

HOSTELCO

Salón Internacional del
equipamiento para la restauración,
hotelería y colectividades

17th to 21st October 2012

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The show will host the first Hospitality Industry World Congress

Networking, innovation and foreign markets define Hostelco

This edition of Hostelco, the leading catering equipment show in Spain and the second most important in Europe, is one of the best options for exhibiting companies to generate leads and do business. In order to be a platform for knowledge in the sector, which not only features a complete exhibition but also international side events, Hostelco is organising, for the first time, the Hospitality Industry World Congress, a global event for leading experts in the hotel industry.

Despite the difficult economic climate, the hotel and catering industry will face 2013 with moderate optimism, encouraged by the ability of equipment companies to find new markets abroad and by the upturn in tourism, undoubtedly one of the most powerful drivers of Spanish hotel and catering. The sixteenth edition of the show is renewing its commitment to support the sector and companies looking for new avenues of business, by providing networking tools, rewarding innovation and promoting global knowledge.

Hostelco, which is being held from the 17th to 21st October, organised by Fira de Barcelona with the collaboration of the *Federación Española de Asociaciones de Fabricantes de Maquinaria para Hostelería, Colectividades e Industrias Afines* (FELAC), will feature exhibits from 450 companies, 25% of them foreign from 33 countries, and will be held for the first time in the Gran Via Exhibition Centre.

“We know how important it is for exhibitors to close purchase deals and access new markets”, says the show’s Director, Isabel Piñol. “Spanish companies have managed to innovate and their export rates show they are very competitive in international markets. Therefore, they are ready to meet the demands of emerging countries”, she adds.

With the aim of boosting the market and facilitating interaction between professionals that operate in the sector, for the first time, Hostelco has used a new networking tool, called “Plan VIP Buyer”. The initiative consists of contacting VIP buyers, such as company owners, purchasing directors and decision makers from large hotel groups and restaurant chains and offering them personalised attention, based on their profile and specific goals, during the show. It is expected to attend over 300 big buyers, 50% of them international.

In addition to ensuring quality demand with this plan, Hostelco is also aware of the strategic importance of exporting and, therefore, is hosting the “Europe-Brazil” meeting to analyse opportunities and trends in the



Over 300 national and international “VIP Buyers” will visit the Fira de Barcelona show

The Hospitality Industry World Congress will bring together the leading exponents from the international hospitality industry

The Hospitality Industry Awards will reward the most innovative companies

hotel and catering sector of one the markets with the most potential in these areas. This topic will also be the subject of the "Foreign Market" seminars by Russian, Tunisian and Polish hotel professionals, who will explain the business opportunities in their countries.

A congress for the hospitality elite

One of the initiatives that Hostelco has undertaken to help boost the spread of expertise in the sector is the first Hospitality Industry World Congress (HIWC), which will bring together the leading exponents from the international hospitality world on the 17th, 18th and 19th October.

The list of over 60 participants in the HIWC includes Philippe Bijaoui, VP of Business Development, Rezidor Hotel Group; Michael Montant, VP of Grupo Posadas (Mexico); José Ángel Preciados, Managing Director of Confortel Hoteles; Derek Gammage, CEO of CBRE Hotels; Didier Boidin, VP of Operations in Western Europe of IHG (Inter Continental Hotels Group); Ben Bengouman, VP Human Resources Europe, Hilton Worldwide; Michael Nowlis, Director of the Senior Executive Program, London Business School, and Raoul Andrews Sudre, President, Aspen Resorts International.

The congress will also host other events, such as the "Hospitality Industry Awards", which recognise the most innovative hospitality companies; the Hotel Influencers Meeting, with the presence of the most influential internet bloggers that specialise in the hotel industry and an interior design exhibition entitled "Luxury is freedom of choice and time for yourself" designed according to the latest trend in decoration.

Bread, coffee and cocktails

One of the activities that Hostelco 2012 is proposing is the first the first Bread Connoisseur's course in the world. The bread connoisseur, who is becoming increasingly important in the restaurant trade, is to bread what the sommelier is to wine, an expert who suggests the best type, from among the infinite versions of this basic food of Mediterranean cuisine, to combine with chefs' creations.

The Coffee Area will provide the setting for the Final of the 7th National Barista Championship, organised with the collaboration of the Forum Cultural del Café, as well as wine, oil and coffee tasting sessions, conferences and demonstrations of a cappuccino decorative technique called *Latte Art*.

Hostelco will also reflect the growing interest in cocktails with daily demonstrations and work sessions by experts. Visitors to the show will be able to discover "molecular mixology" techniques, such as spherification (shaping a drink into spheres), and attend flair bartending demonstrations, an acrobatic technique used to mix the most spectacular cocktails.

Barcelona, October 2012

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Facts and Figures

Hostelco, International Catering Equipment Show

Edition

16th

Frequency

Biennial

Sphere

Trade

Dates

17th to 21st October 2012

Opening Hours

10.00 a.m. - 7.00 p.m.: Wednesday 17th to Saturday 20th October:

10.00 a.m. to 3.00 p.m.: Sunday 21st October:

Venue

Pavilions 2 and 3, Fira de Barcelona, Gran Via Exhibition Centre

Sectors

Equipment and machinery for the hospitality sector

Cookware and tableware

Management, controls, IT and safety and security

Textiles and uniforms

Furniture and decoration

Coffee Area

Expolimp (equipment and products for laundries, dry cleaners, hygiene and cleaning companies)

Vending

Foodservice (Food and drink products for the hospitality sector)

Wellness

Service companies

Activities

Hospitality Industry World Congress (17th, 18th and 19th October)

“Hospitality Industry Awards” ceremony in Roca Barcelona Gallery (17th October)

“Hotel Influencers Meeting”, meeting of bloggers specialising in hotels

Linkedin Meeting

Interior Design Exhibition “Luxury is freedom of choice and time for yourself”
Coffee Area (Conferences, Tasting Sessions, Final of the 7th National Baristas Championship)
“Europe – Brazil” Meeting
First “Pannier” Course
Innovanta Awards ceremony
Expolimp – Window Cleaning Contest

Organised by

Fira de Barcelona and the *Federación Española de Asociaciones de Fabricantes de Maquinaria para Hostelería, Colectividades e Industrias Afines* (FELAC) with the collaboration of the *Federación Española de Hostelería* (FEHR)

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The change in habits derived from the crisis boosts fast food

Exports, driver of the Spanish hotel and catering equipment industry

In 2011, Spanish hotel and catering equipment companies exported 8.7% more than in the previous year; foreign sales totalled 601 million Euros. According to a report by the *Federación Española de Asociaciones de Fabricantes de Maquinaria para Hostelería, Colectividades e Industrias Afines (FELAC)*, exports counteracted the effects of a weakened domestic demand. In 2011, turnover of the 153 companies that make up the business federation totalled 1,451 million Euros (+0.1%). The analysis also reveals that these companies provide 8,000 jobs.

Thanks to the export capacity of the Spanish hotel and catering equipment sector, companies benefitted from the good performance in some European economies that started to show signs of recovery last year.

Despite the difficult economic climate, Jordi Roure, President of Hostelco and FELAC, is positive about the global results achieved last year: "the Spanish hotel and catering equipment industry is boosting exports and reinforcing its presence abroad, as can be seen by its export quota of 41%".

Catering is being 'monopolised'

The food channel for hotels, restaurants and catering (Horeca) is performing very differently in its various distribution channels. According to a report by the consultancy firm DBK, the catering market recorded a turnover of 3,240 million Euros in 2011, 0.6% more than in the previous year.

Nonetheless, a trend of concentration can be seen: the top ten companies are cornering 53% of the market, four points higher than in 2009. This would suggest a reduction in the business of small and medium-sized catering companies.

Fast food is on the rise: more hamburgers, fewer pizzas

High unemployment rates in Spain are changing family consumer habits. Added to an increase in store brands in supermarkets, when people opt to eat out, they also choose cheaper establishments that provide leisure at affordable prices. Visits to hamburger restaurants and take aways are also increasing.

The fast food market continues to become stronger, with turnover in establishments and home delivery up by 4% in 2011, reaching 2,700 million Euros, making it the most dynamic area in the restaurant market.

Turnover in the 153 FELAC companies was 0.14% higher than in 2010

The hotel and catering sector accounts for 7% of the GDP

Vending has also been affected by the crisis: revenue generated by vending machines dropped 1.1% in 2011

In 2011, there were 1,000 hamburger restaurants in Spain, which recorded a turnover of 1,387 million Euros, up 6.7%. The number of pizzerias, on the other hand, continued to drop (a trend that started in 2009) to 1,165. 115 new sandwich bars have been opened since 2010, bringing the total number to 1,245. Sales in these businesses rose by 3.5% in 2011, (535 million Euros).

While 88% of turnover in the restaurant sector is recorded at the counter, food delivery orders were up 4.4% last year, equating to 2,385 million Euros.

Spain drinks less coffee

The world is producing more and more coffee: according to data from the International Coffee Organisation (ICO), in the last decade, production has gone from 113 million bags (2000/2001 harvest) to 131.4 million (2011-2012). Producers' stock at the start of each coffee year (that goes from October to September) has been plummeting: the stock went from 52.7 million bags in 2003 to 17.6 million in 2011.

The conclusion is evident: the world is demanding more coffee than it is capable of producing. In traditional markets, the annual growth rate is 1%, while in producing and emerging countries, it is 4.4% and 4.3% respectively. Exporting countries, such as Brazil, Ethiopia, Indonesia, Mexico and India, and emerging countries, such as Russia, Ukraine, Turkey and Israel, have been definitively confirmed as big consumers of this global beverage.

On the contrary, in Spain, coffee consumption was down 2.6%, from 3,232 million bags in 2010 to 3,149 in 2011, continuing the downturn that started in 2008. This decrease puts average coffee consumption at 4.28 Kg a year per person, although genuinely Spanish habits are very difficult to change: Spain is the second biggest consumer of coffee outside the home (43.4% of the total), after Portugal.

Vending also affected by the crisis

The drop in coffee consumption is also reflected in the DBK report's figures on the vending sector, according to which revenue generated by vending machines dropped 1.1% in 2011: 6% in hot beverages (coffee, tea, etc), 0.8% in cold drinks and 0.4% in cigarettes.

Solid food vending machines were the only ones to perform well last year, generating revenues of over 250 million Euros, 1.2% more than in 2011.

The machine stock remained the same at 562,000 units (2011), with an increase in cigarette, cold beverage and solid food vending machines, and a decrease in the number of hot beverage machines.

The upturn in tourism creates a climate of optimism

The hotel and catering sector continues to be one of the most powerful in the Spanish economy: it accounts for 7% of the national GDP and, according to data from the *Federación Española de Hostelería* (FEHR), provides work for 1.3 million people.

Despite the adverse economic climate, the hotel and catering sector is starting to show moderate optimism thanks, above all, to the increase in tourism in recent months. According to a report from the *Instituto de Estudios Turísticos* (Institute of Tourist Studies), Frontur, Spain was visited by 7.7 million international tourists in July 2012, the maximum monthly arrival ever and 328,000 tourists more than in the same month in 2011 (+4.4%). This increase confirms the positive trend for the whole year, with the exception of April.

Germany and France are the markets that have contributed the most to this increase. For its part, Catalonia has seen the biggest increase in foreign visitors. Since January, Spain has received around 33 million tourists, a 3.3% rise.

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The congress will bring together the international elite of the hotel industry

The future of the hotel business under debate at the Hospitality Industry World Congress

The Hospitality Industry World Congress (HIWC) was created with the aim of harnessing the knowledge and expertise of the hospitality industry in the quest for global solutions that help the strategic advancement of the sector. It will bring together over 60 international experts, who will debate topics that range from the possibilities of expansion in emerging markets to how to adapt business to the new power of digital consumers.

The congress will be structured around 5 main themes to analyse the different aspects of the hotel industry, such as marketing, human resources, business opportunities in foreign markets, management of spas and wellness areas and the Internet and social networks as new sales tools. Each block will include a keynote address and various side sessions, in which 60 experts from around the world will be participating. The congress will also host other activities to offer attendees added value.

Bloggers' Meeting

All experts from the sector agree that the Internet has changed consumer habits and sales methods in a market that moves, above all, online. According to a study by Market Metrix, 51% of people looking for a hotel on the Internet choose their accommodation basing their decision on the opinions of users, 48% on location and 42% on price.

In this context, bloggers are influential opinion makers and consumer motivators. It is, therefore, a very special client profile for the hotel industry. For this reason, Hostelco has organised the "Hotel Influencers Meeting", a meeting of bloggers who are experts on hotels and who enjoy great online prestige. They will not only talk about their work but will also have the opportunity to share their opinions with hoteliers.

The new luxury is freedom of choice

In order to provide a complete view of the hotel world, the congress will feature a conceptual space called "Luxury is freedom of choice and time for yourself" consisting of the different spaces that normally make up a hotel: lounge, a bedroom, a chill-out terrace and an area dedicated to wellness. With a minimal design and austere and functional decoration, the creators of the project, Dunja Weber and Maddalena Casadei, from the architectural practice Weber + Casadei in Milan (Italy) wish to express the new conceptual theme that has come to dominate hotel décor today: true luxury is about freedom of choice.

For this reason, the spaces are open-plan and minimal, ready to house not only personal effects, but also the client's spirit. "Clients transform the space according to their personality" says Casadei, adding "In our project, it is not the hotel that imposes itself on the individual, but the reverse. Hotel guests are given control over a flexible environment which they themselves can transform into a made-to-measure space according to their character and mood".

Hospitality Industry Awards

On the 17th October, in the Roca Gallery, the congress will host the “Hospitality Industry Awards, which recognise the efforts made by hospitality professionals in innovation, design and sustainability.

To download the congress programme:

<http://www.newsfirabcn.com/2012/HIWC/ebook/>

To download biographies and photos of the speakers:

<http://hiwc.firabcn.es/quien-es-quien/>

To download interviews with the speakers:

<http://hiwc.firabcn.es/>

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Sustainability and ability to adapt to the surroundings, fundamental elements for growth

How to get maximum profitability from a hotel

The aim of the opening “track” of the first edition of the HIWC, “The new paths towards hotel efficiency and profitability”, is to provide professionals with the keys to maximising profits in the hotels they run.

Michael Nowlis, Executive Programme Director, London Business School, will give the keynote address of this first session. “The changes in consumer behaviour, hotel design, social media and dynamics of setting prices are fast altering the hotel business and need a new, innovative way of thinking. Past successful business models are not a guarantee of future profitability” says Nowlis. For this British expert, “the HIWC will act as a forum in which to examine the change in paradigms that are revolutionising the accommodation sector”.

Philippe Bijaoui, Vice President Business Development, The Rezidor Hotel Group, one of the fastest growing hotel companies with brands such as Radisson Blu, Park Inn by Radisson, Hotel Missoni and Country Inns & Suites, will participate in this block alongside other professionals. “Our development strategy is based on identifying how, where and with which brand we will pursue our growth plans and on maintaining a balanced product portfolio. We are constantly assessing in which markets we wish to grow and which brand we should be using, according to supply and demand”, explains Bijaoui.

Sustainability, priority objective in the hotel industry

Patricia Griffin, President and founder of the Green Hotels Association and speaker at the HIWC, will explain to what extent sustainability is a key factor that guarantees specific advantages in a hotel’s costs, value and reputation. “The longer hotels take to adopt environmentally-friendly measures, the more they will lose in expenditure, as well as in brand value and reputation”, she says.

Of the same opinion is Álvaro Carrillo de Albornoz, CEO of the Instituto Tecnológico Hotelero (ITH), who will be participating in the first round table debate at the HIWC and states “The goal is to be prepared for when sustainability is no longer an option but an obligation. We should cater for tourists who demand sustainable and environmentally-friendly accommodation. In this sense, it is necessary to raise hoteliers’ awareness and explain the positive effects and investment returns in terms of sustainability, especially in areas such as marketing and branding”.

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Experts point to Latin America as one of the most powerful markets for the hotel industry

How to grow in foreign markets

The internationalization and expansion of companies is one of the most fundamental and important factors if we are to continue growing in a market such as the current one. The second track of HIWC conferences, "Expansion and internationalisation. Where should we be heading?" will analyse business opportunities abroad for the hotel industry.

According to experts, internationalisation is a key tool for expanding business by diversifying risks and exploring markets with more potential. How and where to grow are fundamental elements to be taken into account when designing expansion strategy. The second HIWC track will include conferences and analysis sessions dedicated to two large geographical areas that represent most of the BRIC countries (Brazil, Russia, India and China): Asia and Latin America.

Michel Montant, VP, Grupo Posadas Mexico, the largest Latin American hotel operator in the region, will participate in the session "Opportunities in the Latin American market". Montant is an expert on the opportunities of the American continent, since his group has over 111 hotels and 19,800 rooms in 50 beach and city destinations in Mexico, Brazil, Argentina and Chile.

Latin America, a destination with potential

"Latin America has great growth potential. Latin American hotel and catering markets are much less developed than those of advanced countries, especially Spain. Nonetheless, they are growing at a fast pace thanks to economic development, growth of the middle class and the economic decentralisation of different countries towards different regions. I estimate that, today, there is a quality hotel offer that is equivalent to a fifth of what exists in Spain", says Montant.

For this professional, investments in Latin America are a natural process that should be undertaken by Spanish companies. "Today, Latin America is the region with the best stability and growth prospects, after Asia, and, if you analyse the current hotel offer, an enormous growth potential can be estimated. There are many new areas for investment where there is no quality hotel infrastructure".

At the same time, old Europe continues to offer big opportunities. This is the opinion Derek Gammage, Director for Europe, Africa and the Middle East, CBRE Hotels, world leader in real estate services. "We are experiencing growing interest in Europe, especially from United States funds". According to the expert, expansion opportunities "are marked more by the availability of stock" than by the segmentation of geographical areas. Nonetheless, he recognises that there is "a bigger flow of operations in the United Kingdom, Ireland and Germany than in France and Spain".

However, it is not the same thing to look for new destinations in which to invest if the company is a large hotel chain or a smaller group, with a different brand position. This will be explained at the congress by the CEO of Gran Hotel Bahía del Duque Resort, Santiago Cabré: "large hotel chains need to continue growing, so practically any destination can be of interest to them", he says. "But our case is different: we believe there is a gap for us in singular destinations, which offer travellers unique and authentic experiences. In these destinations, we hope to grow with luxury boutique-type resorts. For us, exporting the big resort model would be more complicated".

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Human Resources are regarded as the main asset in hotels

The importance of a smile at reception...

“People and change: the new intelligence of success” is the main topic of the third HIWC track, which will take place on the morning of Thursday, 18th October. In service companies, sales and customer satisfaction depend mainly on people. Human Resources are regarded as the main asset of the tourist industry in general and in the hotel sector in particular, where client approval depends on the personal treatment received. Therefore, good management and adaptation of hotel companies to new people management trends and to the economic and social situations in the different geographical areas in which they operate are decisive.

This track will begin with a round table on various topics related to Human Resources, such as leadership, excellence, internal sales and management of personnel by luxury brands. This will be followed by a specific analysis of each topic in four side sessions.

“Our industry”, says Vice President, Human Resources of Hilton, Ben Bengougam, “is much closer to people who offer brand experience and client service than to a product. And the change is the constant in our surroundings. A unique, tailor-made management of this change differentiates the losers from the winners”.

Luis Marcó, founder and CEO of the hotel consultancy firm Marcó & Asociados, says the involvement of employees is a basic factor in obtaining good client service. “If employees feel that they are part of the company, good service is guaranteed”, he says speaking from experience, since he has worked in luxury hotel chains, such as Princess, Ritz Carlton and Mandarin Oriental.

For José Ángel Preciados, CEO of Confortel Hoteles, employees’ commitment and motivation also appear to be the fundamental to excellent service. This executive will take part in the session entitled “How to convert service into sales”, explains to what extent his company’s philosophy lies in total customer satisfaction: “One of our most important values is the desire to build a better world through our hotels and offer treatment tailor-made to the particular needs of each client, guaranteeing the highest quality in service”.

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With the boom of social networks, hotels are looking to protect their reputation on the Internet

How to take maximum advantage of the online channel

A study done by the Bank of America Merrill Lynch shows that 55% of Facebook users use this social network to consult before travelling, and according to Market Metrix, users' opinions are today more decisive in the choice of a hotel (51%) than its location (48%) or its price (42%). At this stage, it is evident that the evolution of technologies and the fast appearance of new communication models and channels, such as social networks are having an undeniable impact in the management of hotel companies. The fourth block of the HIWC conferences "Sales and marketing, undergoing total change" focuses on the adaptation to this new situation.

In the tourist sector, missing out on the latest technology can lead to loss of competitiveness and condemn any business project to failure. The round table that will kick off this track will tackle social media, the use and adaptation of mobiles and distribution channels by the hotel industry. Ronald J. Friedlander, expert on online reputation and CEO and founder of ReviewPro, which offers a web-based, analytical tool used by a large number of hotels, will be one of the guest speakers.

According to Friedlander, "Spanish hotels show a growing interest and concern in regards of their online reputation. Today's challenge for hotels is not therefore, to decide whether they need or don't need to measure their online reputation, but to determine in which areas of their usual management that information can lead to a competitive advantage".

Associate Dean of Hospitality Management and Professor of Information Systems at Essec Business School France, Peter O'Connor, who will be participating in the round table debate, states that it is fundamental for clients to receive feedback about the hotel. "In order to be successful on social networks", says O'Connor, "it is necessary to listen, respond and learn from clients".

Mercedes Sánchez, Territory Manager of TripAdvisor, who will participate in the side session "New distribution channels", appears to agree with O'Connor about the need to create a dialogue with actual and potential clients through social networks. "We know that a recommendation from others is essential when deciding on a trip. In fact, according to an analysis made by Forrester for TripAdvisor, 81% of tourists confirmed that reviews of other travellers are important for them when choosing a hotel". He adds: "When a hotel responds to comments and establishes communication with its guests (both past and potential), it helps to capture demand".

"So much so", explains Sánchez, "that 68% of users who read reviews would choose the establishment that responds to its reviews over its competitor that does not, as we found out from the same study. We must not forget that the sphere of influence of these web reviews goes far beyond online buyers, since it also affects buyers who make a booking through traditional channels".

TripAdvisor is the world's largest travel website and, with over 75 million reviews and 60 million visitors a month, it has become an essential reference for users looking for reliable advice about a destination or hotel.

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Spas are a source of a source of profitable business in the industry, if they are well managed

Equipping hotels for the new 'wellness tourism'

Wellness can be the second source of revenue in a hotel, after the rooms and before the restaurant. The spa has become an essential tool in increasing efficiency in hotel establishments. The aim of the fifth set of HIWC conferences is to demonstrate the importance of defining the correct guidelines for this type of facility: concept, space, product, team and marketing.

Raoul Andrews Sudre, Advisor to the Ministries for Tourism of France, Morocco, Tunisia, Mexico and Nicaragua, and to large corporations, such as the Ritz Carlton, Bulgari, Four Seasons, Accor and Omni, will talk about his experience in fitness, Spa treatments, aesthetics and alternative medicine. "Hoteliers have to accept that spas are not only an additional service, but are becoming part of the sector", says Sudre. "So-called "wellness tourism" is currently the fastest growing kind. Today, travellers base their decisions on various criteria: they are no longer satisfied with what was enough before and now people are looking for wellness among hotel services. For this reason, the hotel industry has the challenge of offering new services that they had not provided in the past. And if hotels do not do so, they will lose business and money", he says.

Sudre will explain what features a spa has to have in order to respond satisfactorily to clients' expectations of quality and to hotel management's expectations of profitability. Every brand has its clientele and, for this reason, designing the appropriate spa is a challenge: "You must always take into account the culture and ethnic origin of clients, because there are different perceptions of what a spa is". This advisor will explain all the details to hoteliers; the location of a wellness area will have a direct effect on the investment return: "Statistics show an increase in claustrophobia in the western world in the last five years. Spas situated in a basement, below street level, lose approximately 40% of their business", says Sudre.

Hoteles that reduce stress

For Roger Allen, Managing Director of Thermarium Spa Management, one of the leading spa consultancy firms, will participate in the session "The right size, layout and operability of Spa facilities", in the fifth HIWC track. "The spa is now an important factor in the choice of hotel", says Allen.

"It has been shown that, in recent years, demand for wellness is becoming important in society. People are now more aware than ever of the benefits of leading a healthy lifestyle and controlling stress. Spas in hotels are offering unique experiences that also add value to a client's hotel stay. A spa is now an important factor in guests' choice of hotel and this is something that hotels cannot ignore. Furthermore, if it is well managed, it is an important source of revenue for the hotel", he adds.

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The world's best bartenders will explain their secrets in cocktail workshops

The cocktail captivates the five senses at Hostelco

Taste, sight, smell, hearing and also touch. The new cocktail concept reaches all senses directly and is not only one of the most exquisite beverages but also one of the most spectacular in the restaurant world. "How is it made? Through conferences and demonstrations at Hostelco, some of the most award-winning and renowned international bartenders will explain how to prepare a cocktail and how to turn into an inducement for a business.

Molecular Mixology, flair bartending and *amuse-bouche* are some of the concepts that have revolutionised cocktails and that visitors will be able to learn from some of the leading figures at the next Hostelco. The list of prestigious names at the workshops on cocktail trends includes Rafael Martín, Joseph Trotta, Gega Kazarian, Tupac Kirby and Leonardo Gálvez, among others.

The workshops dedicated to cocktails will analyse to what extent these beverages can be an active inducement for the hotel and catering sector. On the one hand, the sessions will cover innovation and the latest trends in mixed drinks and, on the other, the optimisation of resources in the production of cocktails without foregoing product quality. The trends that will be shown during the work sessions go from the components of beverages to their presentation, without forgetting the preparation process.

The conference on innovation in cocktail products will be given by the bartender Sergi Mediavilla, a major exponent of molecular mixology. This discipline plays with ingredients, transforming them through physical or chemical techniques, to achieve solid rum, liquid olives and fizzy mint.

Rafael Martín, cocktail-making champion of Spain 2011 and Pan-American champion 2011, will show new ways of revolutionising the classic cocktail without distorting its essence. The same will be done by Tupac Kirby, advisor and trainer in modern and acrobatic cocktail-making, who will focus on the classic Gin & Tonic, presenting all its possible variations, from the most discreet, such as his alcohol-free version, to the most daring, mixing it with natural infusions.

Gegam Kazarian, expert in mixology and lover of totally natural products, will explore new formulas to sweeten cocktails, substituting beet sugar for rare substances, such as agave and chlorophyll syrup.

In another session, the experts Leonardo Gálvez and the five-time champion of Spain and world champion 2007, Eduardo Alonso, will perform exhibitions of flair bartending, a technique that combines acrobatics and sophisticated choreographies with the preparation of the most spectacular cocktails.

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Hostelco hosts the first course for bread experts, equivalent to sommeliers

Bread gurus are called ‘panniers’

Bread is one of the most basic dietary products: in Spain, over 1.8 million tons are consumed every year. Despite this, over time, this product has started to play a secondary role in daily food consumption. In order to regain its importance and, at the same time the quality and varieties available, the figure of the *pannier* has been created. This is a connoisseur of the qualities and service of bread in a restaurant. Hostelco will host the first “pannier” training course, a pioneering initiative endorsed by the Universitat de Vic and the expert Francesc Altarriba.

Which bread goes best with Manchego cheese? And which with Jabugo? These are the questions answered by the *pannier*, the expert who slots in between the baker and the consumer, in charge of designing and recommending the different varieties of bread that should be served in a restaurant, according to the menu and the characteristics of its dishes. Their selection is based on sensory criteria, similar to the way a sommelier selects the wines from an establishment’s wine cellar. The list of characteristics includes the look, texture and flavour of the bread.

The first bread connoisseur’s course in the world will be held in Hostelco, on the 17th October, from 9.30 to 13.30. It will be taught by five professors from the Universitat de Vic, which is endorsing the course and will include it in its curriculum from next November. It is aimed at a wide range of people, from lovers of gastronomy to professionals, as well as all operators of the HORECA (hotels, restaurants and catering) channel.

Bread culture

This initiative is part of the movement to reclaim the bread culture. This food is the fundamental component of the Mediterranean diet, which, in recent years, has become synonymous with health. The main characteristics of this diet are a high consumption of plant products (fruits, vegetables, pulses and nuts), olive oil, bread (and other cereals, wheat being the basic element) and wine.

One of the aims of this movement to recover bread culture is to remind people of the benefits of this food, to show its wide variety and sophistication and to boost a business that has experienced significant recession in recent years. Average consumption in Spain is 36 kilos per person and year (2011 figures from CEOPAN) while only 10 years ago, it was around 50 kilos.

Barcelona, October 2012

HOSTELCO

Salón Internacional del
equipamiento para la restauración,
hotelería y colectividades

17th to 21st October 2012

www.hostelco.com



Activities Programme

Every day during the show

Eco-designed room – A unique way of understanding why guests rate the “green dot” – Exhibition

10:00 to 19:00 | Pavilion 2, Stand E584

Sunday 21st: 10:00 to 15.00

Organised by Hostelco with the collaboration of Espacio Contract

Design Contract – “Luxury is freedom and time for yourself” – Exhibition

10:00 to 19:00 | Pavilion 2 - HIWC Area

Sunday 21st: 10:00 to 15.00

Organised by Hostelco with the collaboration of Casadei + Weber (Milan)

Food Service – Demo Area

Practical demonstrations by companies; Planequip Seminars; Innovanta Awards

10:00 to 19:00 | Pavilion 2

Sunday 21st: 10:00 to 15.00

Organised by Hostelco

New Products Area

10:00 to 19:00 | Pavilion 2

Sunday 21st: 10:00 to 15.00

Organised by Hostelco

Coffee Area

10:00 to 19:00 | Pavilion 2 Stand B277

Sunday 21st: 10:00 to 15.00

Organised by Fórum Cultural del Café and Hostelco

Cocktails, the key to your business

10:00 to 19:00 | Pavilion 3 Stand F688

Sunday 21st: 10:00 to 15.00

Organised by Hostelco with the collaboration of Guerrero Claude

17th, 18th and 19th October 2012

Hospitality Industry World Congress

10:00 to 19:00 | Pavilion 2

Organised by Hostelco, Magma Tree, with the collaboration of Barter
(see attached programme)

Wednesday, 17th October 2012

Inauguration of Hostelco chaired by Artur Mas, President of the Catalan Generalitat

11.00 to 12.00 | Europa Hall

Organised by: Hostelco

First Bread Connoisseur's Course

By: Professors from Universitat de Vic and Francesc Altarriba

09:30 to 13:30 | Pavilion 2 – Area Foodservice

Organised by Hostelco, Francesc Altarriba Consulting and Universitat de Vic

Cocktails, the key to your business - Molecular cocktail-making with and without alcohol; molecular cocktail-making with blenders for fast concoctions

10:00 to 19:00 | Pavilion 3 Stand F688

Organised by Hostelco with the collaboration of Guerrero Claude

Cocktails, the key to your business – Conference: “Molecular cocktail-making, myth or reality?”

By Sergi Mediavilla

17:00 to 18:00 | Pavilion 3 Stand F688

Organised by Hostelco with the collaboration of Guerrero Claude

Coffee Area - Coffee and tasting course for catering schools

12.30 to 13.30 | Pavilion 2 Stand B277

Organised by Fórum Cultural del Café and Hostelco

Coffee Area – Round table debate: "Coffee training at Catering Schools":

15.00 to 16.00 | Pavilion 2 Stand B277

Organised by Fórum Cultural del Café and Hostelco

Coffee Area – Round table debate: "Coffee and health”

16.30 to 17.30 | Pavilion 2 Stand B277

Organised by Fórum Cultural del Café and Hostelco

Hospitality Industry Awards Ceremony

20.00 to 24.00 | Roca Barcelona Gallery

Carrer de Joan Güell, 211 - 08028 Barcelona

Organised by Hostelco and Grupo Vía; sponsored by Roca

Thursday, 18th October 2012

Cocktails, the key to your business - cocktail-making with and without alcohol; international cocktail-making: new ways of updating the classic cocktail; alcohol-free cocktails

10:00 to 19:00 | Pavilion 3 Stand F688

Organised by Hostelco with the collaboration of Guerrero Claude

Cocktails, the key to your business – Artistic cocktail decorating

By: Joseph Trotta

10:00 to 19:00 | Pavilion 3 Stand F688

Organised by Hostelco with the collaboration of Guerrero Claude

Coffee Area – Semi-final 7th National Barista Championship

10.30 to 19.15 | Pavilion 2 Stand B277

Organised by Fórum Cultural del Café and Hostelco

Influencers Meeting – Meeting of bloggers, journalists and hoteliers

12:00 to 14:00 | Pavilion 2 - HIWC

Organised by Hostelco

Hostelco Hub – Seminar “The consumer of the future: key trends and business opportunities”

By Guillem Ricarte - Fundació Creafutur

16:00 to 17:00 | Pavilion 3 - Hostelco Hub

Organised by Hostelco with the collaboration of Creafutur

Foodservice - Demo Area –Planequip Conferences on R&D&I in hotel and catering, introduction of a cold line in group catering companies and packaging policy

16.00 to 18.00| Pavilion 2

Organised by ANTA (Asociación para el Desarrollo Tecnológico en la Hostelería) and Restauración News

Foodservice - Demo Area - Innovanta 2012 Awards Ceremony (3rd edition) and Excel45 Awards (1st edition) to the best central kitchens

16.00 to 17.00| Pavilion 2

Organised by ANTA (Asociación para el Desarrollo Tecnológico en la Hostelería) y Restauración News

Hostelco Hub - Seminars on Foreign Markets: Tunisia, Brazil, Poland and Russia

By Raouf Bettaieb, Bien d'Equipements Hoteliers, Tunisia; Ricardo Domingues, Resorts Brazil; Zbigniew Bugaj, Instytut Rynku Hotelarskiego, Poland; Elena Gradoboeva, Russia.

16.30 to 19.00| Pavilion 3 - Hostelco Hub

Organised by Hostelco

Linkedin Meeting

17:30 to 19:00 | Pavilion 3 - Area VIP

Organised by Hostelco with the collaboration of Espacio Contract

Hostelco Hub – How to get off on the right foot with exports

By ACC10

18:00 to 19:00 | Pavilion 3 – Hostelco Hub

Organised by Hostelco y ACC10

Cocktails, the key to your business - Seminar: “Modern international cocktail-making”

By: Rafael Martín

17:00 to 18:00 | Pavilion 3 Stand F688

Organised by Hostelco with the collaboration of Guerrero Claude

Coffee Area – Barista Party

19.30 a 20.30| Pavilion 2 Stand B277

Organised by Fórum Cultural del Café and Hostelco

Friday, 19th October 2012

Europe-Brazil Meeting – Welcome Reception

With the Brazilian Ministry of Tourism and Fira de Barcelona

09.00 to 09.00| Pavilion 2 Hostelco Hub

Organised by Hostelco

Europe-Brazil Meeting – Seminar “Brazil - a general overview of the Hotel and Tourism business”

By Nuno Costantino, Director Neoturis/CBRE; Bruno Hideo Omori, President ABIH SP; Banco Santander

09.30 to 11.00| Pavilion 2 Hostelco Hub

Organised by Hostelco

Cocktails, the key to your business - Molecular cocktail-making with and without alcohol; alcohol-free cocktails and healthy drinks; oriental and plant-based cocktails

10:00 to 19:00 | Pavilion 3 Stand F688

Organised by Hostelco with the collaboration of Guerrero Claude

Coffee Area – Conference: “The science of taste”

By Joseph Rivera

11.00 to 13.30| Pavilion 2 Stand B277

Organised by Fórum Cultural del Café and Hostelco

Hostelco Hub - Europe-Brazil Meeting – Conference: “The best opportunities of the Brazilian market”

By Roberto Rotter, President of the Fórum Operadores Hoteleros de Brasil; José Pérez Barquero Flores, NH Hoteles; Rogerio Miranda de Souza, Host Marriot; Javier Faus, CVEO Maridia Capital

11.30 to 12.30| Pavilion 3 Hostelco Hub

Organised by Hostelco

Hostelco Hub - Europe-Brazil Meeting – Conference “Limited Service Hotels/Low-Cost Hotels”

By Marco Amaral, Hyatt; Peter Van Voorst Vader, BHG; Sergio Bueno, Intercity; Ronaldo Albertino, Bourbon

12.30 to 13.30 | Pavilion 3 Hostelco Hub

Organised by Hostelco

Hostelco Hub - Europe-Brazil Meeting – Conference: “Full-Service Hotels, mid-range and high-end market”

By José Roquette, Pestana; Rui Manuel Oliveira, Sol Meliá; Paula Muniz, Hilton

14.45 to 15.45 | Pavilion 3 Hostelco Hub

Organised by Hostelco

Hostelco Hub - Europe-Brazil Meeting – Conference: “Resorts Market”

By Ricardo Domínguez, Resorts Brasil; Fabiana Salvi, Iberostar; Josep M^a Baguda, Grup Serhs; Guilherme de Paulus, GJP.

14.45 to 15.45 | Pavilion 3 Hostelco Hub

Organised by Hostelco

Coffee Area –Final 7th National Barista Championship

15.00 to 19.00 | Pavilion 2 Stand B277

Organised by Fórum Cultural del Café and Hostelco

Hostelco Hub - Europe-Brazil Meeting – Conference: “Brazil of the future”

By exponents of the 2015 Olympic Games; Sao Paulo Expo 20120, and Porto Maravilha Rio de Janeiro

16.45 to 17.30 | Pavilion 3 Hostelco Hub

Organised by Hostelco

Cocktails, the key to your business - Seminar: “Other ways of understanding cocktails: oriental and plant-based cocktails”

By Gegan Kazarian

17:00 to 18:00 | Pavilion 3 Stand F688

Organised by Hostelco with the collaboration of Guerrero Claude

Saturday, 20th October 2012

Cocktails, the key to your business – Classic Gin & Tonic, alcohol-free and variations

10:00 to 19:00 | Pavilion 3 Stand F688

Organised by Hostelco with the collaboration of Guerrero Claude

Coffee Area –Show cooking: Coffee in cuisine with Iker Erazukin and Anna Riera

By Iker Erazukin and Anna Riera

10.00 to 13.00 | Pavilion 2 Stand B277

Organised by Fórum Cultural del Café and Hostelco

Cocktails, the key to your business – “Gin & Tonic, a thousand and one techniques”

By Tupac Kirby

10:00 to 19:00 | Pavilion 3 Stand F688

Organised by Hostelco with the collaboration of Guerrero Claude

Expolimp – Window-cleaning contest – 6th edition

16:00 to 19:00 | Pavilion 3

Organised by ASCEN with the collaboration of Grupoprisma and Química Eurolux

Coffee Area – Contest and award “The best coffee of origin 2012”

15.00 to 18.00| Pavilion 2 Stand B277

Organised by Fórum Cultural del Café and Hostelco

Sunday, 21st October 2012

Cocktails, the key to your business –Flair bartending workshops

10:00 to 15:00 | Pavilion 3 Stand F688

Organised by Hostelco with the collaboration of Guerrero Claude

Cocktails, the key to your business – Flair bartending exhibition

By Leonardo Gálvez and Eduardo Alonso

11:00 to 13:00 | Pavilion 3 Stand F688

Organised by Hostelco with the collaboration of Guerrero Claude

Coffee Area – Wine, oil, chocolate and coffee tasting sessions

12.00 to 13.30| Pavilion 2 Stand B277

Organised by Fórum Cultural del Café and Hostelco