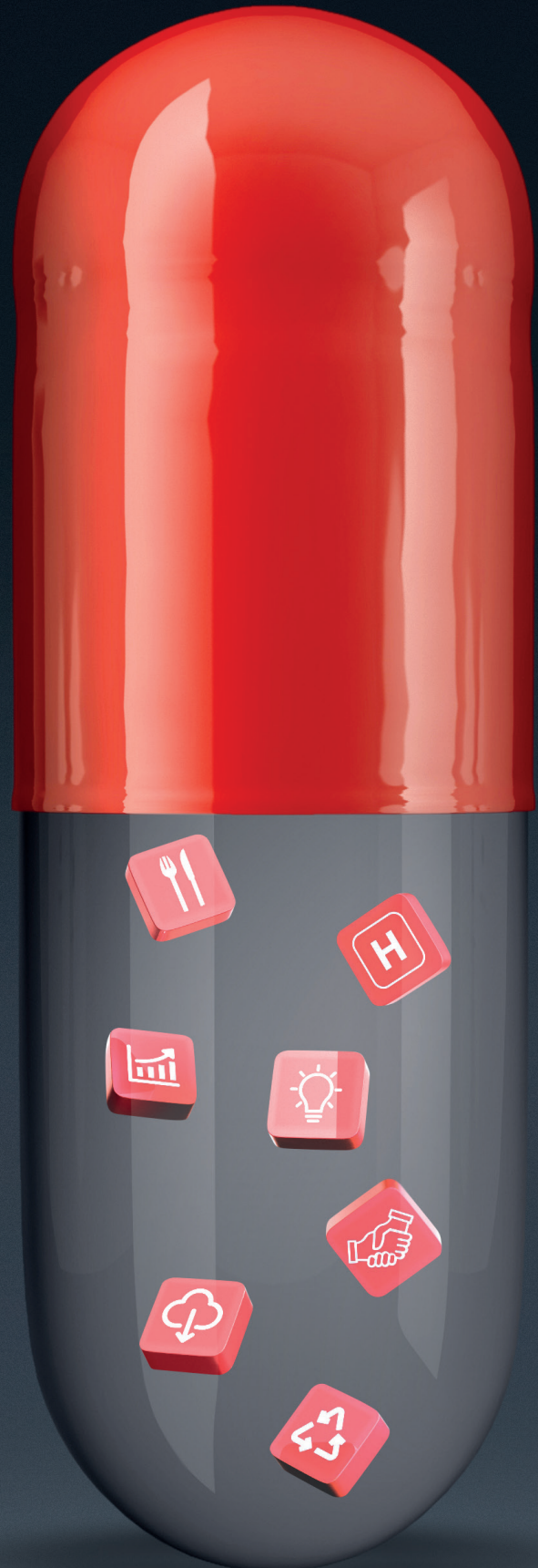


#HIP2020
Delivering
New Horeca
Formulas
CALL FOR
SPEAKERS





Reformulate the Hospitality sector in HIP 2020



OBJECTIVE

We look for entrepreneurs, companies, social innovators, research centers, universities, public or non-governmental organizations, consortiums (public-private) and professionals that intend to reformulate the Horeca sector with success stories, innovative ideas, research, analysis, studies, disruptive vision and solutions in any of the following categories.



CATEGORIES



1 PEOPLE, PRODUCT, PLANET

Business models, products or services that are aligned with sustainable development in:



- Sustainable business models with outstanding facilities / infrastructure and sustainability / circular economy policies.
- Corporate or institutional improvement programs for people (teams).
- Initiatives to improve the customer experience through the incorporation of more sustainable practices.



2 DIGITALIZATION

Companies and professionals whose products or services are based on technology with the aim of improving the sector.



This category is aimed at:

- Technological products or services that improve the quality of the professional work of hotels and / or restaurants, increase the customer experience or fulfill a specific function in the operational / marketing processes.
- POS and PMS solutions and aggregates for better business management.
- Solutions that optimize hotel distribution according to different inventories and markets.
- Products or services oriented to the MICE market that increase the customer experience or fulfill a specific function in the operational / marketing processes.
- Technology for the professional kitchen that brings innovation and value to the restaurateur.

3 INNOVATIVE SOLUTIONS

Companies with innovative solutions or products for professional cooking in:



This category is aimed at:

- Food or drinks for the elaboration of recipes that offer an innovative solution to the Horeca channel.
- Equipment for restaurants that offer the sector operational, commercial or customer experience improvements.
- Equipment for hotels that offers a better customer experience, better profitability and brings innovation and value to its operation and commercialization.

4 NEW BUSINESS MODELS

New concepts and innovative, scalable, profitable and sustainable business models in any of the following segments of the Horeca channel:



- Franchises, groups or collective catering:
 - A scalable model of success.
 - A different millennial market niche.
 - Position a new differentiated gastronomic space.
 - Success oriented to MICE.
- Bars and Cafeterias.
- Specific models of Food on Demand (dark kitchens, cook rooms, logistics ...)
- New gastronomic spaces such as restaurants in hotels, airports, shopping centers, food courts or outdoor spaces that provide a new proposal for the client for its gastronomic offer or its uniqueness.
- Hotel and restaurant spaces where technology occupies a priority part of the experience, or in which the technology or the digital application have a key relevance for operations or marketing.





HOW TO SUBMIT YOUR PROPOSALS

To send your proposal to be part of Hospitality 4.0 Congress, please fill in all the information of the online form that you will find in:

<https://www.expohip.com/hospitality-4-0-congress/call-for-speakers-form>

All proposals must comply with the detailed terms and conditions. The attached form will require, among others, the following details:

- Brief biography of the speaker (maximum 300 characters).
- Title of the presentation (maximum 100 characters).
- Summary (maximum 2500 characters): must include the strategic objectives, the implementation context, the added value of the proposal, the methodology, the current status and implementation, the solutions / conclusions and any other information useful to understand the main ideas of the proposal.

DEADLINES TO TAKE IN CONSIDERATION

The key dates to consider are the following:

- Receipt of proposals.
Deadline: **November 15, 2019.**
- Selected proposals.
Confirmation date: on **January 13, 2020** all the participants will be informed of the results of their proposals.



FREQUENT QUESTIONS

In what language can the proposal be presented?

The form and all complementary information must be delivered in English or Spanish. Proposals in other languages will not be accepted.

Does it have any economic cost to participate in the Speakers call?

No, it's totally free.

How many proposals will be accepted?

The number of accepted proposals is the responsibility of the Steering Committee and may vary depending on the quality of the proposals received and the final requirements of the program itself.

Is it possible to extend the information after the call?

If you need to modify or expand any information presented, you must contact us through congress.hip@barter.es.

EVALUATION CRITERIA

The objective of Hospitality 4.0 Congress is to provide a comprehensive view of the most important topics of the Horeca sector for professionals and companies, through unique and high level conferences that will showcase the most innovative, disruptive and inspiring ideas, practices and technologies.

The selection criteria are:

- For the impact it can bring to the key issues of the congress.
- For its innovation
- For originality, disruption and differential vision.
- For the arguments and information of the presentation.

INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS

The participant is responsible for the authorship of the submitted proposal. It holds the rights of intellectual property and, where appropriate, of industrial property. The participant is responsible for the submitted proposal that does not violate the rights of intellectual property, industrial property rights, copyright and / or image rights and assumes full responsibility with respect to third parties; the organization is free of all responsibility. Once the proposal has been selected, the organizers can publish any data considered public (author, company / organization, title, summary, website and topic).

Data Protection

The HIP organization | Hospitality Innovation Planet is committed to maintaining the confidentiality of the proposals received and of the companies or authors. He will only share them with the members of the Steering Committee. Once the proposal has been selected, the organizers can publish any data considered public (author, company / organization, title, summary, website and topic). All the participants are responsible for the authorship of the submitted proposals, they are owners of the intellectual property rights and, where appropriate, of the industrial property. Each participant is responsible for the submitted proposal that does not violate the rights of intellectual property, industrial property rights, copyright and / or image rights and assumes total responsibility with respect to third parties. The Organization of the Congress is free of all responsibility.

CONTACT

For any questions or suggestions regarding the Call for Speakers or Hospitality 4.0 Congress, you can contact us at:

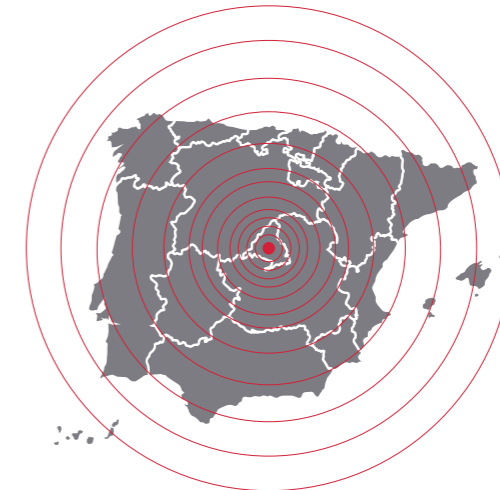
- Telephone: **00 34 934 023 803**
- Email: **congress.hip@barter.es**

If you are also interested in exhibiting or knowing different options for participation in HIP, contact us at:

- Telephone: **00 34 917 942 830**
- Email: **exhibit@expohip.com**

DELIVERING NEW HORECA FORMULAS

HOSPITALITY INNOVATION PLANET LA PLATAFORMA DE NEGOCIOS HORECA 4.0 NETWORK / KNOWLEDGE / BUSINESS OPPORTUNITIES



Opened to innovative and sustainable companies

BARCELONA info@nebext.com
BRUSSELS belgium@nebext.com
MADRID spain@nebext.com
MOSCOW russia@nebext.com
SHANGHAI china@nebext.com
TEL AVIV israel@nebext.com
BOLOGNA italy@nebext.com

LISBOA portugal@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

www.expohip.com

HIP es un evento en colaboración de:



NEBEXT
NEXT BUSINESS EXHIBITIONS



#HIP2020