18 - 21 March 2024
Gran Vía Venue, Barcelona

FOCUS ON HOSPITALITY BUSINESS
The leading international trade show in Spain of Equipment for Restaurant and Catering, Hotel and Hospitality and Communities and Institutions, one of the top events of its kind in Europe, at the forefront of the HORECA channel.

The alliance of Alimentaria & HOSTELCO will boost synergies, especially with Restaurama, the foodservice segment, to consolidate itself as the go-to meeting point for the HORECA and Retail channel.

We look forward to seeing you!
United by excellence

The synergies between Alimentaria and HOSTELCO have made it possible to create one of the biggest international platforms for the restaurant and catering Industry, responding to all the needs of the HORECA channel.

This unique differential positioning makes it an event with greater internationalisation and innovation, which allows exhibiting firms to generate new and better business opportunities.

![Image of exhibition hall]

- **85,000 m²** net exhibition area
- **3,000** exhibiting companies
- **100,000** Visitors
- **2,115** buyers invited
- **29%** from abroad
- **23%** from abroad
- **57** countries
- **150** countries

2022 edition facts and figures
The largest platform for the HORECA channel

Equipment, gastronomy and foodservice: the strength of our alliance establishes us as a leader for the HORECA channel.

In 2024, we’ll strengthen our synergies even more to grow in business and opportunities.

HOSTELCO is the leading trade fair in Spain of equipment for the restaurant and catering trade, hotel and hospitality and communities and institutions.

RESTAURAMA is the food service and food and beverage industry outside the home of the Alimentaria trade show.

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Strategic axes
HOSTELCO

BUSINESS AND INTERNATIONALISATION

INNOVATION

EXPERIENCES
BUSINESS AND INTERNATIONALISATION

The best and most comprehensive offering for the HORECA and FoodService channel

HOSTELCO presents the biggest offering of equipment, products and solutions for the Restaurant and Catering, Hotel and Hospitality, Communities and Institutions, Distribution and Retail trade, together with the most comprehensive offering of Food and Beverages for Food service for out-of-home consumption.
The equipment, machinery and accessories sector for the HORECA & Retail channel

All the equipment, machinery and accessories for the restaurant and catering industry, hospitality and retail trade will be present in this space. It’s one of the most extensive spaces of HOSTELCO.

Who exhibits?

- Cooking equipment, refrigeration, washing, fume extraction, storage, water purification, waste disposal, etc.
- Small and medium-sized equipment
- Display cases
- HVAC
- Stainless steel furniture
- Other
Where the restaurant and catering trade and hospitality sit at the same table

Kitchen equipment has become an crucial element to generate positive experiences and retain customer loyalty. From the most original and innovative to the most classic and traditional dishes, they will all be present in this space with the aim of presenting the perfect container, with the best possible shape and the most appropriate materials, also offering delivery and take-away solutions.

Who exhibits?
- Equipment for the kitchen
- Cutlery, dishes and glassware
- Table services and dining room accessories
- Storage containers
- Other
The atmosphere drives business

The spaces communicate and create emotions. Designing spaces has, more than ever, become a key factor in competitiveness: every detail counts: interior design, decor, textiles, furniture and well-being come together to place the customer at the centre of the experience.

Who exhibits?
- Furniture and lighting
- Interior design and decor
- Textiles, apparel and uniforms
- Well-being (wellness, fitness and amenities)
- Cleaning and Hygiene
- Other
Technology is now here to stay

Technology is transforming the world of business and especially the hospitality and restaurant & catering industry. It simplifies everyday operations, saves time and helps to attract new customers and retain them. A constantly developing sector that offers a host of solutions.

Who exhibits?

- POS terminals and management software
- Security and access control systems
- Surveillance and multimedia
- Management and energy systems
- Entertainment (musical content services for mobile devices, a la carte television)
- Waste management systems
- Robot automation
- Other
The universe of cafés, bars, bakeries, pastry shops and ice cream parlours

The biggest meet-up of the coffee, bar, bakery, pastry shop and ice-cream trades, grouping together the offering of equipment and products. A segment that will bring together the various players involved in the Coffee, Bakery & Pastry world and their potential customers.

Who exhibits? Equipment
• Equipment and machinery for restaurants, bars and sales
• Refrigeration equipment
• Small-sized equipment and accessories
• Point of sale, interior design and sales equipment
• Water filters
• Vending, OCS (office coffee service)
• Packaging and disposable items
• Other

Who exhibits? Food & Drinks
• Coffee, infusions
• Bakery and pizzas
• Cakes, buns, pastry and ice-cream
• Cocktails
• Other complementary products
Restaurama has the participation of hundreds of food companies aimed at the Horeca channel and the food service divisions of the large multinationals in the food sector, as well as leading brands in the market. With an international focus, Restaurama opens up interesting business and export opportunities for the participating brands.

**Who exhibits?**

- Water, soft drinks, juices and beers  
- Alcoholic drinks  
- Appetizer products  
- Frozen items  
- IV and V range products  
- Ingredients, concentrates and prepared culinary items  
- Food service products
The show connects customers, representatives and experts in the industry to generate new business opportunities.

Visitor profile

**Company activity**

- Distribution: 21%
- Restaurant and catering trade: 31%
- Business: 8%
- Accommodation: 7%
- Communities and institutions: 4%
- Contract: 2%
- Other: 27%

**Top 10 countries**

1. Italy
2. Portugal
3. France
4. Andorra
5. The Netherlands
6. United Kingdom
7. USA
8. Germany
9. Romania
10. Poland

** Visitor profile**

- Our visitors are decision-makers
  - 73% decide on the purchase
  - 62% have closed agreements in their visit
  - 11% are influencers

- The event that professionals see as essential
  - 80% are satisfied
  - 72% will be back
  - 33% are new visitors

**Our visitors**

- 49,000 visitors
- 10% from abroad
- 113 countries of origin

**Business and Internationalisation**

Visitors with the power to make purchasing decisions
HOSTELCO & Restaurama will increase the international participation of exhibiting companies and key buyers.

**BIZINESS AND INTERNATIONALISATION**

**Maximise the international presence**

EXHIBITORS

- 173 exhibitors from abroad
- 31 countries represented

VISITORS

- 4,900 international professional visitors
- 113 countries of origin

"2022 data

- North America: 2% exhibitor, 2% visitor
- European Union (Except Spain): 83% exhibitor, 63% visitor
- Rest of Europe: 6% exhibitor, 14% visitor
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- Latin America: 1% exhibitor, 13% visitor
- Africa: 1% exhibitor, 3% visitor
- Asia/Oceania: 7% exhibitor, 5% visitor

% Exhibitor Origin

% Visitor Origin
BUSINESS AND GLOBALISATION

Generate business opportunities

We promote national and international business opportunities among industry players through our own programmes and partnerships with stakeholders.

We attend to exhibitor’s needs to ensure that key decision-makers for their business are present.

HOSTED & VIP BUYER PROGRAMME
We invite professionals with high purchasing capacity.

MATCHMAKING SYSTEM
Online platform for scheduling meetings with invited buyers.

REFERRAL PROGRAMME
The exhibitor invites its customers or potential customers to participate in the Hosted & VIP Buyer programme.

88% of the invited buyers decide on the purchase.

78% had between 10 and 30 business meetings during the fair, and 11% had more than 30 meetings.

726 Buyers invited

79% from this country

21% from abroad
HOSTELCO offers a set of digital and communication tools to expand the networking possibilities and create new contact opportunities.

**DIGITAL TOOLS**

Exhibitors and products catalogue
Publicise your main innovations and new items to connect with potential customers and target audiences.

App Access all the information from your mobile device: opening hours, access, transport, congresses, activities, speakers.

**COMMUNICATION TOOLS**

Newsletters
Publishing calendar planned to offer both information about the event and information of interest to the HORECA channel through the HORECA STORIES newsletters where we disseminate the news presented by the exhibitors.

Social media
Relational system that is always active with an expert look at everything that’s going on in the industry.

Media and communications office
Promotion and sponsorship opportunities
INNOVATION

A boost for your business

In a changing social and economic environment, we highlight the innovations, new developments, products and solutions that solve today’s problems and prepare companies for the future.

LIVE SOLUTIONS
HOSTELCO will concentrate the solutions on the sector’s current challenges in terms of human resources, business management, sustainability and the customer experience.

2024 HOSTELCO AWARDS
The most innovative solutions and projects in the industry receive their recognition and award.

Food & Hospitality Startups
Fostering talent, new business models and the entrepreneurial ecosystem.
Experiences that extend beyond the trade show, beyond the venue. We strive to generate valuable experiences.

Experiential activities that inspire and contribute knowledge to the professionals in the field, with high-value specialised content for the industry.

The Horeca Hub Live Solutions by Alimentaria & HOSTELCO

A multidisciplinary space for live and open-air cooking, tastings, HORECA talks, the display of innovative solutions, a pool of experts, a networking space, and Chef and Waiter of the Year competitions.

Coffee, Bakery & Pastry Taste&Talks by Alimentaria & HOSTELCO

A dynamic space where workshops, demonstrations, competitions, masterclasses and talks will be held for the various coffee, bakery, patisserie and bakery experts.

Restauración en Colectividades Meeting point by Alimentaria & HOSTELCO

The area linked to the world of collective and social catering with exclusive activities aimed at industry experts.
### Brand Ambassadors

The teamwork among all the links in the industry is key to respond to the changing habits of consumption and the new needs of the HORECA channel. For this reason, HOSTELCO has the presence and collaboration of the main partners that represent the industry.

### EXHIBITORS

- EUROPASTRY
- BONGARD
- JDE
- ULMA
- WELBILT
- FRIGICOLL
- INTECNO
- PORDAMSÁ

### VISITORS

- McDonald’s
- Ibersol
- Quantum

### ASSOCIATIONS

- FEDE
- HOSTELERÍA DE ESPAÑA
- AECOC
- Food Service Institute
- CEHAT
- ITH

### CONSULTANTS

- UVE

### MEDIA

- Cater Data
Reasons To participate

1. Positioning and brand notoriety
   Exhibiting at HOSTELCO means positioning your brand alongside the market leaders and before a visitor who has great power to make decisions and purchase.

2. Increase business opportunities
   In just four days, you will have access to professionals from all over the world. Set up meetings with buyers from this country and abroad and increase your business opportunities.

3. Direct contact with current and potential customers
   HOSTELCO brings together the whole industry at a single trade show. During the event, you will have the opportunity to boost the loyalty of your current customer portfolio, and expand it through the REFERRAL programme.

4. Present your innovations to the market
   HOSTELCO offers you the maximum visibility to present your new items to the industry, the specialised media and the HOSTELCO AWARDS.

5. Networking and Benchmark
   As it is an international trade show, it will expand its schedule of meetings and its network of business contacts, especially in the HORECA segment, but also in the retail segment, thanks to the synergies generated in an event with these characteristics.

6. New ways of participating
   Activities of interest for attendees with different professional profiles, from distribution, communities and institutions, restaurateurs, hoteliers, coffee, bread and pastry professionals, buyers, consultants, etc. At The HORECA Hub, Coffee, Bakery & Pastry Taste&Talks and the Restaurant and Catering trade in Communities and Institutions will find a platform for learning, inspiration and innovation where knowledge and market trends are shared.

7. Boost your impact On and Offline
   Thanks to its status as a showcase and information platform, HOSTELCO allows you to promote your participation during the days of the trade show to gain notoriety and impact.

8. Platform Alimentaria & HOSTELCO
   The Alimentaria & HOSTELCO platform gives both shows a unique differential positioning, second to none in the trade fair world. It is the largest international event for the food, gastronomy and hospitality equipment industry that offers the market the most complete offering across the whole spectrum for the HORECA channel.
Barcelona: international gastronomic capital

Barcelona is a cosmopolitan, modern and open city that takes pride in its diversity. It is one of the leading international tourist destinations and one of the most popular cities to do business thanks to its quality of life and infrastructure.

Gastronomy is one of its great attractions, both for the variety and quality of Catalan, Mediterranean and market cuisine in all its neighbourhoods and for the new creative ideas of internationally recognised chefs.
A sustainable event

As a result of Alimentaria & HOSTELCO’s commitment to the environment, this project includes a number of environmental and social sustainability-related actions in line with the UN Sustainable Development Goals (SDGs) and the 2030 Agenda.

- Setting up recycling stations throughout the show.
- Online press points.
- Collecting tickets, lanyards and pass holders at the venue’s exit.
- Printing all media on recycled paper with the FSC seal.
- Reducing and eliminating all single-use plastics throughout the venue.
- Providing visitors and exhibitors with a tool to offset the CO2 emissions generated by their attendance at the shows.
- 10 % off public transport when travelling around the city.
- New award at Innoval, the showcase for the sector’s most innovative products.
- A prize for the most sustainable product.

Food Bank
Partnership with the Banc dels Aliments foundation to combat food waste and recover leftover food from the show.

Ecovidrio
We work with Ecovidrio to collect and manage glass waste.

10.32 collected
35,294 recycled containers

#UnitedForSustainability Exhibition
In Hall 7 at the last Restaurama, an exhibition was held for the first time showcasing a selection of best practices in sustainability from Alimentaria & HOSTELCO exhibitors and key players in the sector.

Companies with sustainability initiatives
Acknowledgment of the value and innovation of sustainability initiatives submitted by exhibitors. This label was awarded to 33 participating companies.

Alimentaria & HOSTELCO 2022 actions
And what's more we have a network of international agents that cover more than 60 countries.
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PARTICIPATE IN HOSTELCO 2024!

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