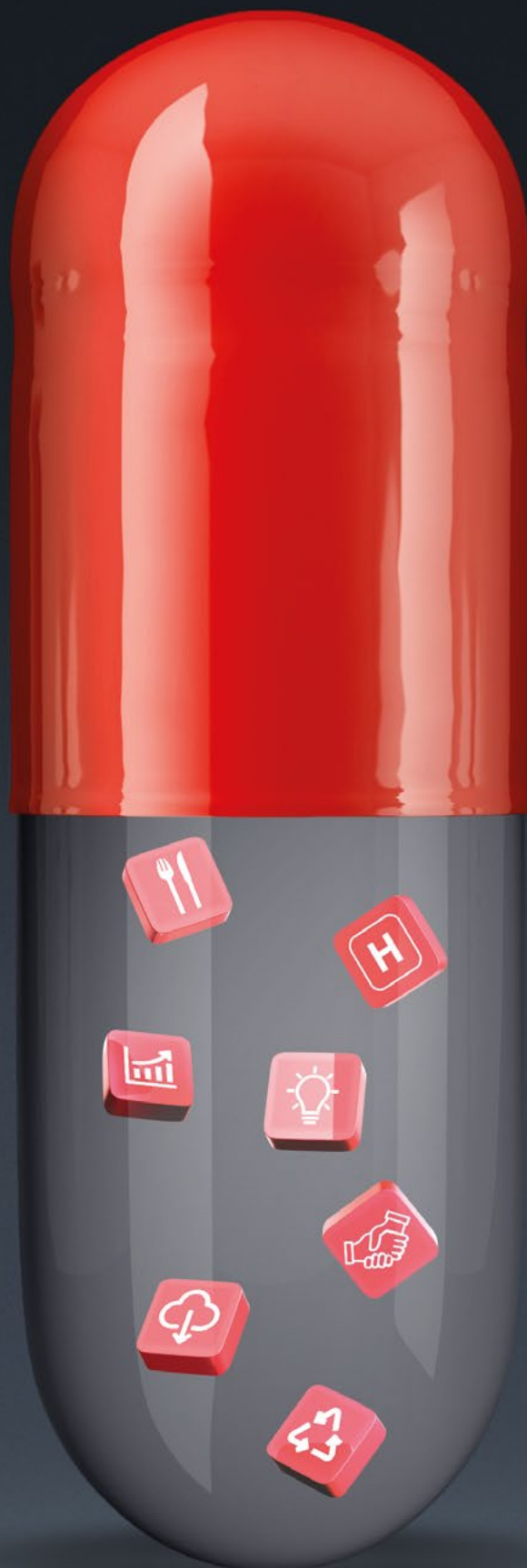


**#HIP2020**  
**Delivering**  
**New Horeca**  
**Formulas**





# The formula to boost your business to a new dimension



In a period of deep transformation, the barriers between food service and retail are blurred, and the fight for "stomach" quota is increasing. Companies and professionals of the Horeca sector must invest with determination for innovation and search for new concepts and trends, as well as in generating experiences to convince the consumer.

The experience must be differentiated not only by the gastronomic offer, but also by knowing how to combine the human and social factor with sustainability and efficiency in our processes, operations, resources and management.

**HIP - Horeca Professional Expo offers in 3 days the required innovation and knowledge to obtain the new Horeca success formula.**



# A journey through all stages of the purchasing process for hospitality professionals



HIP through its HOSPITALITY 4.0 Congress, the largest international conference dedicated to innovation and transformation of the Horeca sector, contributes to fulfil our visitors' needs offering them a personalized agenda and solutions for each professional profile, type and size of business.

A unique business platform to invite your clients to, a place to improve customer loyalty and find many potential customers. A one-of-a-kind event to boost your business in an innovative networking environment for 3 days.

**Are you going to miss it?**

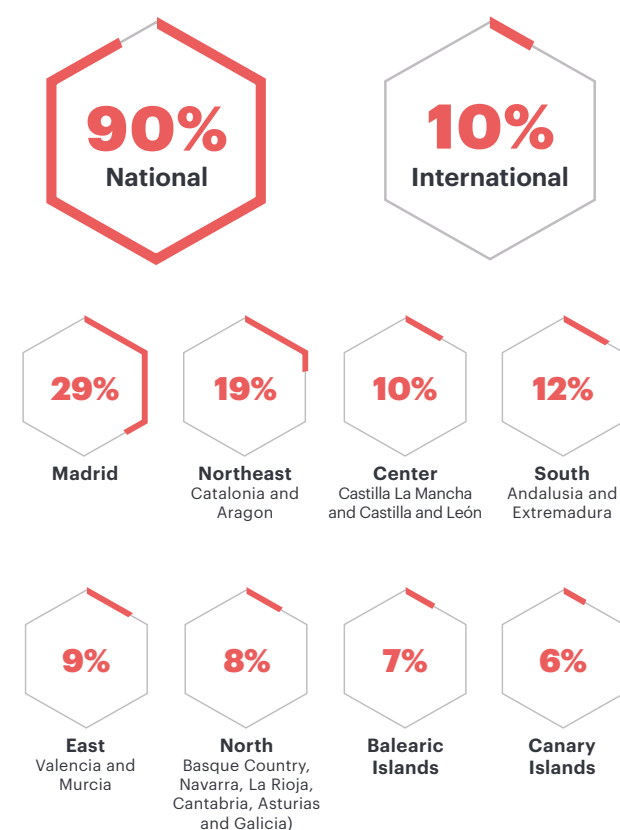


# The only business platform to achieve new generation leads

# The event that gathers the largest number of Horeca solutions: 3 halls and 40,000 sqm of innovation



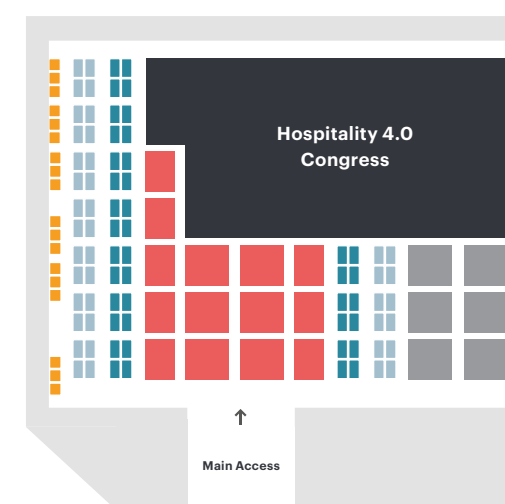
## Entrepreneurs and top management of iberia meet in hip



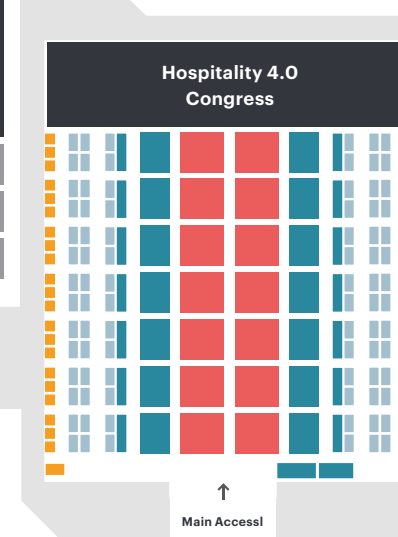
## We bring together the professionals that interest you the most



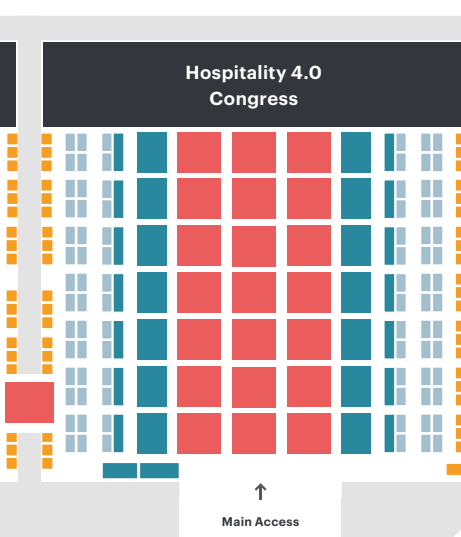
Hall 14.1



Hall 14.0



Hall 12



Partner Exhibitor Premium Exhibitor Business Newcomer





# For the whole horeca universe...

## FOOD & BEVERAGE SOLUTIONS

Selected Brands  
Wine & Spirits  
Beer  
Snacks and Tapas  
Soft Drinks & Juices  
Coffee Planet  
Dairy Products  
Fruits and Vegetables  
Meat and Fish  
Bakery and Ice-creams  
Healthy & Natural & Free-from Foods

## SMART KITCHENS & EQUIPMENT

Industrial Equipment  
Small Kitchen Equipment  
Utensils  
Cooling Systems  
Home Automation  
Bath  
Pools & Spas  
Wellness & Fitness  
Energy Efficiency

## STUDIO INTERIORS

Furniture  
Terrace  
Lifestyle  
Textile  
Lighting  
Crocery  
Cutlery  
Glassware



# ..all the innovation

## DIGITAL WORLD

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

## NEW CONCEPTS & FRANCHISES

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

## FOOD ON DEMAND

Packaging  
Technology  
Distribution  
Dark Kitchens



# Hospitality 4.0 Congress

The largest international conference of new business models and horeca trends



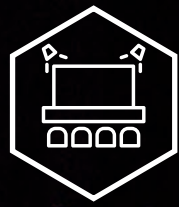
**250**  
Capsules of  
innovation



**+400**  
Speakers



**+15**  
Summits



**10**  
Stages

A personalized agenda by professional and industry



**F&B and Dining  
Room Management  
Summit**

**HOTEL  
TRENDS**  
HOSPITALITY INNOVATION PLANET

 **New  
Business  
Models**



**SUMMIT  
SUPPLY CHAIN**

**RESTAURANT**  
*Trends*

 **Barra  
de ideas**



**Dependency  
Congress**



**Agenda  
Digital**



**Digital  
Hospitality &  
Startup Forum**



**Perfect  
Restaurant  
Project**



**Bar & Co**



**Cook  
Room**



**AGENDA  
USA**



**Summit de  
Distribución**



**People  
Product  
Planet**



**Mass Catering  
Summit**



**act**



**bcc  
culinary  
action**



**Law &  
Gastronomy  
Congress**



# High-profile networking



# Join HIP2020

HIP is the best platform to boost your business in 2020.



## Madrid Horeca Capital

For 3 days a year, HIP turns Madrid into the European capital of HORECA innovation thanks to its congress, exhibition and networking events, which makes it a meeting point of key players in the sector. HIP is a unique opportunity to show the leadership of Spain as a world authority in tourism and hospitality, from Madrid, one of the most outstanding capitals of the gastronomic avantgarde and with unique hotel projects.

## Participation packagees that fit your business needs



### Partner

The best option to show your leadership in the sector and stand out from the competition. Locate your booth in the best area of the expo, gain the maximum visibility, participate in the congress, and invite your best clients and prospects, amongst many more activities.



### Exhibitor

Present your products and solutions to thousands of potential buyers in the expo zone. Choose between Premium Zone to enjoy the major traffic to your booth, or Business Zone to economize your investment.



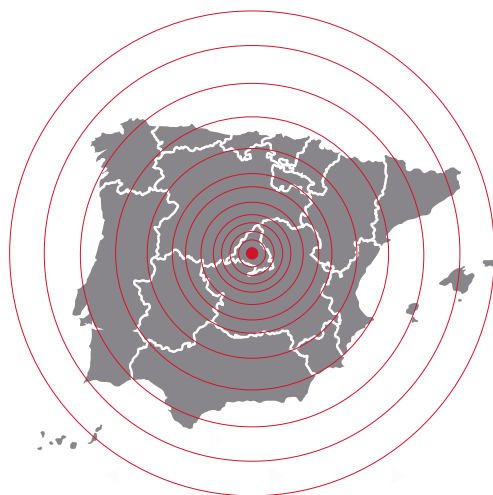
### Newcomer

We know how difficult beginnings are. That is why we offer a "Turnkey Pack" so you can participate in the most innovative event of the sector, with the minimum investment.



# HOSPITALITY INNOVATION PLANET

## HOSPITALITY 4.0 BUSINESS PLATFORM



**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

LISBON 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](http://www.expohip.com)**

HIP is an event in collaboration with:



**NEBEXT**  
NEXT BUSINESS EXHIBITIONS



**#HIP2020**