



**INTER
NORGA**

12 – 16 March 2021

**Here we go
again!**

**Looking to the
future together
with the new
INTERNORGA.**

‘Following a turbulent year full of change, we can hardly wait to shape the future together with you.

Matthias Balz
INTERNORGA Project Manager

Dear Exhibitors and Comrades, Partners and Friends!

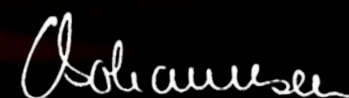
It is a premiere we would have rather avoided: for the first time in INTERNORGA's recent history, we had to cancel the leading exhibition of the out-of-home market. Not only has our business been significantly impacted by the coronavirus, but that of many others as well, and many things will no longer be the way they were before this pandemic. We nevertheless also see the crisis as an opportunity to – together with you – lead INTERNORGA into a new era, in order to play an exemplary role in the future as well with a new, modern appearance.

We are responding to national and international developments and framework conditions, as well as the increasing degree of digitisation, with a new hall structure which was already presented to you last year. The markets are calling for clear signals, and we want to work closely with you to create and send forth these signals.

On the following pages, you will get your first glimpse of the coming – extremely exciting – year for INTERNORGA, even if a majority of the tasks and changes still lie ahead. We will keep you regularly informed about the process, and we look forward to interesting discussions with you over the coming weeks and months.

Thank you for your trust, understanding and, above all, support during these unprecedented times. We look forward to seeing you at an unforgettable INTERNORGA 2021.

Yours truly,



Claudia Johansen
Division Manager

12–16 March 2021

Shaping the future together

Major changes can only happen as part of a dialogue. As the organiser of INTERNORGA, it is essential for us to involve the exhibitors and partners in structural changes. Over the last year and a half, we have made significant strides in this regard, not least through intensive discussions.

For decades, INTERNORGA has been considered the leading exhibition for the entire out-of-home market, and an innovator and source for trends, visionary concepts and new products. And we are taking the next step to make sure that this remains the case in the future.

The goals of this restructuring are:

- Modern and optimised grouping of the exhibition areas
- Restructuring of entire areas to create new presentation opportunities:
 - to enlarge or change the booth spaces
 - to present opportunities for synergy between several exhibitors
 - for new exhibitors
- More stringent guidance for visitors, especially for the constantly growing number of international visitors

- INTERNORGA 2021 will be more modern, more contemporary and more structured
- Segmentation will be concentrated, which is important for visitors in particular
- Every exhibition area will have direct access to its own entrance
- Theme worlds will be created
- Digital topics will be bundled in one hall
- Outdoor gastronomy will also be in a single hall
- Comprehensive communication measures will accompany the entire process

The new interior plan

Optimised exhibition areas, opportunities for synergy between exhibitors, new presentation possibilities, more stringent guidance for visitors – this will make all areas even more interesting and diverse.

Food, beverages and shopfitting

With the new allocation of halls A1, A3 and A4 and the upper levels of B1 to B4, we can finally offer an adequate range of presentation options. We can therefore meet the demand for an expansion of floor space and also bring new companies into the fold which were previously on the long waiting list. This will make the area not only bigger, but also more interesting and more diverse for trade visitors.

Restaurant and hotel equipment

The ground levels of halls B1 to B4 form a direct connection between the high-traffic east entrance and the A grounds. The upper levels of these halls are home to the lively and creative area of INTERNORGA with young and innovative formats such as the Next Chef Award, Newcomers' Area, Pink Cube and Craft Spirit Lounge.

Kitchen technology and equipment Bakery and patisserie technology

An expansion of the exhibition area in halls B5, B6 and B7 by some 6,900 square metres of gross floor space will make the area not only bigger, but also more interesting and more diverse for trade visitors. A long waiting list for this area has developed due to not only new domestic and foreign companies, but also long-standing requests for changes on behalf of our perennial exhibitors.

Synergy

Theme worlds for new experiences

What belongs together can now grow together. The classic layout in terms of grouping the offering purely based on nomenclature is increasingly being replaced by theme-related planning. Some exhibition areas are developing towards placement in theme worlds, such as for bakers, who reflect the actual market conditions more strongly.

IT'S ALL DIGITAL – all digital offers together

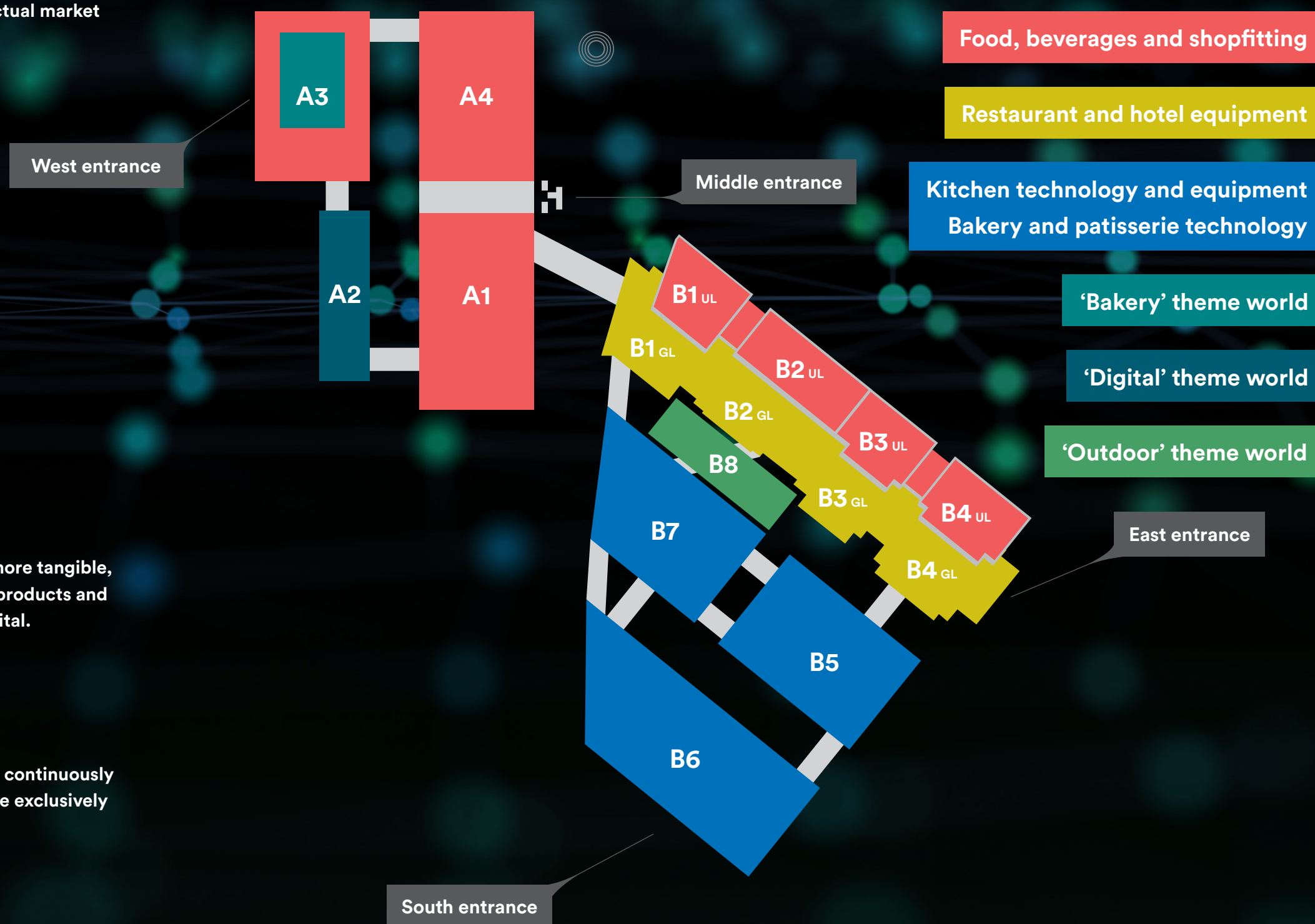
The impact of digitisation is becoming clearer, more visible and more tangible, which is reason enough to bring together all companies, brands, products and services from this sector. In future, Hall A2 will be completely digital.

OUTDOOR – a new world

The theme of outdoor gastronomy is also gaining importance and continuously generates many new topics and products. In future, Hall B8 will be exclusively dedicated to this topic.

The new map

Visitors have access to different entrances that are easy to reach, which guarantees visitors will flow ideally around the grounds.



Every path leads to success.

Facts and figures

93%
of visitors
would
recommend
INTERNORGA

95%
of visitors
achieved their
objectives

96%
of visitors
take a positive
view of the
supporting
programme
(Craft Beer,
Pink Cube, etc.)

For years, INTERNORGA
has stood for outstanding
performance and popularity
amongst exhibitors
and visitors.

Nine out of **ten**
trade visitors are involved in
company decision-making processes

Visitors' five main objectives

- Gathering information about new products, innovations and trends
- Improving general market orientation
- Preparing for investment and purchasing decisions
- Maintaining existing business relationships
- Initiating new business contacts

On average, nearly 100,000 visitors attend INTERNORGA each year to gather information, maintain their business relationships, make new contacts and do business successfully.

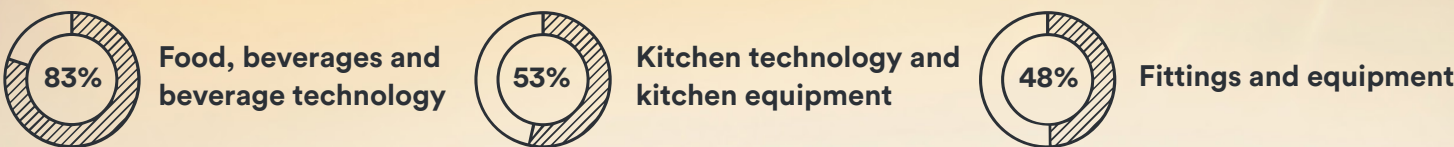
The perfect mix of industries

Whether hotelier, restaurateur, buyer for food retail and beverage wholesale, specialist supplier, planner, baker, patissier, bulk consumer or representative of any other industry of the out-of-home market – here, anyone can find the perfect stage and the right environment to significantly drive a year's worth of business in a mere five days.

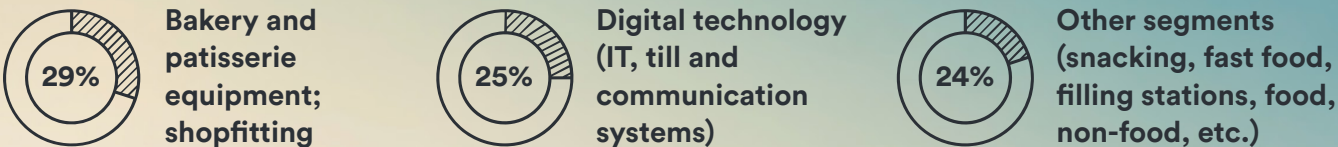
Nationally and internationally

Visitors from all over Germany, and increasingly from abroad as well, make their way to the pulsating metropolis of Hamburg – to gather information, to gain a sense of direction, to make investment and purchasing decisions and to make or maintain contacts.

Visitors are interested in your products and services:



All dates from 2019.





**Here and
now – more
important
than ever!**

Now, more than ever, the industry needs a meeting point and a platform for exchange, as well as a place to make new contacts and maintain and develop existing ones. Following a turbulent year full of change, this is a great opportunity for everyone to build a new future together. We guarantee you the ideal conditions and the best possible presentation of your products, brands and services.

Innovative.

Efficient.

Unique.

Structured.

Organised.

Varied.

INTERNORGA has a unique innovativeness which is leading in Europe. Here, visitors can discover tomorrow's trends today. Our successful, one-of-a-kind combination of 1,300 international exhibitors gives visitors a comprehensive overview of the whole out-of-home market. With its visionary concepts, innovative products and specials for the various target groups, INTERNORGA sees itself as a partner to its exhibitors and offers trade visitors incomparable value added for their own business. The five-day event brings together top national and international decision makers, market leaders and industry newcomers. INTERNORGA is the only hotel and food-service exhibition in Germany classified as international by the Association of the German Trade Fair Industry (AUMA).

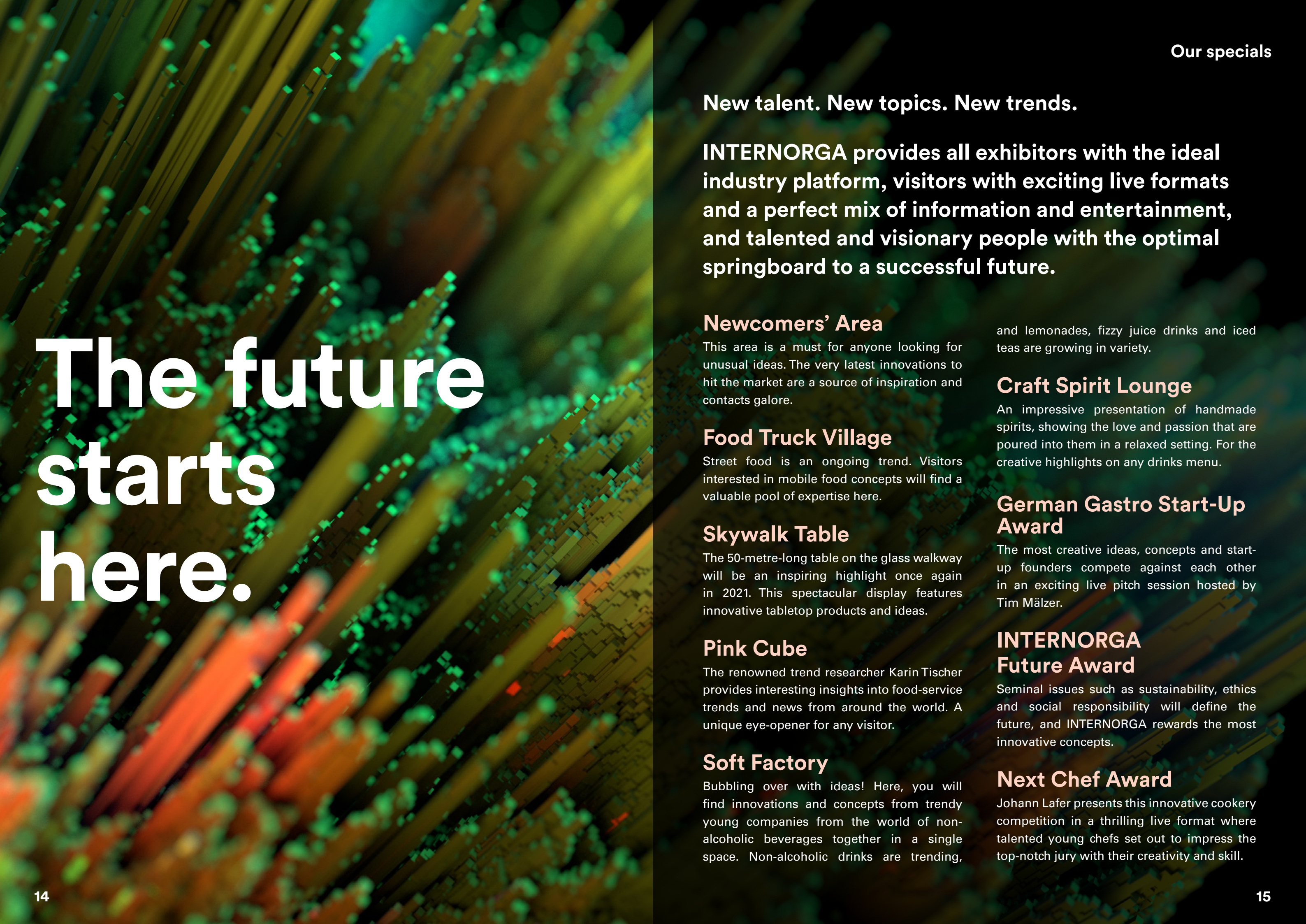
INTERNORGA is divided into the following areas:

- Food, beverages and shopfitting
- Restaurant and hotel equipment
- Kitchen technology and equipment; bakery and patisserie technology
 - 'Bakery' theme world
 - 'Digital' theme world
 - 'Outdoor' theme world



Impressions





The future starts here.

New talent. New topics. New trends.

INTERNORGA provides all exhibitors with the ideal industry platform, visitors with exciting live formats and a perfect mix of information and entertainment, and talented and visionary people with the optimal springboard to a successful future.

Newcomers' Area

This area is a must for anyone looking for unusual ideas. The very latest innovations to hit the market are a source of inspiration and contacts galore.

Food Truck Village

Street food is an ongoing trend. Visitors interested in mobile food concepts will find a valuable pool of expertise here.

Skywalk Table

The 50-metre-long table on the glass walkway will be an inspiring highlight once again in 2021. This spectacular display features innovative tabletop products and ideas.

Pink Cube

The renowned trend researcher Karin Tischer provides interesting insights into food-service trends and news from around the world. A unique eye-opener for any visitor.

Soft Factory

Bubbling over with ideas! Here, you will find innovations and concepts from trendy young companies from the world of non-alcoholic beverages together in a single space. Non-alcoholic drinks are trending,

and lemonades, fizzy juice drinks and iced teas are growing in variety.

Craft Spirit Lounge

An impressive presentation of handmade spirits, showing the love and passion that are poured into them in a relaxed setting. For the creative highlights on any drinks menu.

German Gastro Start-Up Award

The most creative ideas, concepts and start-up founders compete against each other in an exciting live pitch session hosted by Tim Mälzer.

INTERNORGA Future Award

Seminal issues such as sustainability, ethics and social responsibility will define the future, and INTERNORGA rewards the most innovative concepts.

Next Chef Award

Johann Lafer presents this innovative cookery competition in a thrilling live format where talented young chefs set out to impress the top-notch jury with their creativity and skill.

Where expertise blooms.

Industry congresses

The top-notch industry congresses will once again be a prime attraction for decision makers from around the world in 2021. Well-known speakers from both Germany and abroad will address more than 3,000 delegates, who will then discuss the latest seminal and pressing issues at the highest level.

The congresses will be held for the 39th time in partnership with INTERNORGA and the leading trade magazines foodservice, FoodService Europe & Middle East and gv-praxis, published by dfv Mediengruppe, Frankfurt am Main, Germany.

International food-service forum

Offering plenty of food for thought, this networking event is Europe's largest congress for restaurateurs. It attracts over 2,000 national and international delegates, making it THE meeting place for food-service professionals and a who's who of the industry.

German catering conference

The focus here is on customers' current and future needs. This is the most important annual get-together for professionals from company/student canteens and the catering sector. Interesting topics and impressive outcomes will be on the menu again in 2021.

School catering forum

Catering for childcare settings and schools is a hot topic which calls for innovative concepts. Leading experts present the latest trends, issues and ideas at this top industry event.

Life pulsates here.

The diverse city of Hamburg thrives on contrasts. This waterside city is packed with variety and inspiration at any time of the day or night. It boasts a wide range of culinary delights, countless food-service outlets, and exciting hotel and accommodation concepts.

Trend tours

INTERNORGA is held at a prime central location, making it the ideal starting point for a tour of Hamburg's food-service and hotel hotspots. Those who choose to go on this inspiring tour of the city's food scene will find enthusiastic, creative newcomers on every corner.

Contacts are made here.

We will reach your potential customers – both at home and abroad – with our comprehensive and targeted multimedia campaign.

Presence

- Campaign in all relevant trade publications
- Media partnerships
- Online campaign
- Newsletter sent to more than 125,000 national and international subscribers
- Partnerships with the regional DEHOGA association in North Rhine–Westphalia, as well as in all North German states
- Intensive PR work, including visits to editorial offices, round tables and blogger events
- Mailings which appeal to specific target groups
- App with paths on specific topics
- First-rate specials in selected media
- International partnerships with associations and media
- More than 700 accredited journalists

Social media

Active social media work and presence via regular posts, live streams and content ads.

And here we meet again!

REGISTER
online now!
[INTERNORGA.com](https://internorga.com)

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**Sometimes you just have to sail
against the wind! Even in stormy
times, INTERNORGA remains your
reliable partner and will do everything
in its power to offer a perfect platform
and stage for the economic success of
your brand, your product or
your service.**

Bernd Aufderheide, CEO
Hamburg Messe und Congress GmbH