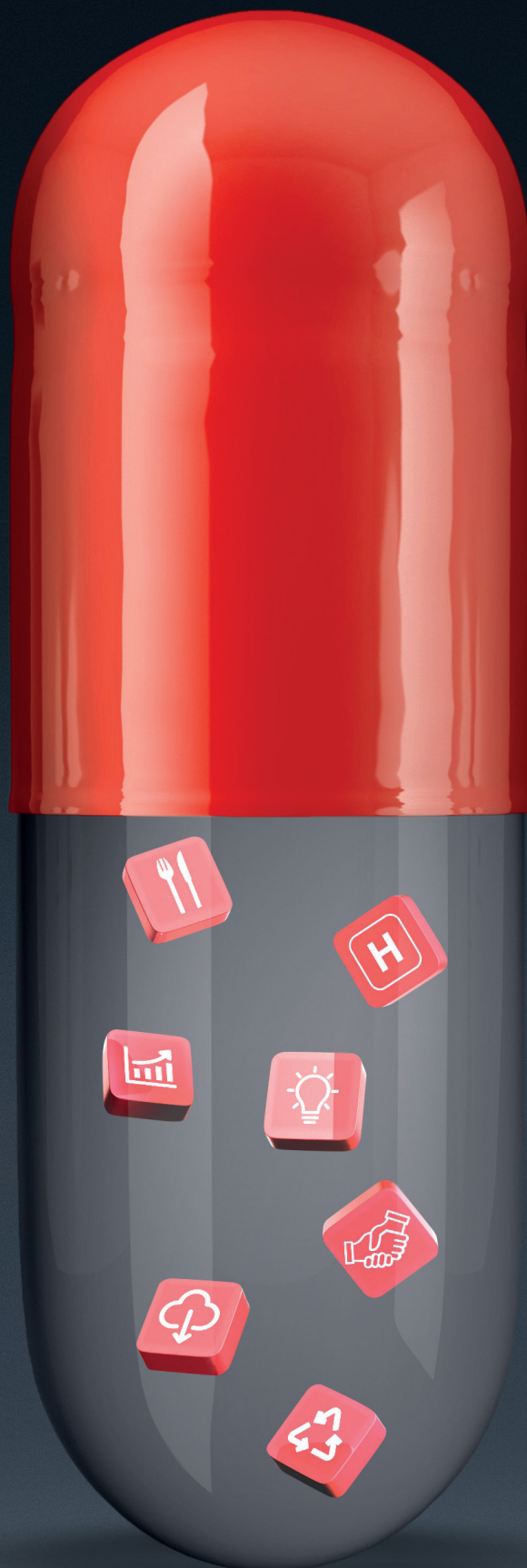


#HIP2020
Delivering
New Horeca
Formulas
CALL FOR
AWARDS





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CALL FOR AWARDS

1

PUPOSE OF THE NEW BUSINESS MODELS AWARDS

The **HORECA NEW BUSINESS MODELS AWARDS** are focused to recognize the work, leadership and transformation of those companies that are committed to innovation in the horeca sector focusing on the areas of business model, new products, equipment, communication management, processes operational, marketing or customer experience.

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TOPICS & CATEGORIES

The proposals that will be considered and admitted to participate in these awards must respond to the following topics:

- **Innovation:** innovative products or services in food, equipment, household goods, machinery, technology for restaurants and / or hotels.
 - **People, Product, Planet:** companies and professionals with better sensitivity towards the challenge of energy efficiency, sustainability, food waste prevention or the circular economy.
 - **Business:** inspiring models of new creation and growth models by national / international expansion.
1. **DIGITAL HORECA:** digital or technological projects or solutions aimed to improve management, operations, marketing or customer experience in the Hospitality sector.
 2. **PRODUCT / DISRUPTIVE SERVICE:** products, solutions or disruptive services that offer an improvement in the quality of the service and the final perception of the client.
 3. **DESIGN & EXPERIENCE:** interior design projects which generate a better operational and / or customer experience.
 4. **PEOPLE, PRODUCT, PLANET:** projects related to Corporate Social Responsibility contemplating the improvement of conditions for people, products and the planet.
 5. **INDEPENDENT/ ORGANIZED NATIONAL/ INTERNATIONAL BUSINESS DEVELOPMENT (2 WINNERS):** companies that have led a remarkable transformation or growth in their segment.
 6. **NEW BUSINESS MODEL:** new concepts and innovative and disruptive business models for the Horeca sector.
 7. **INNOVATION IN THE HEALTHCARE SECTOR:** innovative projects or solutions aimed to improve management, operations, marketing or customer experience in the healthcare sector



ORGANIZER

The **HORECA NEW BUSINESS MODELS AWARDS** are organized by HIP – HORECA PROFESSIONAL EXPO.



WHO CAN PARTICIPATE?

The **HORECA NEW BUSINESS MODELS AWARDS** are aimed at any company in the horeca sector that is committed to innovation, disruption and constant improvement in processes.



RESTRICTIONS

There are no restrictions on the **HORECA NEW BUSINESS MODELS AWARDS**. The mission of these awards is to promote innovation in industrial automation. Any organization can be eligible for these awards, as long as they attest to their candidacy.



PRESENTATION OF PROPOSALS

To submit your application to the HORECA NEW BUSINESS MODELS AWARDS, please fill in the information in the online form.

Proposals must be submitted electronically through this web page and the terms and conditions included in the online form must be accepted.



The form and all the complementary information that is delivered must be in English or in Spanish.

**(Proposals in other languages will not be accepted).*

No additional documents will be accepted to the form, unless required by the organization.

The organization reserves the right to request any clarification or additional information on the submitted proposals.



ENTRY DEADLINE

All entries must be submitted before **Friday, January 3, 2020 at 23:59:59 CET.**



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EVALUATION CRITERIA

Competing proposals will be evaluated by the **HORECA NEW BUSINESS MODELS AWARDS** Jury in terms of:

- Innovation
- Leadership
- Disruption
- Strategy

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EVALUATION PROCESS

PHASE 1

Compliance with the regulations and pre-selection: the organization and the Technical Committee of experts will carry out the first evaluation to verify that each of the candidates meet the technical characteristics and meet the defined selection criteria.

The evaluation process will be carried out by the members of the International Committee of Experts individually, and will serve to choose the finalists of each of the categories.

The finalist candidates will be informed during the week of January 27.

Proposals that exceptionally require it will be required to complement the information.

PHASE 2

Selection of the winners: the International Committee of Experts will meet the days prior to the Hospitality Innovation Planet celebration, evaluate the finalist projects and select the winner of each of the categories.

The finalists will be invited to the **HORECA NEW BUSINESS MODELS AWARDS**, which will take place on **February 25, 2020**, where the winner will be announced in each of the categories.

Any category of the prize could be declared void by the International Committee

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PRE-SELECTION COMMUNICATION

The shortlisted candidates will be informed the week of **January 27, 2020**.

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PRIZES

The **HORECA NEW BUSINESS MODELS AWARDS** will award the winners with the following prizes:

- A double Premium VIP Pass invitation to access HIP and Hospitality 4.0 Congress.
- Dissemination of the Prize awarded to all the general and specialized media accredited in HIP – **Hospitality Innovation Planet**.
- Commemorative trophy as winner in its category.

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INTELLECTUAL AND PROPERTY RIGHTS

The participants are responsible for the authorship of the submitted proposal, he / she is the owner of the intellectuality and, where appropriate, the industrial rights. The participant undertakes not to violate the rights of intellectual property, industrial property rights, copyright and / or image rights, and assumes full responsibility of third parties: the organization is free of all responsibility.

If the proposal is finalist, the participant authorizes the organization to disseminate, reproduce and publish their proposal in any type of format and by any means to publicize the **HORECA NEW BUSINESS MODELS AWARDS**.

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DATA PROTECTION

Due to the confidential nature of the information provided, the organizers, the coordinator and the members of the International Committee of Experts guarantee the identity of the participants and the content of their projects outside the sphere of the **HORECA NEW BUSINESS MODELS AWARDS**. This also includes all information about your current status or your development.

Once the project is selected as a finalist, the organizers of the prizes will be able to make public all the details considered as public (name of the project, responsible organization, person in charge, web pages, description, purpose and category).

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QUERIES AND SUGGESTIONS

For any questions or suggestions regarding the Call for Awards, you can contact us at:

- Phone: **00 34 934 923 803**
- Email: **congress.hip@barter.es**

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

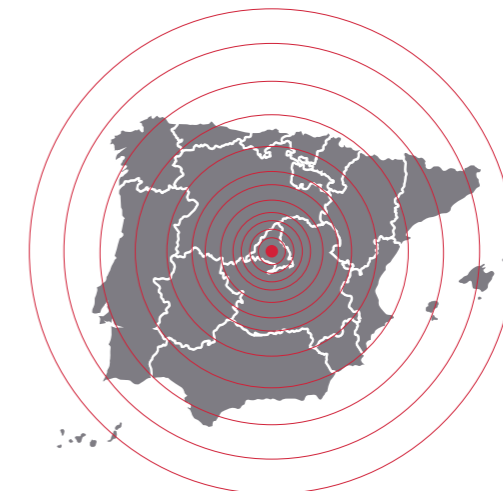
- Phone: **00 34 919 551 551**
- Email: **exhibit@expohip.com**

DELIVERING NEW HORECA FORMULAS

HOSPITALITY INNOVATION PLANET

THE BUSINESS PLATFORM HORECA 4.0

NETWORK / KNOWLEDGE / BUSINESS OPPORTUNITIES



Opened to innovative and sustainable companies

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 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
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 SILICON VALLEY usa@nebext.com
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 WARSAW poland@nebext.com

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HIP is an event in collaboration with:



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