

Press Release

INTERNORGA once again makes Hamburg the place to be for the entire foodservice and hospitality industry with innovations, interaction and inspiration

Hamburg, 27 September 2023 – Hamburg will welcome the whole industry again in spring 2024 when INTERNORGA, the leading international trade fair for hotels, restaurants, bakery and confectionery, takes place from 8 to 12 March 2024. Visitors can look forward to exciting discussions on the INTERNORGA Open Stage, high-level networking in the OFF THE RECORD Afterwork Lounge, plenty of established and up-and-coming key players in the industry, and innovations from all sectors.

Hamburg will not only enjoy the onset of spring when March comes around – the first rays of sunshine will also illuminate a treasure trove of trends, news and networking opportunities. ‘In keeping with the INTERNORGA motto “All together.”, we are once again uniting the entire industry in 2024 for five unforgettable days filled with the spirit of innovation, breaking news, exciting discussions and, last but not least, plenty of fun,’ emphasises **Claudia Johannsen**, Division Manager at Hamburg Messe und Congress.

Bang on trend: newcomers, AI and sustainability

INTERNORGA hosts the latest trends and innovations for the entire foodservice and hospitality industry, covering everything from food and beverages or process optimisation to up-to-the-minute furnishing ideas. For many years now, the **Newcomers’ Area** has been one of the best places for companies to present their newly developed products and services to a wide audience for the first time. Artificial intelligence will once again play a prominent role in 2024, and the **AI CENTER** will showcase solutions and applications to optimise and shape business in future. Sustainability and the associated reusable packaging obligation also remain extremely topical. With that in mind, all the ingredients for a successful takeaway and delivery business can be found in the **Packaging & Delivery** trend area. All these highly relevant trends and topics will not only be covered in the exhibition areas, but also presented and discussed by industry experts offering valuable insights and tips on the exhibition stages, such as the **INTERNORGA Open Stage** and the **What the Food – by foodlab** platform.

Top-class programme

The diverse programme at INTERNORGA 2024 is rounded off by the ever-popular awards and congresses. As usual, the action will get underway the day before the trade fair kicks off with the **International Foodservice Forum**, which guarantees a top-quality industry get-together. The first day of the trade fair will feature the final of the **Deutscher Gastro-Gründerpreis**, which recognises innovative culinary concepts in collaboration with the Leaders Club and orderbird, as well as the **INTERNORGA Future Award**. Since 2011, it has been honouring companies that stand out due to their exceptional courage and commitment to innovation and greater sustainability in the foodservice and hospitality market. The programme for the following days includes the **Next Chef**

Award, which looks for the best young talents in the kitchen together with celebrity chef Johann Lafer, and the **Branchentag der Gemeinschaftsgastronomie**.

Save the date! INTERNORGA will be welcoming visitors from all over Europe to the grounds of Hamburg Messe und Congress from 8 to 12 March 2024.

About INTERNORGA

INTERNORGA is the leading international trade fair for hotels, restaurants, bakery and confectionery. As an annual meeting place for those industries, it will take place from 8 to 12 March 2024 on the grounds of Hamburg Messe und Congress GmbH. National and international exhibitors will present their products, trends and innovations for the entire foodservice and hospitality market to trade visitors. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

Further information can be found on the website www.internorga.com and on the INTERNORGA [LinkedIn](#), [Instagram](#) and [Facebook](#) social media channels.



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