



**112**  
International  
Experts



**37**  
Summits



**10**  
Simultaneous  
Auditoriums



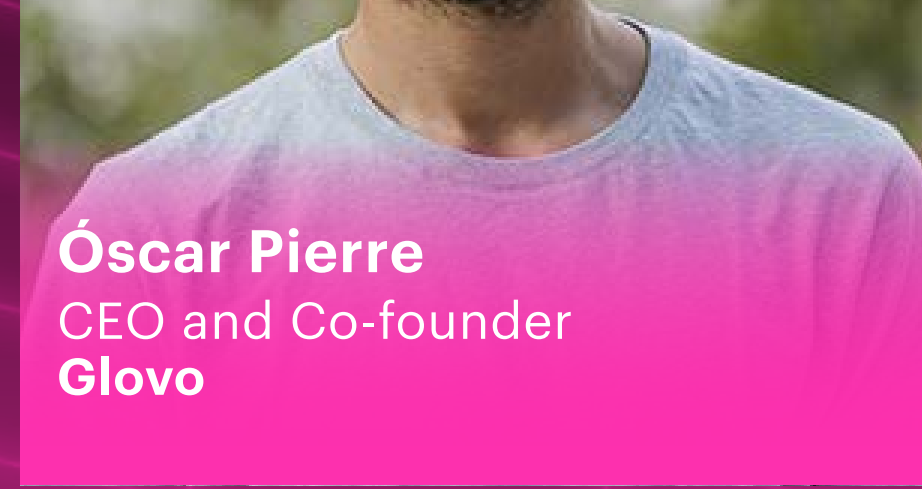
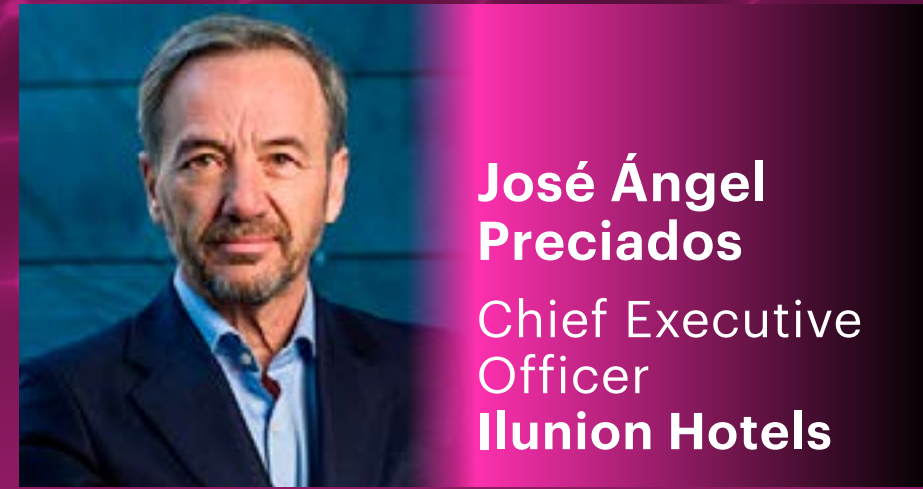
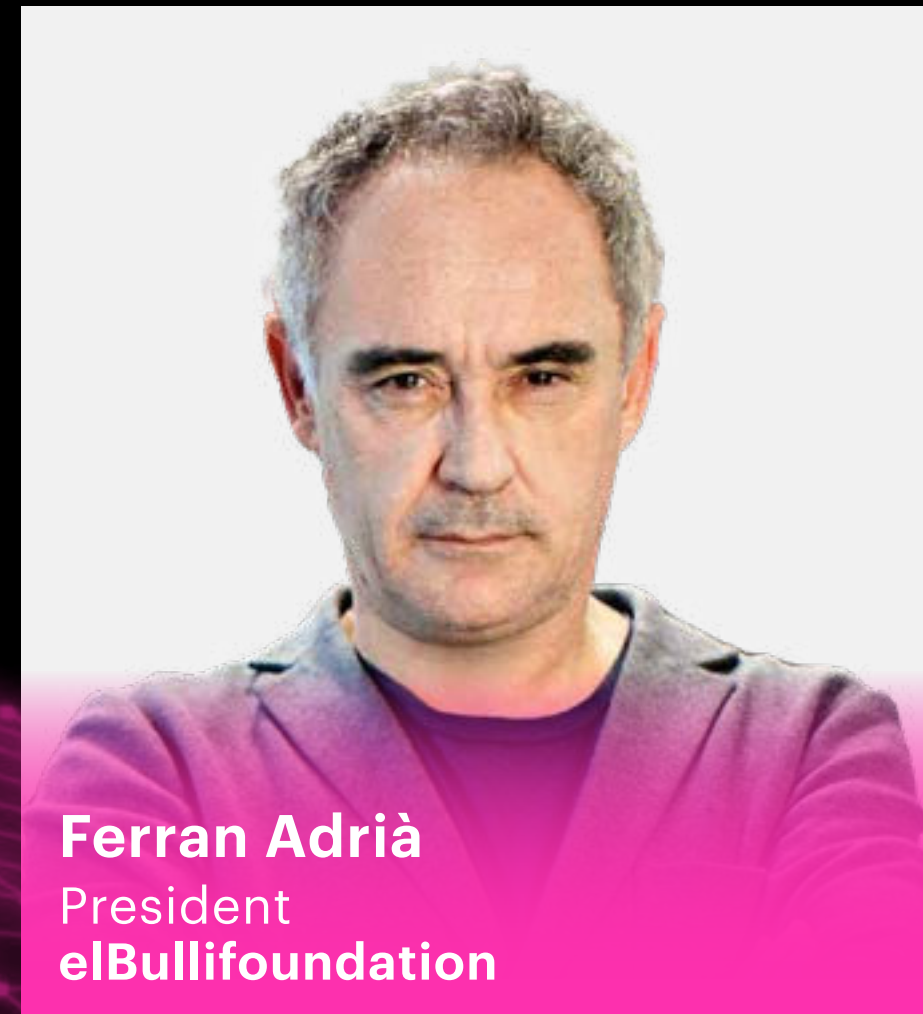
**346**  
Sessions

# A PERSONALIZED AGENDA FOR EVERY PROFILE AND SECTOR WITHIN THE INDUSTRY

<b>RESTAURANT</b> <i>Trends</i>	<b>HOTEL</b> <b>TRENDS</b> <small>HOSPITALITY INNOVATION PICKET</small>	<b>SUMMIT</b> <b>SUPPLY CHAIN</b>	<b>GLOBAL</b> <b>CEOs</b> <b>SUMMIT</b>	<b>INSPIRING</b> <b>MINDS</b>	<b>IA HORECA</b>	
<b>EXECUTIVE</b> <b>CHEFS</b> <b>CLUB</b>	<b>AGENDA DIGITAL</b> <b>MARKETING &amp;</b> <b>VENTAS</b>	<b>FOODSERVICE</b> <b>ROBOTICS</b> <b>PIONEERS</b>	<b>THE VIP ROOM</b> ★★★★★	<b>F&amp;B</b> <b>SUMMIT</b>	<b>sala</b> <b>Xperience</b>	
<b>DELIVERY</b> <b>&amp; FOOD AS</b> <b>A SERVICE</b>	<b>Smart</b> <b>Kitchens</b>	<b>SUMMIT DE COMPRAS</b> <b>HOSPITALITY by</b> <b>AERCE</b>	<b>HOSPITALITY</b> <b>MANAGEMENT</b>	<b>HORECA</b> <b>FUTURA</b>	<b>CONGRESO</b> <b>ANUAL</b> <b>HOSTEL</b> <b>ER</b> <b>IAMA</b> <b>DRID</b>	
<b>Mixology</b>	<b>EATERTAINMENT</b> <b>&amp; LEISURE</b>	<b>NEW HORECA</b> <b>UNICORNS</b>	<b>DESIGN</b> <b>&amp; EXPERIENCE</b>	<b>HORECA TALENT</b>	<b>new</b> <b>food</b> <b>trends</b>	
<b>SUMMIT DE</b> <b>GOBERNANTAS</b>	<b>sin</b> <b>filtro</b>	<b>SUMMIT DE</b> <b>COLECTIVIDADES</b>	<b>SUMMIT DE</b> <b>DISTRIBUCIÓN</b>	<b>AUTOMATED</b> <b>FOODSERVICE</b>	<b>Lab</b> <b>DIGITAL</b> <b>GASTRONOMY</b> <b>STARTUP FORUM</b>	
<b>BUSINESS &amp;</b> <b>CULTURE</b>	<b>act</b> <b>bcc</b> <b>culinary</b> <b>action</b>	<b>CONGRESO EUROPEO</b> <b>DERECHO Y GASTRONOMÍA</b>	<b>aula</b> <b>makro</b>	<b>CONGRESO NACIONAL</b> <b>DEPENDENCIA Y SANIDAD</b>	<b>Coffee, Bakery</b> <b>&amp; Gelato</b>	<b>SIN</b> <b>FILTRO</b> <b>PASTRY</b>



# SOME OF THE MOST DISRUPTIVE AND REVOLUTIONARY EXPERTS AT HOSPITALITY 4.0 CONGRESS





**Vicente del Bosque**  
Former Football Coach  
**Real Madrid y Selección Española**



**Inés De Marichalar**  
General Director  
**Bernabéu Market**



**Marta Marcos**  
CIO and VIP  
of Information  
Technology and  
Systems  
**Minor Hotels**



**Fran Martínez**  
Chef  
**Restaurante Maralba\*\***



**Antonio Garamendi**  
President  
**CEOE**



**Gonzalo Armenteros**  
Founder and  
President  
**Soho Boutique Hotels**



**Dani García**  
Chef and Businessman  
**Smoked Room Madrid \*\*, Smoked Room Dubai\* - Grupo Dani García**



**Alejandro Fernández**  
CEO  
**La Fresería**



**Emilio Duró**  
Consultant, Advisor, and Trainer  
**Socio Fundador de ITER Consultores**



**Sylvia Quintero**  
Senior  
Procurement  
Manager Spain  
& Portugal  
**Marriott**



**Enric Almiñana**  
Sales  
Director and  
Sustainability  
**Abba Hoteles**



**Tilen Jurič**  
Restaurant  
Manager  
**Restaurante Knystaforsen\***



**Toni Nadal**  
Tennis Coach



**Kike Sarasola**  
President and  
Founder  
**Room Mate Hotels**



**Fernando Albarrán**  
Marketing  
Director Iberia  
**Starbucks**



**Ciro Cristiano**  
CEO and  
Co-founder  
**Baldoria Group**



**Miguel González**  
Director of  
Services  
Procurement  
**Meliá Hotels  
International**



**Paula Gutiérrez**  
Chef  
**Tayta\***



**Bruno González**  
CEO  
**Grosso  
Napoletano**



**Nino Redruello**  
Culinary Director  
**Familia La Ancha**



**Aleix Puig**  
Co-CEO  
**Vicio**



**Unai Abrisqueta**  
Head of  
Operations,  
Sales, and  
Logistics  
**Grupo Horreols  
(Obrador 365)**



**Gary Llempen**  
CEO and  
Founder  
**Grupo Ceviche**



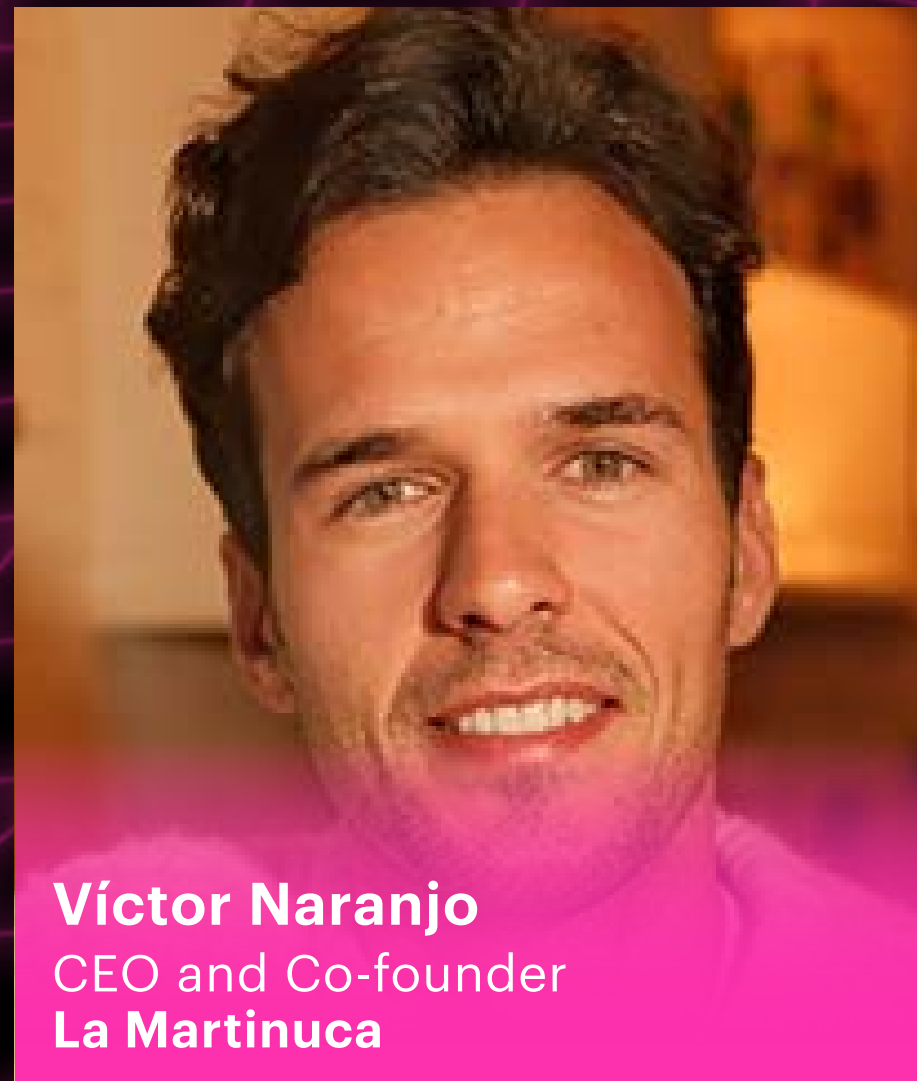
**Jaime Buxó**  
CEO  
**Sunset Hotels & Resort**



**Mariano Najles**  
CEO  
**Las Muns**



**José Antonio Morales**  
Co-founder  
**The Champions  
Burger**



**Víctor Naranjo**  
CEO and Co-founder  
**La Martinuca**



**Noemí Bustillo**  
General  
Manager  
**Restaurante  
El Capricho**



**Abel Valverde**  
Maître  
**Restaurante  
Desde 1911\***



**Catalina Alemany**  
Head of Corporate Social  
Responsibility  
**Riu Hotels & Resorts**

# HORECA NEW BUSINESS MODELS AWARDS 2026

THANKS TO OUR SPONSORS:



## CAIXABANK AWARD

DESIGN & EXPERIENCE



## COCA-COLA AWARD

BEST TECHNOLOGY  
INNOVATION



## HEINEKEN AWARD

BEST BUSINESS  
DEVELOPMENT



## MAPFRE AWARD

BEST PRODUCT  
INNOVATION



## CAMPOFRIO AWARD

BEST PEOPLE, PRODUCT,  
PLANET



## UNILEVER FOOD SOLUTIONS AWARD

BEST NEW BUSINESS  
MODEL





RECOGNITION FOR RESTAURANT BRAND PROFESSIONAL OF THE YEAR BY RESTAURANT BRANDS & HIP  
**MATHIEU HERRERO - AREAS**



RECOGNITION FOR BUSINESS CAREER  
**JAVIER ÁGUILA - HYATT**



INTERNATIONAL AWARD HIP 2026  
**GASTÓN ACURIO**



RECOGNITION FOR BUSINESS CAREER IN HAUTE CUISINE  
**JOAN ROCA**



**"LA SALA OTRA MIRADA" AWARDS**



**BEST PRACTICES RECOGNITION AWARDS BY CIB**



**THE BEST DIGITAL RESTAURANTS BY DIEGOCOQUILLAT.COM**

# FIRST-CLASS NETWORKING AGENDA



LEADERSHIP SUMMIT



OXYGEN PARTY



ITALY GUEST COUNTRY



RESTAURANT TRENDS ANNUAL MEETING



THE VIP ROOM HOTEL TRENDS



SUPPLY CHAIN MEETING



COCKTAIL & SUMMIT DE COMPRAS EN HOSPITALITY BY AERCE



FUTURE GASTRONOMY STARTUP FORUM



LEADERSHIP SUMMIT ON DEPENDENCY AND HEALTHCARE

# #HIP2026 MEDIA IMPACT



585.056

Web visits



35.917

Followers on social media



#HIP2026

Trending topic



3.872

Followers Increase



223.356

LinkedIn Impressions



312.776

Instagram Impressions



1.488

Media appearances



379

Registered Journalists



77

Media Partners

## INDUSTRY LEADERS SHARE THEIR VISION OF THE NEW HORECA

HALL HIP TV STUDIO  
INTERVIEWS HERE



LA VANGUARDIA

HIP CUMPLE 10 AÑOS  
LIDERANDO UNA NUEVA  
HOSTELERÍA MARCADA  
POR LA INNOVACIÓN

[\[READ MORE +\]](#)

EL ESPAÑOL

HIP 2026: CUANDO LOS  
RESTAURANTES DEJAN DE  
SER COCINA Y PASAN A SER  
AUTÉNTICOS ECOSISTEMAS  
TECNOLÓGICOS

[\[READ MORE +\]](#)

Forbes

HIP 2026 REUNIRÁ EN  
MADRID A LA CÚPULA  
HOTELERA PARA ABORDAR  
LOS RETOS DE UN AÑO  
RÉCORD PARA ESPAÑA

[\[READ MORE +\]](#)

Expansión

HIP 2026: LA FERIA LÍDER  
EN EUROPA DONDE LA  
HOSTELERÍA REFUERZA  
SU COMPETITIVIDAD CON  
LA INNOVACIÓN

[\[READ MORE +\]](#)

elEconomista.es

HIP 2026 DESEMBARCARÁ  
CON TODA LA INNOVACIÓN  
PARA LA HOSTELERÍA  
ANTE MÁS DE 60.000  
PROFESIONALES

[\[READ MORE +\]](#)

Caternews

RESTAURANT TRENDS,  
EL ENCUENTRO  
INTERNACIONAL  
IMPULSADO POR MARCAS  
DE RESTAURACIÓN Y HIP

[\[READ MORE +\]](#)

Alimarket

HIP 2026 DESEMBARCARÁ  
CON TODA LA INNOVACIÓN  
PARA LA HOSTELERÍA  
ANTE MÁS DE 60.000  
PROFESIONALES

[\[READ MORE +\]](#)



# HIP'S LEGACY IN THE INDUSTRY AND ITS COMMITMENT TO THE SUSTAINABLE DEVELOPMENT GOALS

## OBJETIVOS DE DESARROLLO SOSTENIBLE

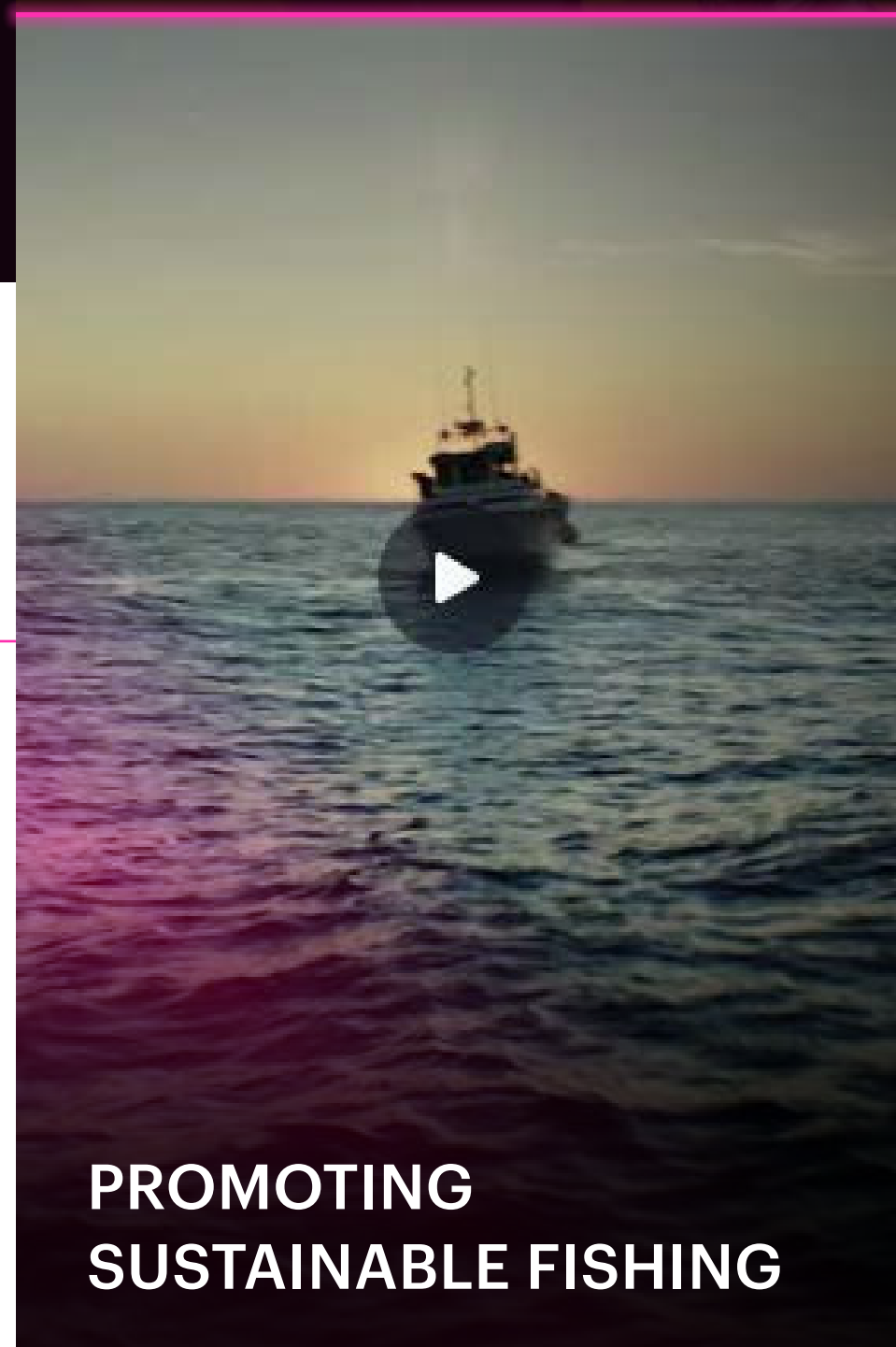
MAIN SUSTAINABILITY PARTNER:



SUSTAINABILITY PARTNERS:



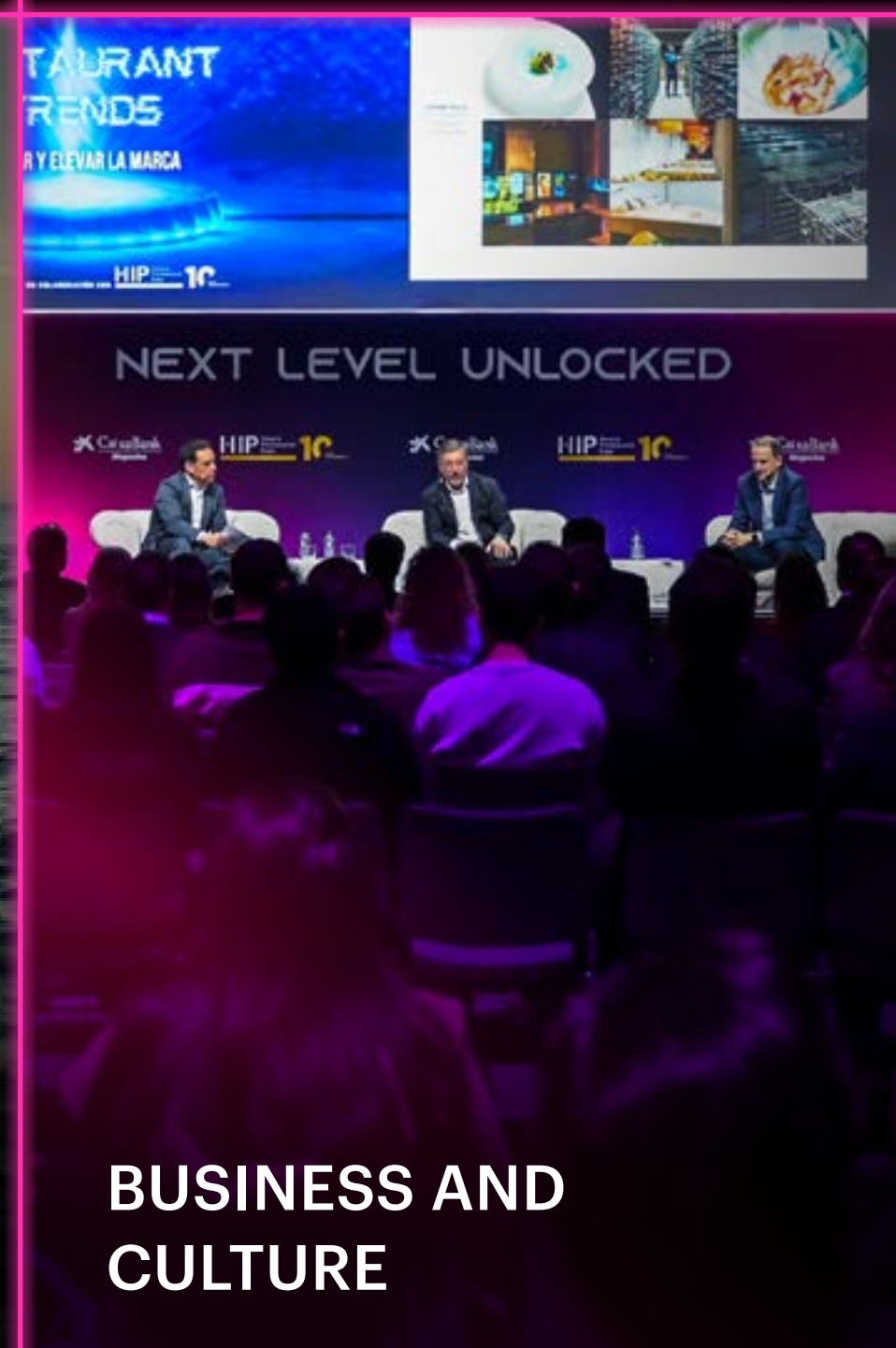
IN 2026, WE DONATED MORE THAN 16 TONS OF FOOD TO THE MADRID FOOD BANK THANKS TO OUR EXHIBITORS



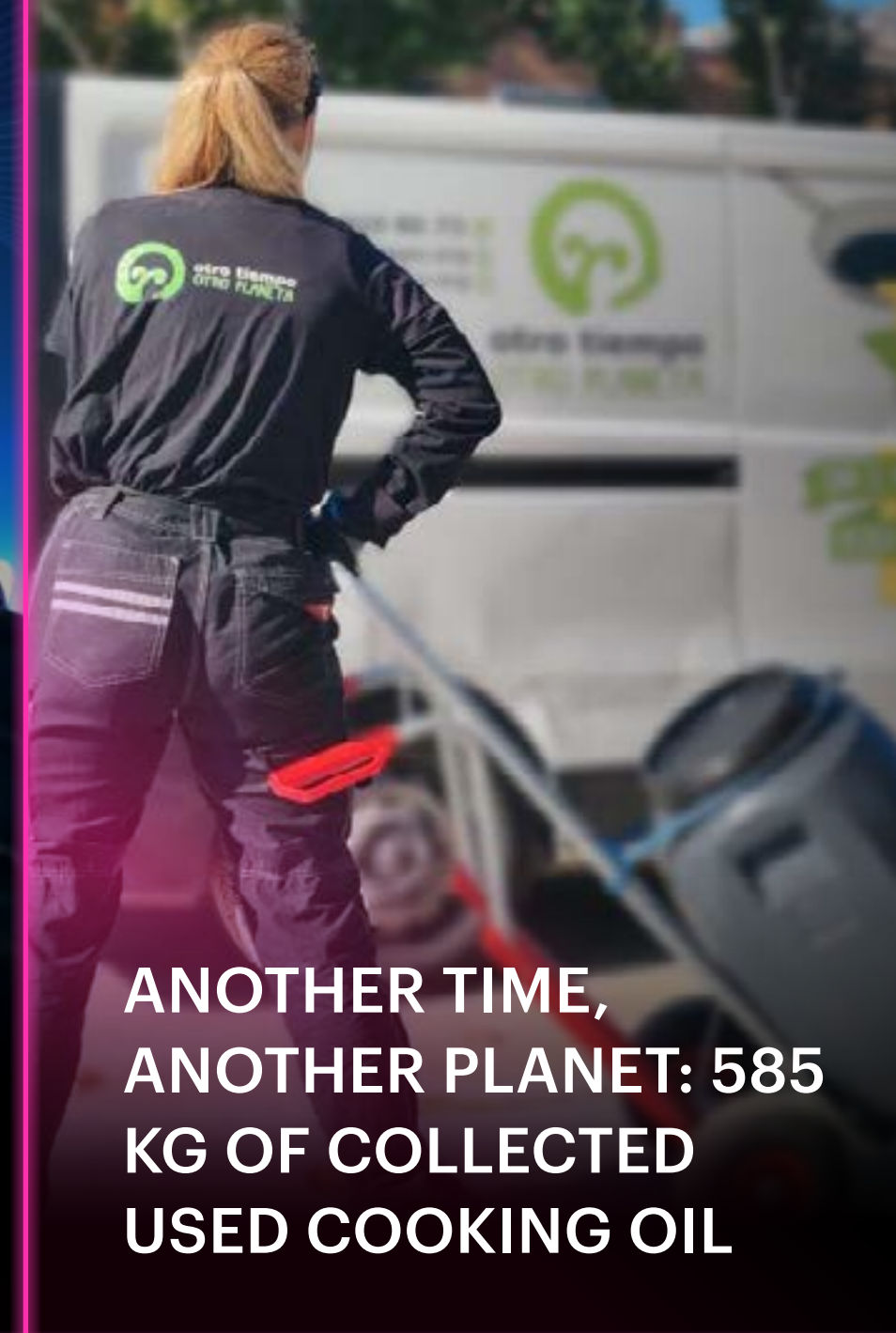
PROMOTING SUSTAINABLE FISHING



NATIONAL CONGRESS ON DEPENDENCY AND HEALTHCARE BY ALIMARKET



BUSINESS AND CULTURE



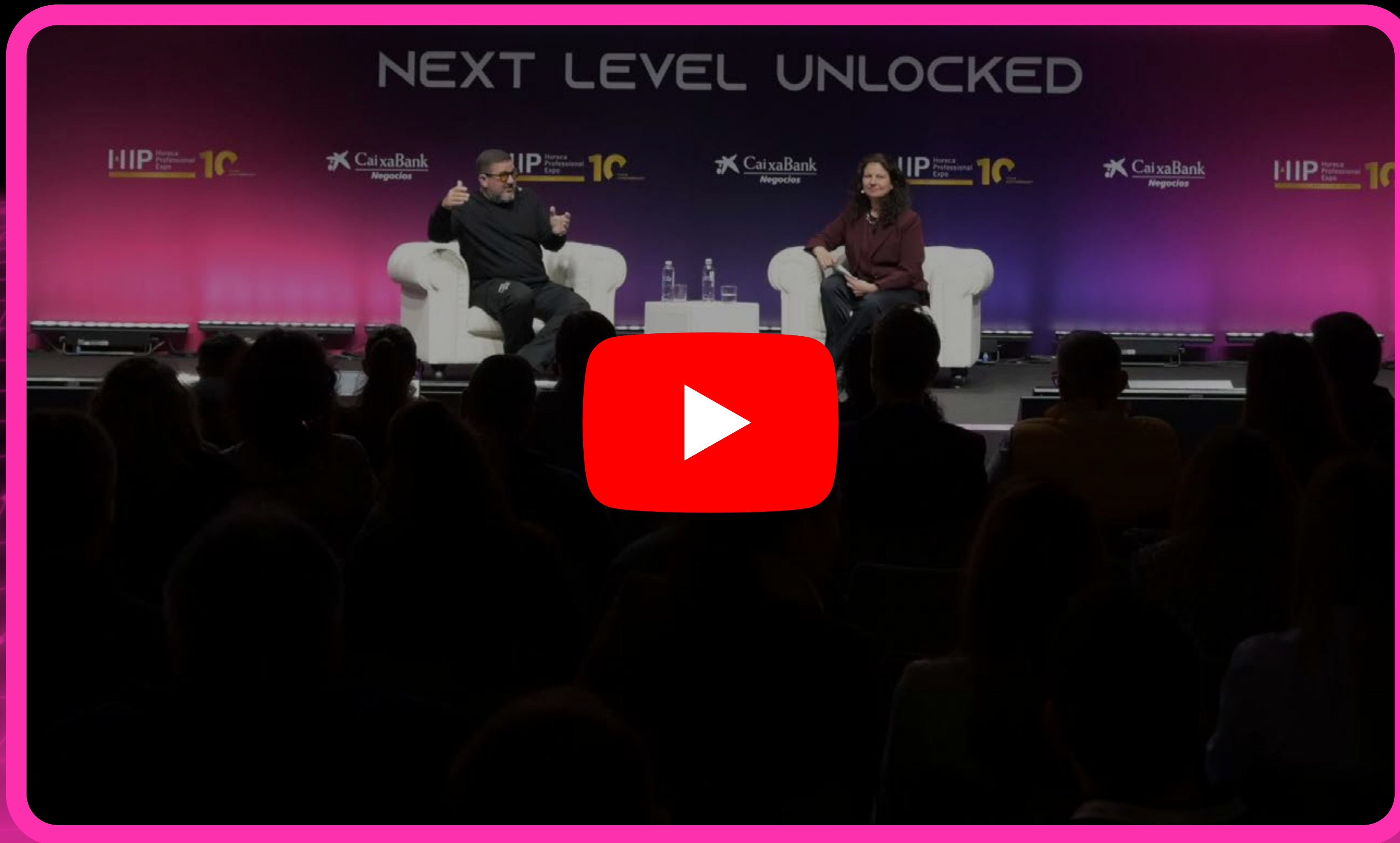
ANOTHER TIME, ANOTHER PLANET: 585 KG OF COLLECTED USED COOKING OIL



HORECA TALENT



# RELIVE THE BEST MOMENTS OF HIP 2026





SEE YOU FROM  
1 TO 3 MARCH 2027  
AT IFEMA MADRID

#HIP2026



[WWW.EXPOHIP.COM](http://WWW.EXPOHIP.COM)

HIP is an event of:  
**NEBEXT**  
NEXT BUSINESS EXHIBITIONS