

# POST-SHOW REPORT 2018







# SUMMARY

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HIP2018, THE LEADING HORECA INNOVATION EVENT

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THE EVENT THAT MEETS THE LARGEST NUMBER OF ENTREPRENEURS AND TOP MANAGEMENT

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LEADERS AND MORE THAN 7,000 COMPANIES CHOOSE HIP

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HIP DUPLICATES SPACE WITH THE MOST INNOVATIVE COMPANIES

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HIP IN PICTURES

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HOSPITALITY 4.0 CONGRESS

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GAME CHANGERS WHO HAVE PARTICIPATED IN HOSPITALITY 4.0 CONGRESS

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HORECA NEW BUSINESS MODELS AWARDS 2018

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LEADERSHIP SUMMIT: NETWORKING AT THE HIGHEST LEVEL

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THE BEST DIGITAL RESTAURANTS 2018

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COMMUNICATION & PROMOTION

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THE MAIN ASSOCIATIONS, STAKEHOLDERS AND MEDIA

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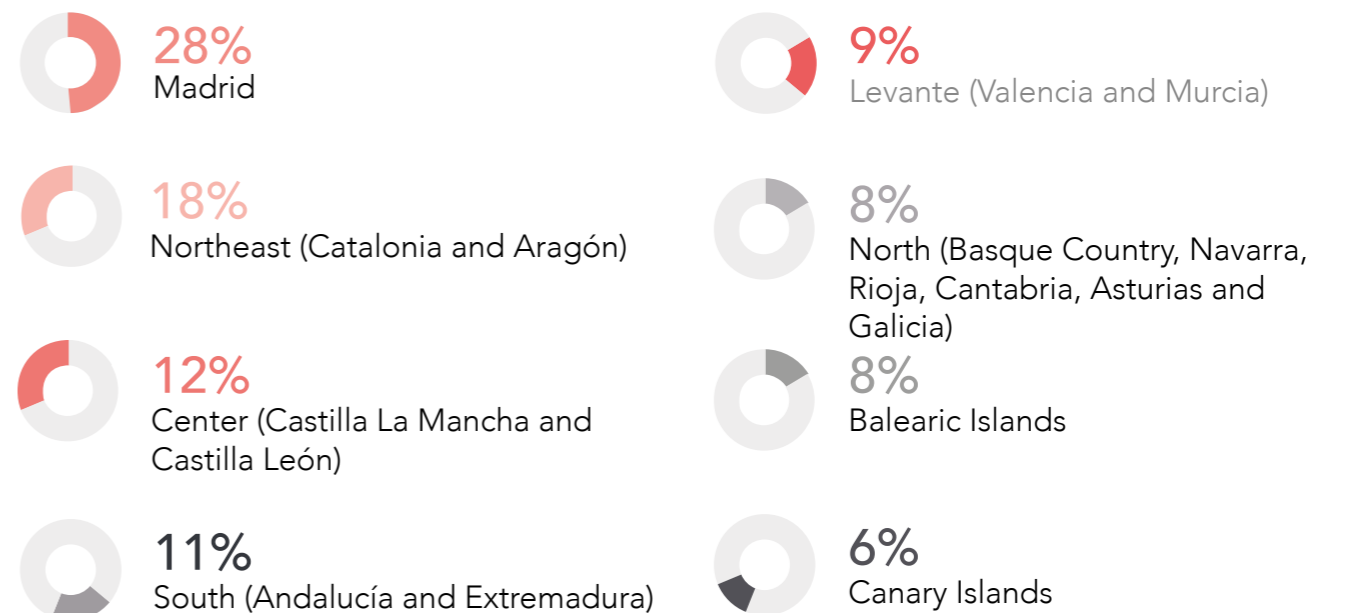
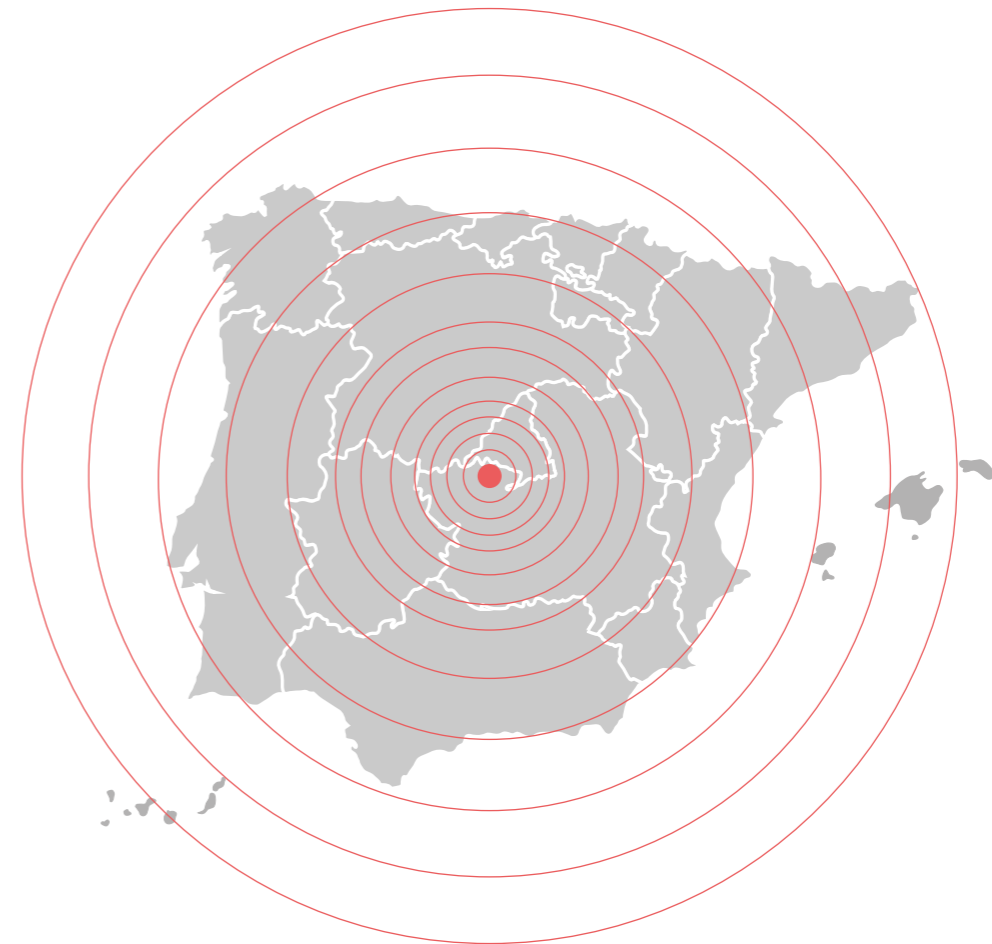
# HIP2018, THE LEADING HORECA INNOVATION EVENT

**17.167**  
Professionals

Spain 91% International 9%

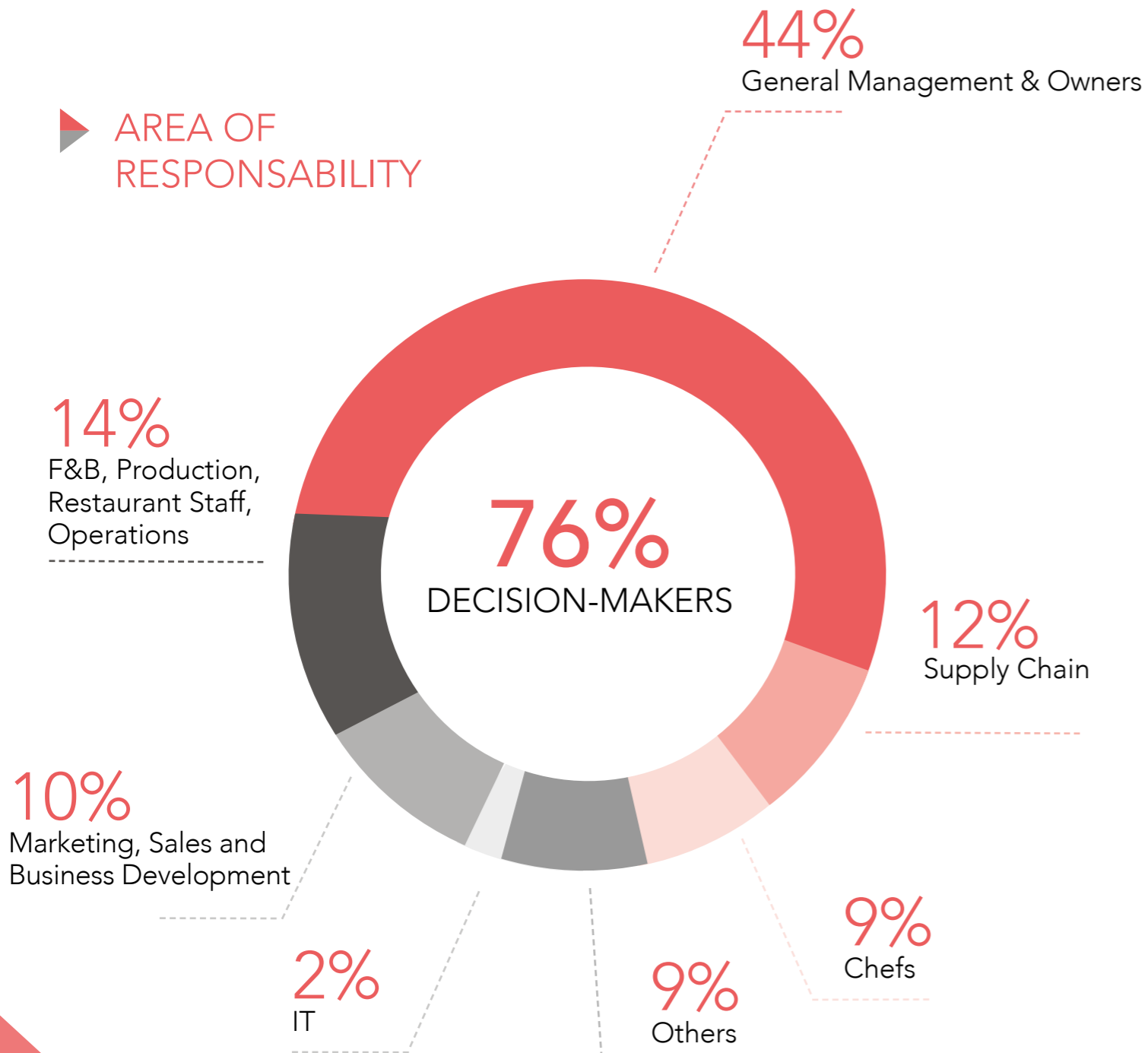
**30% more visitors than  
the past edition**

## HIP, HORECA CAPITAL

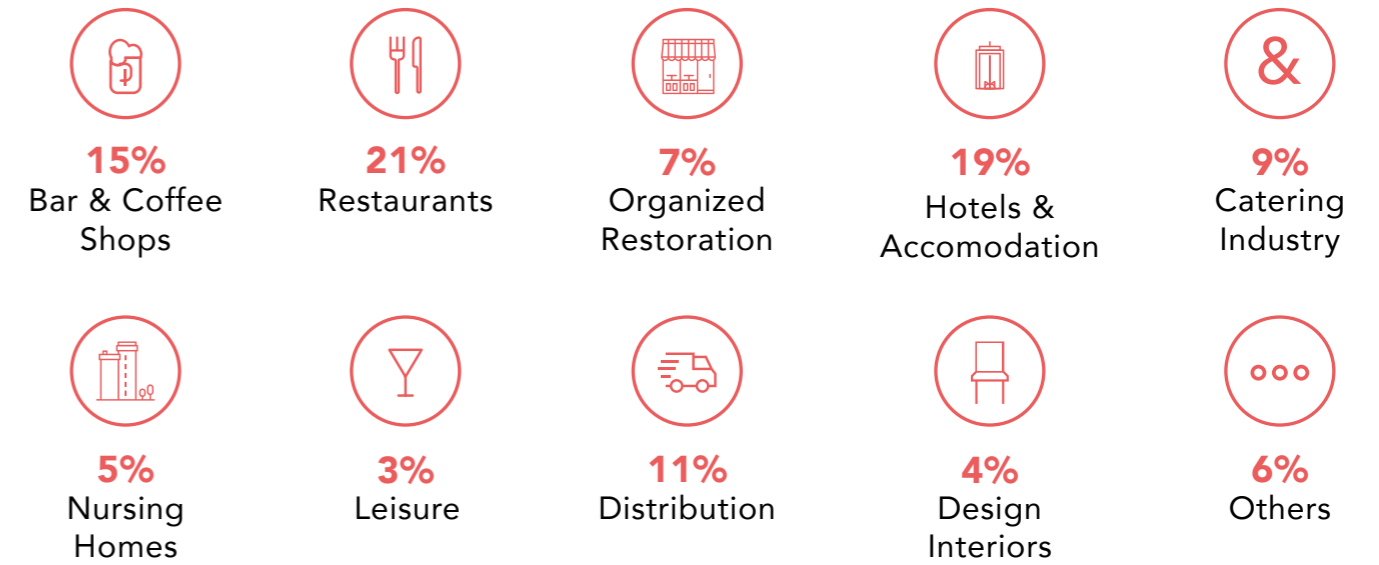


# THE EVENT THAT MEETS THE LARGEST NUMBER OF ENTREPRENEURS AND TOP MANAGEMENT

## AREA OF RESPONSIBILITY



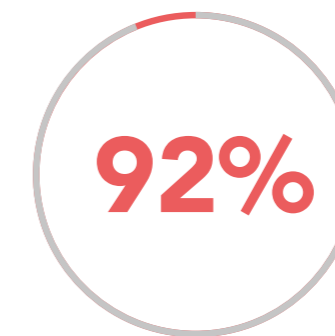
## HIP GATHERS ALL THE HORECA SECTOR AROUND INNOVATION



## AN ESSENTIAL BUSINESS PLATFORM FOR ANY HORECA PROFESSIONAL



Recommends HIP to others professionals



Want to attend HIP2019



Visitor rating for HIP2018



# LEADERS AND MORE THAN 7,000 COMPANIES VISITED HIP

BARS & COFFEE SHOPS	TRAVEL RESTORATION	ORGANIZED RESTORATION	HOTELS	LEISURE	CATERING INDSTRY	HEALTHCARE & SENIORS	TRADE CHANNEL





# HIP DUPLICATES EXHIBITION FLOOR WITH THE MOST INNOVATIVE COMPANIES

100 DOÇURAS PASTELARIA  
A.J. ANTUNES & CO (ROUNDUP)  
A.M.C  
ACTIVH2O  
AD HOC CHEF  
ADA HOTELCOSMETIC  
ADANDE REFRIGERATION  
ADD INFORMATICA  
ADVANTECNIA BY ACE BG  
AEDH  
ALÉS  
ALFA PRO  
ALIMINTER  
ALLIANCE LAUNDRY SYSTEMS SPAIN  
ALMOSA MESAS & SILLAS  
ALTO SHAAM  
AMENITIES PACK  
ANTICIMEX  
APARTMUEBLE  
APLUS GASTROMARKETING  
APOZA  
APS - ASSHEUER & POTT GMBH & CO, KG  
ARGA MOBILIARIO  
ARJO IBERIA  
ASCENDEO IBERIA  
ASIT ITALIA  
BANCO DE ALIMENTOS  
BAR BUSINESS  
BARES TV  
BASQUE CULINARY CENTER  
BELLSOLA  
BMARK  
BERLYS CORPORACION  
BIDFOOD  
BIODIT GLOBAL TECHNOLOGY  
BISVA  
BITZER  
BONDUELLE FOOD SERVICE  
BOOKING.COM  
BOOSTHERM  
BRAMBATI SPA  
BRAYCOM SARFONT - TODOBRASA  
BRIN CONSULTORES  
BROASTER  
BUNZL  
CAFES GUILIS  
CAFES TEMPLO  
CALIDAD PASCUAL  
C. COMERCIO ITALIANA PARA ESPAÑA  
CAMPOFRIO SMART SOLUTIONS  
CANDELA TAPIZADOS  
CARPISA FOODS  
CARYOSA-ASSEPLUS  
CASA DELFIN  
CASADA HEALTH & BEAUTY  
CASADEMONT  
CASH INFINITY  
CASH LA TEMPORADA  
CASPHENIX  
CATASA  
CAVANOVA  
CECILIA GOMEZ  
CIPS  
COCA-COLA EUROPEAN PARTNERS  
CODENSA: Servicios y Soluciones de Packaging  
COLDTECH

COMERCIAL CBG  
COMPASS INTL CO.INC (THERMODYNE)  
CONDIÇÃO TEMPO  
CONTENIDOS CLICK  
CONVOOTHERM  
COOKING DATA  
COOL TABS  
COOLLOGGER - OZEANO  
COPERAMA SOCIAL  
COPERAMA SPAIN  
COVERMANAGER  
CREATIVE RETAIL DISPLAY  
CRISPINS - LETS CHOCOLAAT  
CYBEX  
DANDOTE RITMO  
DBMARK  
DELTA INFORMATICA  
DIAGEO  
DIEGO COQUILLAT  
DISTRIBUIDORA JOAN  
DIVERSEY  
DOLCI IBERICA  
DR. OETKER IBERICA  
EASY MIXERS  
EASYGOBAND  
ECOLAB  
EDEN  
EFFIMER  
EGARMA GOURMET  
EL TENEDOR  
ENOFRIGO  
EPICA ARES CERVEZA ARTESANA  
EPICUREAN  
EUROCHEF  
EUROLINE  
EUROPASTRY  
EXPEDIA  
FABI CONTRACT FURNITURE  
FAGOR  
FAMAEX  
FEHRACTIVA  
FELPUDORENT  
FRANKE KAFFEEMASCHINEN AG  
FRIGICOLL  
FRIMESA  
FRINSA  
FRITERMIA  
FRYMASTER  
FUNDACION MAPFRE  
GALLINA BLANCA FOODSERVICE  
GARCIA CARRION  
GARCIA DE POU  
GASTROUNI  
GIRBAU  
GOOFRETTI  
GRANJA CAMPOMAYOR  
GROSFILLEX  
GROUPE GM - Amenities Exclusivos  
GRUPO ADD  
GRUPO DELEITAS  
GRUPO RHOINTER  
GRUPO ZUMUA  
GRUPPO CIMBALI  
GSTOCK  
GUERRERO CLAUDE  
HAMILTON BEACH  
HATCO

HEGAR  
HEINEKEN  
HELADOS NESTLE  
HENNY PENNY CORP.  
HIPPOS  
HOMIES  
HOSHIZAKI  
HOSPITALITY INNOVATION PLANET  
2019  
HOSTELERIA Y RESTAURACION, HR  
HOSTELPRO  
HP INC. EN COLABORACIÓN CON  
INTEL  
IBERNEX  
IFA  
ILUNION LAVANDERIAS  
INDISA  
INFOHORECA  
INSINKERATOR ESPAÑA GRUPO  
OCYR  
INSTRUMENTOS TESTO, SA  
INTERNACO, División Benza Recycling  
IPREL CONCEPT FOOD  
IRABIA  
ISECO  
JARRITOS / CERVEZA ALLENDE  
JOSPER EQUIPOS DE BRASA  
LA CASA DEL LIBRO  
LA RANCIA DE CHAMBERI  
LA SOMMELIERE IBERICA  
LA VIÑA  
LADORIAN  
LATTIZ  
LEGAL AUCTIONS  
LG ELECTRONICS  
LINET IBERIA  
LOLA GLAMOUR  
LUMON  
MAKRO  
MARCILLA  
MASTERTENT  
MAYA PROFESSIONAL TOOLS  
MCCAIN  
MEDIREST - COMPASS GROUP  
MELITTA Professional Coffee Solution  
MERRYCHEF  
MIQUEL ALIMENTACIÓ GRUP  
MISS TIPS!  
MYCHEF BY DISTFORM  
MYSOPHERA  
ND MOBILIARIO Y EQUIPAMIENTO  
NEKTAR NATURA  
NET IP BOX  
NEW PLAST  
NGD  
NITESCO  
OMS Y VIÑAS  
OPEM SPA  
PALACIOS ROCA  
PARDO  
PEAKJUICE SMOOTHIES  
PERGOLA BIOCLIMATICA DURMI  
PERSONALIZADOS HOSTELERIA  
PESCANOVA  
PIENSA DIFERENTE  
PIKOLIN  
PIZZA MASTER

PRATICA PRODUTOS  
PREMIUM MIX GROUP  
PRIMER  
PROFOOD BY TABERNER  
PROYECTO 51  
PUBLICACIONES ALIMARKET  
QUALITYFRY  
QUESERIA TIERRAS ALTAS  
QUESO DE OVEJA PAGO LOS VIVALES  
RAFITEXIL  
RATIONAL  
RESTAURACION NEWS  
REVISTA EQUIPAMIENTO HOSTELERO  
REVO  
RH HOTEL SUPPLY  
ROBOT COUPE  
ROGER  
ROYAL T-STICK  
SALMARI  
SCHWEPES SUNTORY  
SDS HISPANICA  
SENFAECO SL.  
SENSO  
SERVICIOQBAR  
SINGULARFOOD  
SK SERVICIOS  
SOCIALWIBOX  
SOLDECON  
ST CUBIC RESTAURANTES  
STREET TRUCKS  
SUMINISTROS RAMOS - AIRON  
GROUP  
SUPRACAFE  
SURIVAN FEEL THE TASTE  
TAGAR  
TAYLOR COMPANY  
TECNOLOOP  
TELSYSTEM  
TEXRIS  
THE CHEF COLLECTION  
TILLER SYSTEMS  
TM SILLERIAS  
TOTAL GAS Y ELECTRICIDAD  
TOUCH IT  
TRUE FOOD INTERNATIONAL  
UNILEVER FOOD SOLUTIONS ESPAÑA  
UNITED FUSION  
UNIVERSAL PAY  
UNOX  
VAYOIL TEXTIL  
VITALVIA  
VITAMINBAR  
VITA-MIX  
VNE PRODUZIONE  
WAITRY  
WELBILT  
WINNOCARE SPAIN  
WINTERHALTER  
WMF  
WOLFE ELECTRIC, INC  
YAMAHA  
YAMELAS  
YOUSHOW  
YUP CHARGE  
ZENIT TECHNOLOGIES / MELFORM  
ZENNIO  
ZUMECO



## GLOBAL MAIN PARTNERS



## PREMIER PARTNERS





# HIP IN PICTURES



(CLICK HERE TO SEE THE WHOLE GALLERY)





# HOSPITALITY 4.0 CONGRESS

**+300** SPEAKERS

**200** SESSIONS

**7** STAGES

**+70** BUSINESS MODELS

**7** SUMMITS

**+9.000** DELEGATES

▶ 4 INTERACTIVE AREAS OF LIVE SHOWS AND DEMOS WITH THE LATEST HORECA TRENDS



 **Bar & Co.**

Innovation, profitability and trends about the bar.



 **Food & Restaurant**

Trend products, F&B management and food innovation. It hosted the launch of the 2018 Best Cooked Rice Contest of Unilever Food Solutions.



 **Digital**

The agora where to learn how to digitize your Hotel, Restaurant or Bar, to discuss about digital marketing, experience and digital business and solutions.



 **Equipment & Design**

The place to discover the latest trends in design interiors and the most innovative equipment for smart kitchens.

**The largest European congress of new business models and hospitality trends**



Forum that brings together the 500 most influential managers of organized restoration in our country.



Hospitality innovation summit with more than 1,000 top managers



Leading national summit of Supply Chain



First European meeting to discuss gastronomy from a legal point of view.



Initiative of the Basque Culinary Center to promote gastronomic entrepreneurship with top chefs and entrepreneurs.



More than 1,000 social health managers meet to discuss the future of the sector.



# GAME CHANGERS WHO HAVE PARTICIPATED IN HOSPITALITY 4.0 CONGRESS

## ▶ OUR HOSTS:



▶ **Jimmy Pons**  
Innovación and Customer Experience

▶ **Beatriz Romanos**  
The digital pantry

▶ **Bruno Hallé**  
Hotel Trends

▶ **Manu Balanzino**  
Cooking the business

▶ **Manel Morillo**  
Talent & Teams 4.0 in Hospitality



▶ **Lluís Altés**  
The digital bet

▶ **Ramón Dios**  
Mangement & F&B Revenue

▶ **Enric López**  
Revenue Hotel Revolution

▶ **Delfi Torns**  
Hospitality Tech

▶ **Oscar Carrión**  
Food Innovation



▶ **Diego Coquillat**  
Innovation and digitize for restaurants

▶ **Roberto Torregrosa**  
Smart Hotel

▶ **Mayte Ballesteros**  
Supply Chain Summit

▶ **Beatriz Rodríguez**  
Equipment & Design

▶ **Héctor Henche**  
Bar & Co.

## ▶ SOME OF THE MORE THAN 300 TOP SPEAKERS:



▶ **Anne Boysen**  
After the Millenials



▶ **Donald Burns**  
Your Restaurant Sucks!



▶ **Larry Mogelonsky**  
Sharing Economy for Hospitality sector



▶ **Jeffrey Amoscato**  
Vicepresident Supply Chain Shake Shack



▶ **Paco Pérez**  
Miramar. 5 Michelin Stars



▶ **Kike Sarasola**  
Chairman Room Mate Hotels



▶ **Eva Hausmann**  
Profitability on served



▶ **Diego Guerrero**  
DSTaGE. 2 Michelin Stars



▶ **Ferran Centelles**  
elBulliFoundation



▶ **Jon Giraldo**  
Spoonik. National Innovation Award



▶ **Carles Tejedor**  
Design Cooking



▶ **Juan Moll**  
L'Atelier de Joel Robuchon



▶ **Fernando Gallardo**  
El País



▶ **Juan Julià**  
Chairman Hoteles Axel



▶ **Marco Antonio Mora**  
Interior Designer



▶ **Marcos Alves**  
CEO El Tenedor



▶ **Nino Redruello**  
Chef and Owner Fismuler



▶ **Ricard Camarena**  
Arrop. 3 Michelin Stars



▶ **Chiqui Calleja**  
Founder & CMO Grupo Larrumba



▶ **Carlos Reig**  
COO Gambling Venues CIRSA



# HORECA NEW BUSINESS MODELS AWARDS 2018



**GRANJA CAMPOMAYOR**  
Innovation product  
**Unilever** award



**GRUPO LARRUMBA**  
Customer experience  
**Schweppes** award



**CUSTOS MOBILE**  
Digital Transformation  
Award



**EL EQUIPO CREATIVO**  
Interior Design Award



**SPOONIK**  
New Business Model  
**Heineken** award



**DAVID ROMERO - AN GRUP**  
Professional of the year  
**Coca-Cola** award





# LEADERSHIP SUMMIT: NETWORKING AT THE HIGHEST LEVEL

The annual meeting for CEOs and Business owners of top companies and stakeholders of the industry.



# THE BEST DIGITAL RESTAURANTS 2018

Recognition of Diegocoquillat.com to the best digital management of chefs and restaurants.



# COMMUNICATION & PROMOTION

An online and offline marketing plan 100% targeted to give greater relevance to our partners and exhibitors



**+4.000** Tweets & Retweets

#HIP2018

Trending Topic



**16.6 M** impressions



**+70.000** web visits during celebration of the event



**+400** journalists registered



**+900** impact on media

SOME OF THE MEDIA THAT HAVE BEEN AT HIP2018:

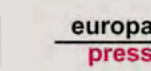
TVs



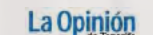
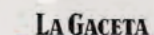
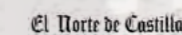
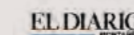
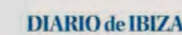
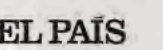
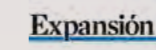
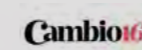
RADIOS



NEWS AGENCIES



NEWSPAPPERS





# THE MAIN ASSOCIATIONS, STAKEHOLDERS AND MEDIA

## STRATEGIC MEDIA PARTNERS



## OFFICIAL RADIO



## MEDIA PARTNERS



## HOSPITALITY INFLUENCERS



## STRATEGIC PARTNERS



## SUPPORTER PARTNERS



## HIP ACADEMY



## BUSINESS PARTNERS





EQUIPMENT & DESIGN  
3  
D  
SEE YOU IN HIP2019  
18-20 FEBRUARY · FERIA DE MADRID

**IIP** Horeca  
Professional  
Expo

HOSPITALITY INNOVATION PLANET

[www.expohip.com](http://www.expohip.com)