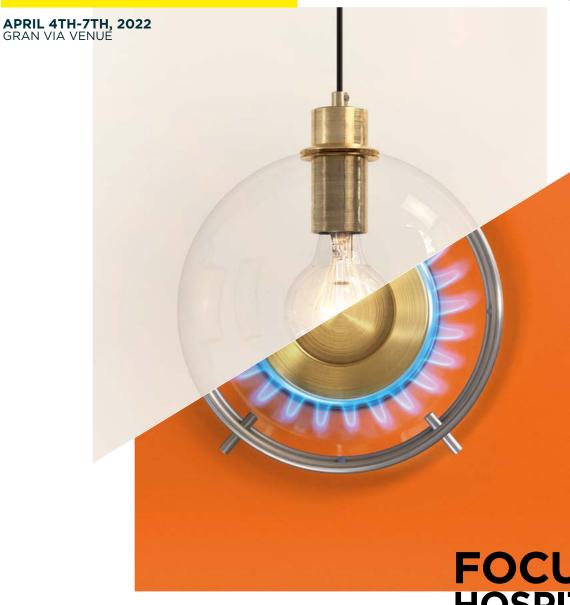




Alimentaria Exhibitions

www.hostelco.com #HOSTELCO2022

9600



Co-located event:



Co-organiser:



FOCUS ON HOSPITALITY BUSINESS



Welcome to HOSTELCO 2022

INTERNATIONAL RESTAURANT,
HOTEL AND CONTRACT CATERING
EQUIPMENT EXHIBITION

APRIL 4TH-7TH, 2022 GRAN VIA VENUE - BARCELONA





8 reasons not to miss out

1. Leadership

The leading national gathering, and one of the most important Europe-wide, dedicated to an industry that's the driving force of the Spanish economy.

2. United for excellence

The alliance between HOSTELCO and Alimentaria creates the largest international platform for the hospitality, gastronomy and food industry. Discover the most complete and holistic offerings in equipment and food.

3. Business

A first-class business centre. Bringing together the entire hospitality value chain, 79% of visitors have purchasing power.

4. Experiential

At HOSTELCO, the hospitality industry provides live demonstrations of the latest in the sector. An opportunity to get to know and publicise the sector's trends through round tables, workshops and activity spaces. Take part in them as an exhibitor and invite others to experience unique experiences related to the world of hospitality.

5. Innovation and trends

One of the trade show's greatest values. Getting to know the **novelties and trends** is one of the main reasons to visit.

6. Internationalisation

HOSTELCO is an event with international reach which, together with Restaurama brings together professionals from more than 110 countries.

7. Promotion

The media echoes the latest announcements from the trade show. A **media impact** that generates visibility for the sector and its participating companies.

8. Partners

Collaboration with the entire ecosystem of the sector makes it possible to detect and address new changes and demands in the industry.



1. Leadership

The most transversal and comprehensive offer

HOSTELCO is the leading national and European trade show which brings together the entire value chain in a unique space with the full range and latest trends in equipment, machinery and accessories for hospitality, restaurants and catering.

The trade show will be held jointly with Alimentaria, consolidating their position as the **largest international platform** for the Horeca sector. **See you soon!**



HOSTELCO + RESTAURAMA 2018 FIGURES



47,500 visitors from the HORECA channel



brands

63% equipment 37% food&drinks

We approach the major challenges and opportunities of an industry that is a driving force of the country's economy

In a context in which eating out and tourism in Spain are reaching record levels, and in which technological disruption is transforming hospitality, HOSTELCO is more than ever an essential meeting point to define the new essence of establishments.



FOOD SERVICE FIGURES



Consumption of food outside the home

+36 billion

grew three times as much as domestic food consumption

(Source: FIAB)

3.5% growth in contract catering

(Source: CEHE, 2017)

ACCOMMODATION FIGURES



2nd largest country in terms of hotel investment in Europe, with an increase of 23% compared to the previous year, 5 billion approx.

(Source: Colliers International, 2018)



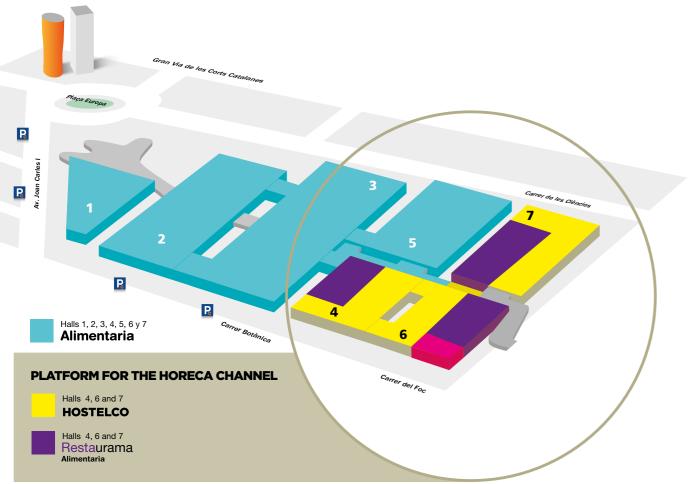
global destination
83 million tourists who spent
90 billion



2. United for excellence



The alliance between **Alimentaria**, the largest F&B trade show, and **HOSTELCO**, the largest national exhibition of equipment for the hospitality industry, creates the most complete and transversal international platform for the Horeca channel. A unique ecosystem that encompasses the **entire value chain**, offers segment-specific solutions and generates **new business opportunities**.



2018 Figures



100,000 m² net exhibition area



4,500 exhibitor companies
70 countries represented

1,400

buyers

international hosted



150,000

professional visitors

30% international

156 countries



200 activities and conferences



21,500 delegates and attendees



5 chefs

45 Michelin st



€200 million economic impact estimated in Barcelona

Map subject to change

6



3. Business

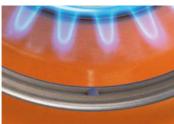
HOSTELCO welcomes a high percentage of visitors with purchasing decision power. The trade show connects customers, representatives and experts from the sector to generate new business opportunities.

FOCUS ON HOSPITALITY BUSINESS















Visitors with decision-making and purchasing power

ACCOMMODATION

Apartment and Cottage, Campsite, Hostel, Hotel Chain, Independent Hotel.

CONTRACT

Architect, Decorator, Designer, Interior Designer, Interior/Exterior Installation Technician, Studio and Consultant.

DISTRIBUTION

Cash & Carry, Delivery, Import-Export, Installation-Technical Support, Large Retail, Purchasing Group, Retail, Wholesaler.



79% decision makers

CONTRACT CATERING AND TRAVELLERS

CATERING

Airport, Catering, Companies, Cruise, Education, Motorway, Penitentiary, Rail, Recreational, Service Areas, Social-health, Sports.

Bakery, Bar, Cafe, Franchise, Ice Cream Shop,

Food Establishment, Restaurant, Vending.

Restaurant Chain, Pastry Shop, Pizzeria, Prepared

OTHERS

Cleaning service, Coffee Roaster, Commerce, Consulting, Dry cleaner, Fitness, Laundry, Retail, Textile rental company, Wellness & Spa.

PURPOSE OF VISIT IN 2018

84.8% Information about new products and trends 84.2% Find new products and solutions 81.8%

See changes in the sector





Six new exhibition areas

Society and consumer habits are evolving. **HOSTELCO** is changing with them

The trade show has reorganised itself into five thematic areas with the aim of facilitating your visit, improving the experience and promoting the creation of synergy between sectors and visitors.

These five areas will bring together the most complete offer for the hospitality sector. Professionals will find everything necessary to achieve their projects and respond to the new challenges created by the transformation of an industry in constant change.

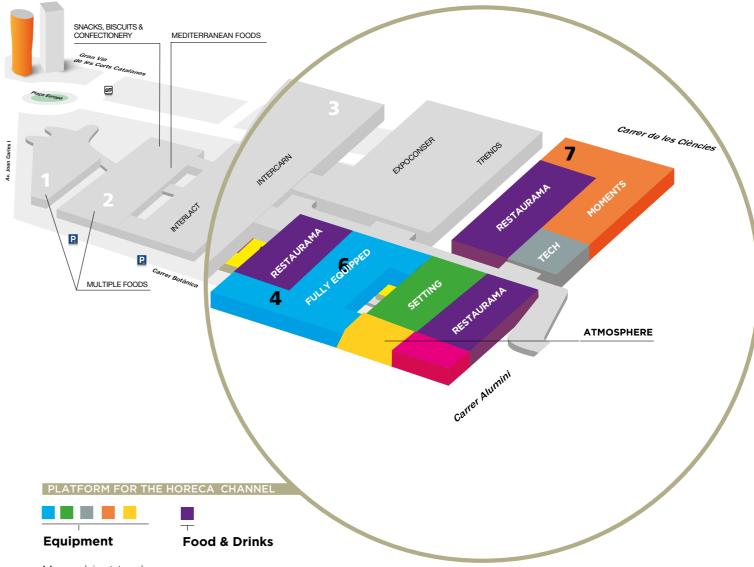












Map subject to change



The equipment of the future, today

All the equipment, machinery and accessories used in the hospitality industry will be present in this space. This is the sector that concentrates practically all the brands on the market, and the greatest offer of an industry with five years of uninterrupted growth driven by the excellent results of the Spanish tourist industry, in addition to its export activity.

RANGE

- > EQUIPMENT FOR COOKING, COOLING, WASHING, SMOKE EXTRACTION, STORAGE, WATER PURIFICATION, WASTE DISPOSAL...
- > SMALL AND MEDIUM APPLIANCES
- > DISPLAY CABINETS
- > VENTILATION AND AIR CONDITIONING
- > STAINLESS STEEL UNITS
- > LAUNDRY



+5.5% Spanish export





ACTIVITIES

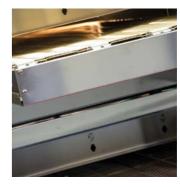


The Experience
Live Gastronomy
by Alimentaria & HOSTELCO















The table is key

Kitchenware and tableware have become a crucial element to generate positive experiences and customer loyalty. According to a study by the SCA, 80% of users consider it essential to enjoy a satisfactory and recommendable experience in all senses.

RANGE

- > KITCHENWARE
- > CUTLERY, CROCKERY AND GLASSWARE
- > TABLEWARE AND DINNING ROOM ACCESSORIES
- > STORAGE CONTAINERS

80% of users consider it essential to enjoy a satisfactory and recommendable experience

Source: CSA study

LOCATION



ACTIVITIES



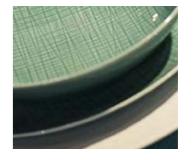














H TECH

Technology, software and entertainment

Innovation in action

Today's more digital and connected consumers seek immediacy in services, forcing establishments to reinvent themselves to offer a service of the highest quality, providing a complete experience of comfort, wellbeing and entertainment. A paradigm shift with new challenges, but also new business opportunities. Digitisation of management, automation of processes, efficient apps that create loyalty, mobile payments, smart rooms, smart restaurants, augmented reality menus... Technological disruption is transforming the world, businesses, and in particular, the hospitality industry.

RANGE

- > POS AND MANAGEMENT SOFTWARE
- > SECURITY AND ACCESS SYSTEMS
- > MONITORING AND MULTIMEDIA
- > MANAGEMENT AND ENERGY SYSTEMS
- > ENTERTAINMENT (MUSIC CONTENT SERVICES FOR MOBILE DEVICES, ON-DEMAND TELEVISION)
- > WASTE MANAGEMENT SYSTEMS



Spanish businessmen invest in technology



0% mobile payments

will offer this service in the short term

(Source: Basque Culinary Center and Tech Food Consult)



ACTIVITIES



HOSTELCO Live Arena













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Creating unique, unforgettable and unrepeatable moments

Coffee shops and bars are the star establishments in Spain. Traditional bakeries and pastry shops are transforming their business models, integrating major changes in their image and conceptualisation, to respond to the new demand for food consumption outside the home. The trend is to create spaces that provide comfort, open from morning to evening and with "to go" services such as coffee, hot and cold sandwiches and pastries. "Moments" brings together the greatest range of equipment and accessories available for cafes, bakeries, pastry shops, ice-cream parlours and pizzerias.

RANGE

EQUIPMENT AND ACCESSORIES FOR:

- > TEA AND COFFEE
- > BAKERY AND PASTRY
- > PIZZA
- > ICE-CREAM



+184,000 shops in Spain

LOCATION



ACTIVITIES















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Where the environment becomes business

Spaces communicate and create emotions. In a world where users demand unique experiences, the design of environments has become, more than ever, a key factor in competitiveness. And here, every detail counts: the lighting, furniture design, decor, sense of wellbeing, quality of materials, attention from waiters, the image, etc. In this area, the latest solutions in ambience and personalisation of spaces are presented to offer an unparalleled experience. Atmosphere welcomes the entire contract hospitality value chain: companies in interior design, hoteliers, restaurateurs and architects.

RANGE

- > FURNITURE AND LIGHTING
- > INTERIOR DESIGN AND DECORATION
- > TEXTILES, CLOTHING AND UNIFORMS
- > WELLBEING (WELLNESS, FITNESS AND AMENITIES)
- > HYGIENE

"In the space of an hour, a customer can look at 7000 different places in an establishment."

Source: CSA



ACTIVITIES



HOSTELCO Live Arena















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Opportunities between exhibitors and buyers

HOSTELCO invites key buyers with projects and real intent to purchase through various programs





RECOMMENDATION PROGRAMME

As an exhibitor, you can invite your current and potential customers to participate in buyer programmes.



MATCHMAKING SYSTEM

We offer an online platform that allows you to schedule meetings with the buyers most suited to vour interests.



Amplify your presence at the trade show

HOSTELCO provides you with tools to disseminate and communicate your brand's participation in the event.



EXHIBITOR AND PRODUCT CATALOGUE

This is the channel most frequently used by visitors to find out what's new at the trade show. It brings together the listings and detailed information of all the participating companies and products. It allows you to filter information by segments, mark your favourites, find their location on the map, and so on.



SPONSORSHIP DOSSIER

We offer a wide variety of advertising options to enhance your presence at HOSTELCO and attract as many professionals as possible.



HOSTELCO MEDIA

Use the HOSTELCO channels to communicate your news and offer information of interest to your clients: web, social media, email and visitor's guide. Digital channels are the most effective for amplifying your visibility as an exhibitor.



4. Experiential

Experience the sector revolution

HOSTELCO offers a full programme of experiential and training activities for a live experience of the latest innovations in the sector.

As an exhibitor, you can **include your products** in these areas to **demonstrate them and reach more visitors** together with **prestigious chefs and professionals** beyond your stand.





HOSTELCO Speakers' Corner

Regulations, certifications and equipment maintenance

A space of interest for equipment distributors and manufacturers, where specialists from the sector will answer questions about regulations, certifications and maintenance of equipment for hotels, restaurants, social and hospital catering at a national and international level.

HALL 4

The Experience Live Gastronomy

by Alimentaria & HOSTELCO

The future is today

Where are gastronomy and hospitality heading? The answer lies in The Experience - Live Gastronomy, an interactive space where you can take part in unique and one-off experiences. Inspiring cooking demonstrations, participative workshops organised by great cooks and prestigious Michelin starred chefs... and much more! All with the same theme: experience the tomorrow of the industry today.

HALL 6

COLLABORATORS:





2018 FIGURES

35 chefs45 Michelin stars

60 sessions

76 speakers

20 sponsors



HOSTELCOCoffee Area

The whole universe of coffee

The importance of coffee in the industry is indisputable. This is why HOSTELCO is offering a space dedicated to this subject alone, with the collaboration of the **Coffee Cultural Forum** to demonstrate **all the possibilities offered by this sector** through lectures, demonstrations, tastings and competitions.

HALL 7

COLLABORATORS:



2018 FIGURES

+1.000 attendees

15 activities

National championships, round tables and demonstrations



The future speaks

Talks, lectures and debates with experts to help you learn about the present and future environment of decoration, interior design and technology for hospitality projects.

Live Arena has CEHAT and ITH as featured partners for all content related to current trends, challenges, innovations and business of the hospitality industry.

HALL 6

STRATEGIC PARTNER:





HOSTELCO Live Hotel

Show off your value live

HOSTELCO Live Hotel recreates all the environments of a hotel, designed by renowned architecture and design studios, showing solutions in interior design, technology and equipment for the accommodation sector.

A space that offers maximum visibility among influencers and hotel chains which **promotes knowledge and networking** through conferences, presentations and an advisory service.

UNDERWALKWAY HALL 6 and 7

STRATEGIC PARTNER:





2018 FIGURES

7 spaces

Wellness & Spa Fitness 3 rooms 1 suite 1 conference room 1 lobby 25 speakers

6 round tables



5. Innovation and trends

A chance to present yourself to the sector

Getting to know the latest innovation and trends that will set the path for the industry is one of the main reasons for visiting the trade show.

As such, HOSTELCO offers an essential opportunity for companies to showcase their new products and present themselves to the entire sector. In 2018, more than 200 new products were presented.



HOSTELCO Hunters, trend experts

Our 'Hostelco Hunters', experts and influencers in hotels, restaurants and equipment, are in charge of detecting exhibitors' new products and amplifying them, through the trade show community and their own networks.



HOSTELCO Awards, a sector recognition

Prestigious awards which recognise the effort, excellence and innovation of companies and professionals in the hotel, restaurant and catering sectors.

In 2022, the winners of the HOSTELCO Awards 2020 will be announced as they were unable to hold a public event.

6. Internationalisation

Where hospitality meets the world

VISITORS

international

The trade show attracts a huge number of professional visitors with international reach. In 2018, professionals from more than 110 countries took part in HOSTELCO and Restaurama.

HOSTELCO + RESTAURAMA FIGURES



EXHIBITORS

27% international exhibitors

30 countries represented

+110 countries

represented

visitors

RANKING OF VISITOR COUNTRIES

South Korea

Spain USA Portugal Poland China Italy Mexico France Andorra Colombia Germany Denmark United Kingdom Switzerland Belgium Bulgaria Netherlands Argentina

Morocco







7. Media impact

Power your business with a great media impact

National and international media echo the latest announcements from the trade show. Make the most of HOSTELCO's media impact, offering visibility to the entire equipment sector and its participating companies.

HOSTELCO + RESTAURAMA FIGURES



2,500 news items generated



3,500 online posts



175 accredited journalists



+8 million



3.9 million in economic value



+25,000 interactions



459 million potential audience

8. Partners

Strategic alliances for a superior experience

Teamwork among all the links of the sector is key to responding to the evolution of consumer habits and the new needs of the HORECA channel. That is why HOSTELCO features the presence and collaboration of the **leading partners of the industry**.

Associate partners

Strategic agreements with more than 40 entities, both national and regional, transversal and vertical.







Coorganizador:

















Get in touch and we'll advise you

Network of international agents covering more than 60 countries.

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FOCUS ON HOSPITALITY BUSINESS

BOOST YOUR BUSINESS

TAKE PART IN HOSTELCO 2022





