



BARCELONA  
4-7 Abril 2022  
Recinto Gran Via

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**United for excellence**

The international food and hospitality reference platform

# PRESS RELEASE



**The Alimentaria Hub**  
Trends & Innovation

**The Experience**  
Live Gastronomy  
by Alimentaria & HOSTELCO

**HOSTELCO**  
Live Moments

**HOSTELCO**  
Live Hotel

**HOSTELCO**  
Live Arena

Alimentaria Exhibitions

  
Fira Barcelona





From 4th to 7th April 2022

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The two shows will bring together the main companies in the sector in 85,000 m<sup>2</sup> of the Gran Via exhibition centre

## Alimentaria & Hostelco return with a focus on the revitalisation and internationalisation of the sector

The leading platform for the food industry, food service, catering and hospitality equipment will return to Fira de Barcelona's Gran Via venue from 4th to 7th April 2022. Nearly 3,000 companies are attending a much-anticipated edition of Alimentaria and Hostelco to present their most important offerings and contribute to boosting business, internationalisation and the reactivation of strategic sectors for the Spanish economy.

Meat, dairy, foodservice products, snacks and sweets, preserves, organic and functional foods, and products from the Mediterranean diet at Alimentaria; and equipment, machinery and accessories for the hotel and catering, coffee, pastry, bakery, pizza and ice cream industries; household goods; and interior design and decoration at Hostelco (the International Restaurant, Hotel and Catering Equipment and Machinery Show), are the production sectors that make up the offering at both shows.

Thus, the simultaneity of Alimentaria with Hostelco will show both distribution and the Horeca channel the most complete range across the spectrum of the entire value chain of the restaurant and gastronomy industry with major synergies in supply and demand. 85,000 m<sup>2</sup>, almost the entire Gran Via exhibition centre, and nearly 3,000 exhibiting companies will show that the food and hospitality industry is a key pillar for economic recovery and internationalisation.

For all these reasons, Alimentaria & Hostelco are once again consolidating their position as the essential global event for the food, beverage and hospitality industry, which sees the dual event as a lever for its commercial strategy abroad. Thus, 400 international firms from 52 countries have confirmed their presence and will occupy some 15,000 m<sup>2</sup> of exhibition space, which represents 18% of the total available at the event. And all this, despite the constraints on international mobility that are still in place.

José Luis Bonet, chairman of Alimentaria and of the Spanish Chamber of Commerce, states that "we are very satisfied with the trust that once again many companies from other countries have placed in us". We are proud that, in a context such as the current one, almost a fifth of the show's exhibitors are international firms, a fact which consolidates the role of Alimentaria and Hostelco as a global leader".

*The fair brings together the Spanish food and beverage industry and is seeing significant levels of internationalisation*

*3,000 firms, 85,000 m<sup>2</sup>, 7 pavilions, 1,400 buyers and 12,500 business meetings, among the major figures of the event*

*Nearly 400 companies from 52 countries. Newly represented countries include Brazil, the United Arab Emirates, Australia and others*

### **New participations**

International Pavilions, the area which brings together the majority of Alimentaria's international offering, will this year feature six new additions, who are attending the show for the first time. They are Brazil, Slovakia, Australia, Canada, the United Arab Emirates and Puerto Rico.

The official pavilions already confirmed to return to the show include Algeria, Portugal, Morocco, Indonesia, Poland, Greece, Italy, Turkey, Belgium and Argentina. We should highlight the cases of Greece and Turkey, which have hired twice as much space as last time, especially the latter, which occupies a space of almost 1,000 m<sup>2</sup>.

### **Business meetings**

With the aim of further intensifying the internationalisation of Spanish companies and opening up new business opportunities abroad, Alimentaria & Hostelco have invited 1,400 buyers from 68 countries. The Hosted Buyers programme, organised in collaboration with ICEX, facilitates business contact between exhibitors and this select group of buyers, and it is expected that more than 12,500 business meetings can be organised over the four days of the event.

As a consequence of the pandemic, priority has been given this year to the European, North American and Latin American markets to attract buyers. Thus, the countries with the most guests this year will be the United States, India, Mexico, Peru, Colombia, the United Kingdom, Chile, Singapore, Australia, New Zealand, the Netherlands, Canada, Tunisia and the United Arab Emirates.

### **Innovation and gastronomy**

Innovation, gastronomy and management linked to sustainability and social responsibility will define both shows' programme of activities, which will combine their classic content with experiences and knowledge that have emerged in the post-pandemic business environment.

At Alimentaria, The Alimentaria Hub will be the forum for trends and the future of food, where more than 200 experts will take part in conferences, keynote talks and fast talks that will focus on innovation, sustainability, digitalisation, new retail habits, nutrition, health and growing segments, such as alternative protein and halal products.

Among the new features of The Alimentaria Hub is the Digital Food Arena, which will bring together eight start-ups set to revolutionise the food sector, chosen in a programme (Food Hospitality Startup Revolution) promoted by Alimentaria & Hostelco in which emerging companies from the foodtech sector have participated. Eight more startups, also selected by a multidisciplinary panel of judges, will be exhibiting in the Hostelco Startups Area. The participants will compete for the Food & Hospitality Startup Revolution Awards, which will reward the most innovative startup and the one with the greatest prospects.

For its part, gastronomy will express itself as a strategic and differential cornerstone of Alimentaria & Hostelco at The Experience Live Gastronomy conference with a programme of live cooking, workshops, tastings and presentations of culinary techniques in sustainable gastronomy, regions, the recovery of traditions and research into the food of the future, among other trends. More than 30 top chefs with more than 36 Michelin stars between them will take part on the six stages of this great gastronomic space.

In addition, Hostelco Live Hotel will be presented, which will recreate the various spaces of a hotel, and Hostelco Live Arena will be the space where debates, talks, and presentations will be given by more than 80 experts in catering and hospitality to address issues related to design, interiors, sustainability, new business concepts, 'hyper-personalisation' to generate unique experiences, and the use of disruptive technologies.

### **Barcelona, April 2022**

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4th to 7th April 2022

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Experience Live Gastronomy is the space dedicated to haute cuisine demonstrations

## Alimentaria & Hostelco's gastronomic activities exude optimism and recovery

**More than 30 leading chefs will showcase the excellence of Spanish gastronomy at Alimentaria & Hostelco 2022. Innovation, sustainability, proximity and creativity will be the focus of the programme of activities for an edition that exudes optimism and reactivation with a corporate participation that is already close to full.**

The simultaneous staging of Alimentaria with Hostelco, (the International Restaurant, Hotel and Catering Equipment and Machinery Trade show will display both to the distribution and Horeca channel the most complete offering across the spectrum of the entire value chain of the foodservice, restaurant and catering and gastronomy industries.

Alimentaria & Hostelco will have the participation of close to 3,000 exhibiting companies occupying 85,000 m<sup>2</sup> and 7 pavilions of the Gran Vía venue of Fira de Barcelona. Of these, almost 20,000 m<sup>2</sup> and three pavilions will be occupied by 600 restaurant & catering and hospitality companies.

For J. Antoni Valls, director of Alimentaria, "the event is definitely the leading trade fair platform for our sector and participating in it is the best way to help revitalise it. The gastronomic activities organised at the show are an excellent initiative to support its necessary relaunch".

Rafael Olmos, president of Hostelco and of the Spanish Federation of Associations of Manufacturers of Machinery for the Hospitality, Catering and Related Industries (Felac), assures that "the event will be more important than ever for a sector that has already begun its recovery. The scheduled activities will be the best showcase for the latest trends in techniques, products and equipment from the most prestigious chefs in the country".

### **50 activities and 35 Michelin stars**

In this way, both shows will offer more than 50 gastronomic activities and areas specialising in oil, coffee, bakery and confectionery. One of the star activities is The Experience Live Gastronomy by Alimentaria & Hostelco, located in the Restaurama show, which has six spaces where cooking shows, workshops, talks and presentations will take place. The programme focuses on sustainability, bringing chefs and local producers closer together and reviving traditional dishes. There will also be sessions dedicated to mass catering and halal cuisine.

*600 companies and 20,000 m<sup>2</sup> make up the offering for the restaurant & catering and hospitality industry*

*More than 30 chefs will be the protagonists of around fifty cooking shows, workshops and gastronomic experiences*

*Raw materials, sustainability and tradition are the main focus of the programme of activities*



Around thirty chefs with more than 35 Michelin stars will take part in this event to showcase their most genuine and avant-garde creations, in an attempt to balance tradition and sustainability, and with the utmost respect for quality, locally sourced raw materials. Elena Arzak (Arzak\*\*\*), Oriol Castro and Eduard Xatruch (Disfrutar\*\*), Fina Puigdevall and Martina Puigvert (Les Cols\*\*), Mario Sandoval (Coque\*\*), Raül Balam (Moments\*\*), Alberto Feruz, (Bonamb\*\*), Hideki Matsuhisa (Koy Shunka\*), Macarena de Castro (Maca de Castro\*), Nandu Jubany (Can Jubany\*), Begoña Rodrigo (La Salita\*), Albert Raurich (Dos palillos\*), Pepe Solla (Casa Solla\*) and Marcos Morán (Casa Gerardo \*) are some of the big stars on the bill.

The Experience hosts for the first time the presentation of the winner of the *Alimentos de España* National Tapa Prize, organised by the Ministry of Agriculture, Fisheries and Food and whose winner this year is Juan María Díaz, chef at Casa de Marinos UribeKosta, in Plentzia, Vizcaya.

### **Chef and Waiter of the Year Competitions**

The Experience area will once again host the final of the Chef of the Year Competition (CCA), which reaches its sixth edition with a panel of judges chaired by Martín Berasategui - the Spanish chef with the most Michelin stars, as he has a total of 12 in his restaurants - and with Raúl Resino, winner of the sixth edition of the competition and whose restaurant holds a Michelin star, as vice-chairman. The chef Oriol Castro, from the restaurants Disfrutar (2\*) in Barcelona and Compartir in Cadaqués (Girona) and the food critics José Carlos Capel and Julia Pérez, among others, are also among the judges.

The eight finalists in this edition are Aroa López, from the Samsha restaurant (Valencia); Alfonso Leiva, from the Hotel Condes de Barcelona (Barcelona); Cundi Sánchez Baños, from the El Albero restaurant (Ceutí, Murcia); Juan Manuel Salgado Domínguez, from the Drómo restaurant (Badajoz); Áxel Smyth, from the Auga e Sal restaurant (Santiago de Compostela); Cristóbal Muñoz, from the Ambivium restaurant, in Peñafiel (Valladolid); Juan Pablo Stefanini, from the Venta Moncalvillo restaurant, in Daroca de Rioja (La Rioja) and Luis Hernani Villafruela, from the Mano Lenta restaurant, in Vitoria (Álava).

At the same time, the IV edition of the Waiter of the Year Competition will be held, in which 8 candidates are competing; the panel of judges will be chaired by Elsa Gutiérrez, the best head waiter in Spain and co-owner of the restaurant 'Ment' by Óscar Calleja, in Salamanca.

### **Coffee and olive oil tastings**

As in previous editions, The Olive Oil Bar consists of a self-guided tasting area within the Mediterranean Foods show where professionals can sample more than a hundred of the best domestic extra virgin olive oils (EVOO). These include products covered by Protected Designations of Origin, new brands promoted by small producers and oil mills, and award-winning oils such as Oro del Desierto, Masia L'Altet, Omed, Oleícola Jaén and Oro Bailén.

In its 2022 edition, this tasting area of high-quality oils, is subdivided into four categories: Conventional EVOO Production, Organic EVOO Production, Specialities and the EVOO winners of the Food from Spain award from the Ministry of Agriculture, Fisheries and Food (MAPA). Among the most original items that can be tasted are amontillado olive oil, smoked, with rose or yuzu aromas.

Hostelco will give pride of place to coffee "star product" in the bar, catering and Horeca channels. In addition to tastings and demonstrations on how to prepare and drink coffee, the space called "Hostelco Live Moments" will also include new food options and the latest trends in pastry and cakes, ice cream, and cocktails.

The space 'Hostelco Live Hotel', will replicate the main rooms of a hotel with the latest innovations in interior design and equipment, and 'Hostelco Live Arena', which will host presentations by experts in the hospitality industry.

# Alimentaria

*International Food, Drinks & Food Service Exhibition*

A unique  
Food, Drinks and  
Gastronomy  
Experience



Co-located event



**HOSTELCO**

**BARCELONA**

4 - 7 April 2022

Gran Via venue

[www.alimentaria.com](http://www.alimentaria.com)

**The  
Alimentaria  
Hub**  
Trends & Innovation

**The  
Experience**  
Live Gastronomy  
by Alimentaria & HOSTELCO

**Alimentaria**  **Exhibitions**

# Alimentaria

From 4th to 7th April 2022

[www.alimentaria.com](http://www.alimentaria.com)



**Fira Barcelona**

Alimentaria  Exhibitions

## Technical data sheet

**Alimentaria 2022, International Food, Beverages and Food Service Exhibition**  
23<sup>rd</sup> edition

### Frequency

Biennial

### Nature

Professional

### Dates

From 4th to 7th April 2022

### Schedule

Monday-Tuesday-Wednesday: From 10.00h to 19.00h  
Thursday: From 10.00 to 18.00h

### Venue

Halls 1, 2, 3, 4, 5, 6 and 7  
Fira de Barcelona Gran Via venue  
Av. Joan Carles I, 58-64  
08908 L'Hospitalet de Llobregat (Barcelona)

### Shows

Intercarn (meat and meat products)  
Interlact (dairy and dairy products)  
Restaurama (out-of-home food: hotels, restaurants, catering and collectivities)  
Expoconser (preserves and semi-preserves)  
Alimentaria Trends (including Organic Foods, Functional Foods, Fine Foods, Free From and Halal Foods)  
International Pavilions (participations grouped by country)  
Lands of Spain (participations grouped by Autonomous Community)  
Snacks, Biscuits & Confectionery (sweets, candies, biscuits, snacks and other confectionery products)  
Mediterranean Foods (foods associated with the Mediterranean Diet)  
Grocery Foods (top brands) Alimentaria  
Premium

### Area occupied (projected)

85,000 m<sup>2</sup> net (Alimentaria and Hostelco commercial offering + activities)

### Companies represented

3,000 (Alimentaria and Hostelco commercial offering)

**Activities**

The Alimentaria Hub  
The Experience Live Gastronomy by Alimentaria & Hostelco  
The Olive Oil Bar

**Organised by**

Alimentaria Exhibitions, S.L.U.

**President**

Josep Lluís Bonet  
Chairman of the Alimentaria Organising Committee, the Spanish Chamber of Commerce and Freixenet

**Director**

J. Antoni Valls, CEO of Alimentaria Exhibitions

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**Images**

Available in the press section of the show's web site <http://galeria.firabarcelona.com/es/alimentaria>

**Press information**

Available in the press section of the show's website

<https://www.alimentaria.com/notas-de-prensa>





4th to 7th April 2022

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The event is structured in shows that bring together the latest of all the sub-sectors of the industry

## **Meat, dairy, preserves, sweets and products from the Mediterranean diet to be exhibited at Alimentaria 2022**

**Alimentaria 2022 will once again structure most of its offering in different shows which will showcase what the key sub-sectors of the food and beverage industry have to offer. The fair will have 8 areas specialised by type of product, a show with all the autonomous communities represented and another with the best product range from 52 countries from all over the world.**

Alimentaria & Hostelco 2022 confirms its position as the sector's leading show in Spain and one of the most important in the world, both in terms of the number of exhibitors and the diversity of the range of products and services represented. All production sectors of the food industry will be widely represented. Among them, Intercarn (meat and meat products) stands out, which will cover more than 14,000 m<sup>2</sup> and will occupy the largest surface area. It will be followed by Grocery Foods, which will host the leading firms in the FMCG food industry. A new feature will be the Alimentaria Trends area, where companies specialising in growing segments, such as functional, organic and Halal foods, will be exhibiting.

### **Intercarn and Grocery Foods, powerhouses of the show**

The meat and meat products industry will occupy the most space at Alimentaria (14,000 m<sup>2</sup>) and will once again showcase all its power and quality. Meat companies represent a turnover of €27 billion, more than 22% of the entire Spanish food sector. More than 200 exhibitors will be present, including big names such as El Pozo, Noel Alimentaria, Grupo Tello, Coren and Grupo Vall Companys.

The second largest section will be Grocery Foods, with more than 9,000 m<sup>2</sup>, a large multi-product area that will bring together FMCG brands such as Idilia Foods (Cola Cao, Nocilla), Danone, Casa Tarradellas, Nestlé, Aneto, and Adam Foods (Cuétara, Panrico), among others.

Interlact, Expoconser and Snacks, Biscuits & Confectionary complete the list of specialised shows by product type. The first will show the latest trends in the dairy and dairy products sector in Spain and in countries such as Italy, France, the Netherlands, Portugal and the United Kingdom. Companies such as Lácteos García Baquero, La Fageda, Quesos Vega Sotuelanos will participate,

*Intercarn leads the sectoral participation with more than 14,000 m<sup>2</sup> of exhibition space*

*The première of Alimentaria Trends, an area dedicated to booming sub-sectors such as organic and halal*

*All the autonomous communities and 52 countries will be represented*

Friesland Campina, Quesos La Vasco Navarra, El Pastoret, Cadí, Entrepinares and El Pastor. La Rioja, Catalonia, Castile and Leon, and the Fundación C.D.R.O. will also have their own stand. Manchego and Grana Padano PDO cheese.

For its part, Expoconser will once again be a great showcase for the latest innovations in canned foods (fish, seafood, etc.), smoked, salted, marinated and pre-cooked foods. Among the exhibitors will be Sola de Antequera, Calvo, Nudisco, Conservas Dani, Anxoves de L'Escala, Conservas y Salazones Arlequín and Legumbres La Cochura, as well as the grouped participations in the stands of Galicia, Catalonia and the Basque Country, among others.

And finally, the Snacks, Biscuits & Confectionery show will present the largest selection of the confectionery sector (biscuits, chocolate, nougats, sweets, cakes, pastries, pastries, bakery, bread, etc.) and snacks. Among the exhibiting companies are Frit Ravich, Galletas Birba, Aperitivos Losan, Churruca, Torrons Vicens, Gullón, Simón Coll and Virginias.

### **Alimentaria Trends, the new show for up and coming subsectors**

Three multi-product areas complete Alimentaria's offering. The first of these is Alimentaria Trends, a new feature at this edition, which will bring together trendy subsectors: functional and dietary products, gourmet, allergen-free, halal and organic. The Ministry of Agriculture, Fisheries and Food will have a very important presence with a pavilion of organic producers made up of more than 120 companies from all over Spain. The organic boom will also be experienced at Organic Market & Trends, a large showcase with more than 200 organic products from non-specialist brands. A professional panel of judges will choose the organic product with the greatest international projection, an award that will be presented on 6 April at 12 noon at Organic Market.

Mediterranean Foods will showcase a wide range of foods typical of the Mediterranean diet. Companies such as Aceites Abril, Actel, Aires de Jaén, CRDO Priego de Córdoba, Urzante, Sal Costa, and the Arbequina Arbeca Cooperative, among others, will be taking part. This area also houses The Olive Oil Bar, where the best EVOOs can be tasted.

Finally, the Premium area will bring together a select group of companies with gourmet products. Ahumados Domínguez, Anchoas Sanfilippo, Bacalao Giraldo, Hacienda Queiles, La Brújula, Joselito, La Catedral de Navarra, Mövenpick and Quesería La Antigua are back, while Caviar Riofrío, Juvé & Camps and Rougié Sarlat Foie Gras have been added.

### **Restaurama, a unique proposal for the Horeca channel**

The area dedicated to catering and out-of-home food and beverage will bring together 200 companies focused on the Horeca channel, as well as the foodservice divisions of large multinationals. The most important companies include Estrella Damm, Coca-Cola, Sosa Ingredients, Kraft Heinz, Estrella Galicia and IllyCaffè.

Together with Hostelco, it will strengthen the link between gastronomy and tourism and will allow professionals from the Horeca channel to take advantage of the synergies that will be generated between the two shows, although each of them will maintain a different positioning: the supply of catering equipment in the case of Hostelco, and food and beverages for out-of-home consumption in the case of Restaurama.

### **The best of Spanish gastronomy and 52 other countries**

All the institutional participations of the different Autonomous Communities will have a stand at the Lands of Spain show to showcase their local produce and the best of their gastronomy. Among those that will have the greatest presence are Castile and Leon, Andalusia, Euskadi, Valencia, Extremadura, Galicia and Catalonia. Numerous provincial councils such as those of Cordoba, Jaén, Cadiz and Ávila will also take part.

In addition, more than 400 foreign companies will exhibit their products in the International Pavilions show, the area which brings together most of the international food and beverage offer at Alimentaria. In this edition, Turkey, with 1,000 m<sup>2</sup>, will be country of honour; and they will be there for the first time: Brazil, Slovakia, Australia, Canada, United Arab Emirates and Puerto Rico. Other notable repeat participants include Algeria, Portugal, Morocco, Indonesia, Poland, Greece, Italy and Argentina.



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Sustainability and digitalisation, the focal points of The Alimentaria Hub, the forum on the future of food and drink

## Innovations with vegetable protein and healthier products are among the innovations at the show

Alimentaria 2022 will reflect the plant protein boom, with all kinds of new products for vegans, vegetarians and flexitarians. Functional foods and products with innovative flavours and formats complete the offer that will surprise visitors. These trends, along with imperatives such as digitalisation and sustainability, will be the focus of the conferences at The Alimentaria Hub, with 200 experts analysing how we will be eating in the coming years.

Pumpkin sausage, seaweed tuna, eggs made from pulses or cod fritters that are actually soya fritters. Alimentaria will show the rise of plant-based products, which is spreading to all categories. Among the new ideas will be functional or personalised products for each consumer according to their genetics. Most of these pitches will be on display at The Hub and the 16 winners of the Innoval Awards will be chosen from them.

### The most exciting new products

**Calabizo, the pumpkin chorizo:** this is an organic pumpkin chorizo (90%) made in the traditional way (smoked, fermented and cured) and created by three Galician entrepreneurs.

**Soya tuna and pulses:** Future Tune launches its fake tuna made from soya, peas and chickpeas.

**Vegetable egg from chickpea flour:** two tablespoons of this product mixed with water is equivalent to one medium egg. Certified organic, gluten-free, vegan and allergen-free.

**Minced meat of pulses:** Heura presents its plant-based minced meat for bolognese and lasagne, its new vegetable chorizo and its breaded products.

**Vegan fritters and croquettes:** Flax & Kale presents "roast chicken" croquettes made with pea and soya protein. From Zyrcular Foods comes more plant based novelties: its cod fritters made with soya, its tuna burger made with wakame seaweed, or its vegan replica of pulled pork.

**Drinks for every genetics:** Vicky Foods and Valencia Polytechnical University present a drink designed according to the consumer's needs based on their genetics, dietary habits and lifestyle.

**Probiotic ice cream:** Proasis is an ice cream with probiotics, which improve digestive health. It is the first ice cream to carry the Nutriscore A nutritional quality indicator.

**Kefir water:** Be Plus is a 100% natural kefir drink containing bacteria that live naturally in the body and help restore the balance of the intestinal flora.

*Plant protein spreads in all categories and functional food offerings grow*

*More than 300 new products and future launches to be presented at Innoval*

*200 experts will analyse trends and challenges in the sector, such as sustainability and digitalisation*

**The first green olive beer:** it is brewed with high quality malts and hops and olives from the Pallars Jussà region (Lleida) and Bajo Aragón (Teruel).

**Spherified cocktails:** Jellys are spherifications of liquid cocktail wrapped in a soft jelly that explode in the mouth. There are up to 10 classic recipes (such as the Manhattan or the Margarita).

**Cochinillo de Segovia 2.0:** the Segovian company Tabladillo presents the traditional Segovian suckling pig packaged to be enjoyed at any time and place. Its packaging allows it to be kept for up to 60 days without refrigeration.

**Cecina, fuet or beef chips:** they have the texture of a chip but are not fried and are actually dehydrated fuet, cecina or beef snacks.

**The best Spanish omelette, in a tin:** it is cooked with quality ingredients following the recipe of La Cocina de Senén (award for the best omelette in Spain) and can be preserved for up to a year thanks to its innovative packaging.

## 200 experts on the food of the future

**The Alimentaria Hub** will be Alimentaria's great forum on the food of the future. It will focus its programme of talks on two major challenges facing the sector: sustainability and digital transformation. Alongside them, trends such as new retail habits, the concern for healthy eating and the alternative protein boom will be analysed. The consulting firm Innova Market Insights will present the Top 10 trends, led by concern for environmental and social impact. For its part, the consultancy Mintel will analyse the concern for healthy and sustainable food, Lantern will focus on the growth of the plant based movement and the AINIA centre will present alternatives to meat such as microproteins and in vitro meat. The Spanish Association of Manufacturers and Distributors (AECOC) will analyse consumer digitalisation and present success stories in the application of new technologies in the food chain.

Other highlights will be the FIAB's 'RDI Meetings', the 13th International Congress on the Mediterranean Diet, the 5th Nestlé Forum on Creating Shared Value, and the 3rd Halal Congress. The Alimentaria Hub has the support of the Ministry of Agriculture, Fisheries and Food (MAPA), and the collaboration of companies and organisations such as CaixaBank, AECOC, Nestlé, Eurecat, Ainia, Ceva Logistics, Innova Market Insights and Mintel. Full programme at <https://www.alimentaria.com/events/the-alimentaria-hub>

## The most innovative foodtech startups

Innovation will have another key space at Alimentaria: **Food & Hospitality Startup Revolution** (Hall 7), with 15 startups selected by a specialised jury that are set to revolutionise the sector. On the 5th, the most innovative and the one with the greatest projection will be rewarded.

**Cocuu:** its 3D printer has been able to develop synthetic meat cutlets, bacon, lamb ribs or salmon fillets that look like the real thing.

**Oscillum Biotechnology:** develops smart labels that indicate, in real time, the state of the product in order to combat food waste.

**Agrosingularity:** transforms waste and surplus from the production chain into a powder of high nutritional value that is used again as an ingredient.

**Groots:** vertical farming with a 90% reduction in water consumption and 96% reduction in cultivation space. **Brava**

**Drinks:** makes kombucha, a refreshing drink made from fermented green tea. It is probiotic, digestive, high in B vitamins and antioxidants.

**Green in Blue:** its production system combines fish and vegetable farming. It transforms fish waste into natural fertiliser and allows plants to be grown faster and with fewer resources. **Easy Q Sistemas de seguridad:** creator of a specialised software that allows to speed up all the food safety and quality work of companies in the food sector.

**Mediterranean Selection/Rice in action:** offers rice dishes for restaurants that are finished without adding broth or water, do not require specialised staff and require a final cooking time of only five minutes. **Natural**

**Machines:** creator of Foodini, a 3D printer of food from real ingredients. **Bookline:** virtual switchboard for restaurants that automates reservations.

**Foodcoin:** the first cryptocurrency for the hospitality industry, it allows payments to be made and tokens to be accumulated, thus rewarding customers with free drinks and discounts.

**Guimarana:** creates food for vegans and vegetarians with natural and sustainable ingredients. **Ordatic:** facilitates the management of all the restaurant's delivery (from different aggregators) from a single platform.

**Too good to go:** the app against food waste that allows you to save surplus food from your nearest establishments.

**Quick:** produces 100% natural, gourmet bases (sofritos and picadas) that can be stored for 12 months.



## The food industry consolidates internationalisation as a means of growth

**The food and beverage industry has established itself as a key player in the creation of wealth, employment, stability and foreign trade. The sector consolidates its dynamism in the growing performance of exports, which closed last year with positive growth despite the pandemic context.**

The food industry represents a solid sector that accounts for 3% of national GDP and has a turnover of 130,000 million euros, making it Spain's leading industrial sector.

In 2020, an irregular and atypical year, marked by the ravages of the pandemic, Spanish food and beverage exports remained stable at 33,945 million euros.

It is also noteworthy that in 2021 the sector has surpassed its records and reached 38,202 million euros, 12.5% more than the previous year, despite the limitations that have continued to be maintained in many markets and the instability of the international context.

*"These figures are evidence of its exporting nature and confirm internationalisation as a fundamental growth axis for the sector, which takes on the challenge of increasing sales in new markets and, in addition, consolidating exports in its main destinations", says Mauricio García de Quevedo, Director General of FIAB.*

In the export ranking, France continues to be the main destination country, with sales of 5,371 million euros. It is followed by Italy (€4,165 M), Portugal (€3,879 M), China (€3,446 M), the United States (€2,284 M), the United Kingdom (€2,131 M) and Germany (€2,039 M). In terms of product classification, meat products are the most exported, followed by olive oil, processed fruit and vegetables, wine and canned fish products and preserves.

### **Business fabric**

The business fabric is largely made up of SMEs and micro-SMEs; more than 30,000 companies that directly employ half a million people and account for 21% of employment in the manufacturing industry. Its non-cyclical nature makes it possible to speak of social sustainability. In fact, the food industry stands out for its high rate of permanent contracts, in addition to being the industrial sector with the highest representation of female employment, close to 40%.

On the other hand, the richness and variety of the Spanish territory, together with its traditions and cultural characteristics, have allowed the construction of an unequalled gastronomic offer.

*The food industry asserts itself as a key player in wealth creation and export potential*

*The sector maintained its exports in 2020 and increased them by 12.5% in 2021*

*The food industry accounts for 3% of GDP and employs half a million people*

Furthermore, according to data from the Spanish Federation of Food and Drink Industries (FIAB), it is a strategic agent in the fight against depopulation, as its activity has allowed 834,737 people to settle, 17% of the population of Empty Spain. A source of wealth that "translates into attracting services and maintaining basic infrastructures, as well as creating economic and social opportunities that are allowing development in these localities and, therefore, the viability of the rural environment", says García de Quevedo.

### **A sustainable, healthy and innovative sector**

The food and beverage industry is facing a very special moment, as the steps it decides to take now will set the course for the years to come. For this reason, the sector has focused on promoting levers such as sustainability and innovation in order to move towards a more efficient, competitive and responsible future. Along these lines, it has reinforced its commitment to the Sustainable Development Goals and is very aware of its relationship with the environment, from which it transforms 70% of its raw materials.

Among other actions, the industry has been incorporating multiple initiatives for the circular economy in its processes for years, such as the fight against climate change, water management, mitigation of greenhouse gas emissions, reuse and recycling of packaging. It also addresses a socially sustainable strategy with aspects such as working conditions, gender equality, the contribution to eradicating poverty and the promotion of Empty Spain.

Sustainability also relates to improving the well-being of citizens. Food in Spain meets the highest quality and safety standards set by the European Union and, proactively, companies have undertaken several actions to improve the nutritional composition, in order to adjust their products to a healthier offer adapted to today's consumers.

To meet this great responsibility, the industry has increased the weight of innovation and digitalisation in its processes, although there is still a long way to go, especially for SMEs. Innovation will be the cornerstone for applying value at every stage of production, achieving greater penetration of international markets, improving product variety and quality, and achieving sustainable, efficient and competitive processes. Indeed, food and beverages is one of the most innovative sectors. FIAB leads The Food For Life-Spain Technology Platform, led by FIAB, has launched more than 130 RDI projects, both in Spain and abroad, worth approximately 130 million euros.

### **ABOUT FIAB**

The Spanish Food and Beverages Industries Federation (La Federación Española de Industrias de Alimentación y Bebidas (FIAB), with 43 member associations, represents the leading industrial sector in the country, with production in 2020 exceeding 129 billion euros and more than 33 billion euros in exports. The sector is made up of more than 30,000 companies, most of which are SMEs spread throughout the country, and employs around 500,000 people directly and 2.5 million indirectly. The food and drink industry has a firm and non-negotiable commitment to consumers, food quality and safety, innovation and economic, social and environmental sustainability, as well as to truthful and transparent information about the sector.

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# HOSTELCO

THE HOTEL & RESTAURANT TRADE SHOW



4-7 ABRIL 2022  
RECINTO GRAN VIA

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## FOCUS ON HOSPITALITY BUSINESS

Co-located event



Cooperadora:





From 4th to 7th April 2022  
[www.hostelco.com](http://www.hostelco.com)



## Technical data sheet

### **HOSTELCO, International Restaurant, Hotel and Catering Equipment and Collectivities Exhibition**

20<sup>th</sup>  
edition

Biennial

Professional

Held alongside Alimentaria

Broad synergies and connection with  
Restaurama Show (out-of-home food, horeca and foodservice) at Alimentaria

Dates  
From 4th to 7th April 2022

Schedule  
From 10:00h to 19.00h (Monday 4 to Wednesday 6 April)  
From 10.00h to 18.00h (Thursday 7 April)

Location  
Halls 4, 6 and 7  
Fira de Barcelona Gran Via venue

Occupied area (Hostelco + Restaurama)  
20,000 m<sup>2</sup>

Companies represented: (Hostelco + Restaurama)  
600

Countries represented:  
26

#### Sectors commercial offering

- Fully equipped: equipment, machinery and accessories
- Setting: Kitchenware and tableware
- Tech: Technology, software and entertainment
- Moments: Equipment, machinery and accessories for café, bar, bakery, patisserie, ice cream and cocktail industries



- Atmosphere: decoration, interior design, textiles
- Restaurama (Alimentaria): food for the foodservice and horeca channel

#### Activities

- Hostelco Live Hotel: recreation of different hotel rooms
- Hostelco Live Arena: conferences, round tables and seminars
- Hostelco Live Moments: activities related to coffee, patisserie, ice cream and bakery
- Hostelco Speakers Corner: presentations, talks and debates
- The Experience Live Gastronomy (with Restaurama and Alimentaria): presentations, cooking shows, gastronomic workshops, conferences and championships
- Final of the "Chef of the Year" Championship (The Experience Live Gastronomy)
- Final of the "Waiter of the Year" Championship (The Experience Live Gastronomy)
- Demonstrations and conferences on collective catering (The Experience Live Gastronomy)
- Food & Hospitality Startup Revolution, presentation of products, services and new business concepts by emerging companies in the food and hospitality sector (shared with Alimentaria)
- Food & Hospitality Startup Revolution Awards ceremony (shared with Alimentaria)
- Side events: assemblies of industry associations, conferences and seminars organised by companies and training activities for professionals
- Hostelco VIP Meetings, business meetings between exhibitors and national and international buyers invited by the organisers
- Meeting of the winners and judges of the Hostelco Awards 2020

Organised by  
Fira de Barcelona

With collaboration from:  
FELAC (Spanish Federation of Associations of Manufacturers of Machinery for Hospitality, Catering and Related Industries)

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From 4th to 7th April 2022  
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With Alimentaria, it forms a unique platform for food, gastronomy and hotel and catering equipment

## Hostelco presents the latest in technology, design, and sustainability to consolidate the sector's recovery

From 4 to 7 April, Hostelco trade show returns to Fira de Barcelona's Gran Via venue, as a large showroom of equipment, products, and solutions to boost the hospitality industry, with a special focus on improving the competitiveness of hotels, restaurants, collectivities, and foodservice. Technology, sustainability, business, design, and the generation of experiences mark this edition, which is held together with Alimentaria, and also includes spaces for knowledge and the dissemination of trends of great use to professionals in the horeca sector.

Hostelco, organised by Fira de Barcelona in partnership with the Spanish Federation of Associations of Machinery Manufacturers for Hospitality, Collectivities and Related Industries (FELAC), is the leading trade fair in Spain for Catering, Hotel and Collectivities Equipment, and one of the first in Europe in its speciality.

After a complex period marked by the pandemic, the president of Hostelco and FELAC, Rafael Olmos, stresses that the event *"will help hotels, restaurants and collectivities to update and adapt their equipment and business strategies to the new consumer preferences, taking advantage of the synergies with food and gastronomy."* He adds: *"Hostelco will inspire many of the investment decisions that will be made in the sector as it reflects the trends in the hotel and catering industry, which will undoubtedly include new technologies, sustainability, and personalised experiences,"* he says.

### 600 exhibiting companies represented

Hostelco connects with the Restaurama trade show (catering and food services for out-of-home consumption) at the Alimentaria trade fair to facilitate the visit of professionals in the Horeca channel. Thus, Hostelco and Restaurama will bring together around 600 exhibiting companies in 20,000 m<sup>2</sup>, which will be concentrated in the adjoining halls 4, 6 and 7.

Hostelco's offer will be largely made up of the *Fully Equipped* sector, with equipment, machinery and accessories for the hospitality industry, the sector with the largest representation at the fair, *Setting*, the area devoted to kitchenware and table service, *Moments*, bringing together the proposals of products and equipment related to coffee, cake shops, bakeries, pizza and ice creams, and *Tech*, with a range of software, technological products and entertainment. Finally, with *Atmosphere* the event will renew its commitment to interior design items, decoration, textiles and furniture. Hostelco will also feature companies that have stocks of products to facilitate their distribution and sale.

*Adding synergies with Restaurama, Alimentaria's catering and foodservice trade show*

*The recreation of a hotel and experiential areas will showcase the latest developments in the sector*

*The conference will deal with topics such as the hyper-personalisation of the hotel industry, cybersecurity, and new business models*

With the aim of generating the maximum number of opportunities for its customers, the fair organises different business programmes for the exhibitors and invites key buyers on the domestic and international stages with specific purchasing projects. The professionals invited to visit the event include 1,400 strategic buyers, mostly importers, distributors, and purchasing managers from hotel and catering chains coming mainly from Europe, including Spain, Germany, the Netherlands, France, Italy and Portugal, among other countries.

The event will also be a platform for presenting the latest innovations in the sector, in which sustainability and energy efficiency will be the protagonists in new equipment and machinery, together with technology that, through artificial intelligence, big data, cybersecurity, and home automation, automates processes and improves the customer experience in hotels and restaurants.

### **Knowledge and experiences**

In addition to the activities shared with Alimentaria, such as The Experience Live Gastronomy, dedicated to live gastronomy, which will include an important programme focused on collective catering, and "Food & Hospitality Startup Revolution", Hostelco 2022 will also be a sectoral forum for the exchange of knowledge and the analysis of trends.

Thus, the show will erect the Hostelco Live Hotel, with the re-creation of different hotel spaces such as reception, the gym and guest rooms in various styles, new architectural concepts and integrating the latest in technology and connectivity. The Spanish Confederation of Hotels and Tourist Accommodation and its Hotel Technology Institute, CEHAT - ITH, are responsible for the design and equipment of the technology room and lobby.

Hostelco Live Arena, meanwhile, will be the space where debates, talks, and presentations will be held by more than 70 experts in catering and hospitality to address issues related to design, interiors, sustainability, new business concepts, the hyper-personalisation to generate unique experiences, and the use of disruptive technologies. The conference, which will be aimed at professionals from the catering, hotel and tourist accommodation sectors, will be divided into more than 20 sessions in partnership with CEHAT - ITH; the Spanish Hotel and Catering Industry, CEHE; and the consultancy firm Barra de Ideas, among others.

Likewise, coffee will take centre stage in an area dedicated to promoting the universe and the possibilities of the 'star' product of bars, catering and the Horeca channel. In addition to tastings and demonstrations on how to prepare and drink coffee, the space called "Hostelco Live Moments" will also include new food options and the latest trends in patisserie, ice cream, bakery, and cocktails, creating a 'sweet' and attractive space.

The trade fair will also feature a Speakers Corner, which will serve as a meeting point for manufacturers, distributors and technical services. Some thirty talks will cover new developments in equipment, maintenance processes, security, regulations and certifications.

### **Barcelona, April 2022**

News from exhibitors here <https://www.hostelco.com/visitar/novedades-de-los-expositores/> M<sup>a</sup> Gloria

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From 4th to 7th April 2022  
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A hotel room with robots and artificial intelligence will be on display

## Technology at the service of sustainability is at the forefront of new trends at Hostelco

**Robot waiters, receptionists and security guards, facial recognition systems for ordering, ultraviolet light that sterilises crockery and cutlery, the world's smallest deep fryer, the lightest cutlery and packaging on the market, 'non-woven' fabrics for table linen and the most sustainable ovens and machinery for restaurants are just some of the innovations that can be seen at Hostelco 2022, which will be held with Alimentaria between 4 and 7 April at Fira de Barcelona's Gran Via exhibition centre.**

At Hostelco, the leading trade fair in Spain and a European benchmark in its speciality, organised by Fira de Barcelona and the Spanish Federation of Associations of Manufacturers of Machinery for the Hospitality, Collectivities and Related Industries (Felac), it will be possible to see how the industry has evolved to provide the market with equipment and accessories that guarantee maximum energy efficiency, connectivity, functionality, ergonomics and effectiveness in terms of respect for the environment.

In Hostelco Live Hotel, the space that the show dedicates to the recreation of the different rooms of a hotel, the Hotel Technological Institute (ITH) and the Spanish Confederation of Hotels and Tourist Accommodation (CEHAT) will present the "Techroom to live in by ITH" room equipped with the latest generation technological solutions that integrate IoT systems, artificial intelligence, digitalisation, robotics and connectivity combined with design and comfort.

Companies such as Bumerania will showcase "BellaBot", a robot waiter that serves 400 tables a day, talks, mimics facial expressions and moves around obstacles with a reaction time of just 0.5 seconds. It will also exhibit other automatons specially designed to perform the most required services in the hotel and catering industry, such as the receptionist robot or the one specialised in cleaning, or the 'watchdog' robot in the shape of a dog, which warns if it detects an intruder.

The space will also be completed by the firm Chapp Solutions, specialising in facial recognition systems; Cerium Tecnologías, which will be exhibiting a fully customisable television integrated into a mirror; EasyGoBand, with its contactless technology and management systems; PressReader, with a digital kiosk with more than 7,500 publications from 120 countries; or Hewlett-Packard with its virtual reality glasses, as well as many other firms such as Kaudex, Retroplayer, Hotelverse, Absotec, Daikin, Ondarreta, Fluidra, Italsan and Cuarto Sentido will provide furniture, whirlpools, aromas or air purification systems to improve the customer's 360° experience.

### Restaurants and smart kitchens

At the show it will also be possible to see many other new products, such as a technology that facilitates order picking through facial identification, from Taiwanese firm Masterwork Automodules; a germicidal lamp that sterilises cutlery using ultraviolet light, from Frucosol; a glass cooler and a dry ice maker that works with carbon dioxide, by Felmar; the only machine on the market capable of generating up to 240 kg a day of ice nuggets - the latest trend in cocktail making - to be presented by ITV Ice Makers, and the first super cooler that maintains temperatures down to -7°C, presented by Wondercool.



Likewise, a new generation of 'smart' ovens and cookers has arrived, such as the compact and ergonomic cooker proposed by SERHS Projects, or that of CMGrup Professional, which presents the new *iKore smart* ovens capable of automatically adapting to the parameters (temperature, humidity, air speed and cooking time) specific to each recipe. Finally, the world's smallest continuous fryer will be on display at the show, which aims to replace traditional double-basket fryers.

#### **Zen" non-woven tablecloths and cutlery**

Non-woven table linen, more resistant and durable, is the proposal of the company Diseños NT for its practicality, economy and functionality. Bragard also adds new ecological designs to its 'Green Label' collection of uniforms, made from natural, recycled fibres like linen or Lyocell, extracted from eucalyptus.

The Italian company Salvinelli offers cutlery from the "Zen" collection that is only 2.2 millimetres thick, thus reducing the price of each piece and guaranteeing greater functionality at the same time. Another example of 'maximum reduction' among the novelties at Hostelco is the 'nano-micro corrugated THEPACK®' material, from the company García de Pou, made from the thinnest cardboard manufactured to date (only 0.7 millimetres) to produce versatile and resistant food packaging.

#### **Conferences, workshops and new experiences**

The show will also provide Hostelco Live Arena, a forum dedicated to the dissemination of knowledge and debate. It will host 22 sessions and more than 70 speakers who will offer an analysis of trends and solutions to the challenges facing the sector. Likewise, coffee will be the protagonist of an area with its own identity, Hostelco Live Moments, which will host conferences, tastings and demonstrations focused on the consumption of the bar's star product, as well as gastronomic proposals and the latest trends in pastries and cocktails by experts such as the renowned Italian bartender Giorgio Facchinetti, or the pastry chef and two-time winner of the Best Croissant in Spain and National Artisan Ice Cream Champion, Albert Roca, who will perform a cooking show. Chef Xavi Donnay (Lastre restaurant, Barcelona\*\*\*), winner of The Best Pastry Chef Awards in 2020, will give a pastry demonstration focusing on the preparation of "Petits-Fours", the small sweets that accompany coffee.

#### **Hostelco and Alimentaria**

Both shows will occupy a surface area totalling around 85,000 m<sup>2</sup> and bring together about 3,000 exhibiting companies, thus creating one of the largest international platforms and a benchmark for the food industry, gastronomy and catering equipment, as it will display the most comprehensive and comprehensive range of products from the domestic and international markets to the distribution chain and the Horeca channel.

**Barcelona, April 2022**



From 4th to 7th April 2022  
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Hostelco Live Arena will host 22 sessions with more than 70 speakers

## Hostelco looks at the trends that are transforming the hospitality industry

**The importance of space and interior design, the challenges of new technologies in the development of the hotel business, the hyper-personalisation of experiences and the path towards sustainability will be the main themes of the training activities proposed by Hostelco to professionals visiting the fair from 4 to 7 April at the Gran Via exhibition centre. The conferences will be held in the Hostelco Live Arena area.**

The restaurant, hotel and catering equipment show organised by Fira de Barcelona will hold 22 sessions at Hostelco Live Arena with the participation of nearly 70 experts in technological innovation, sustainability, business management, marketing, communication, trends, interior design and training to define the future of a sector that needs to adapt to new consumer habits by promoting the incorporation of technological innovation and sustainability in all processes. The conference is organised by the Spanish Confederation of Hotels and Tourist Accommodation, CEHAT, and its Hotel Technology Institute, ITH; the Spanish Hotel and Catering Industry, CEHE; and the consulting firm and digital magazine Barra de Ideas, among others.

### **Technological innovation to create unique experiences**

After the inauguration by the Secretary of State for Tourism of the Ministry of Industry, Trade and Tourism, Fernando Valdés, together with the President of CEHAT, Jorge Marichal, and the President of ITH, Javier García Cuenca, the conference will begin with "High Tech - Human Touch" to discuss the technological evolution in the hotel sector and its relationship with people. Speakers will include executives from various hotel chains such as José Ángel Preciados, CEO of ILUNION Hotels; José Guillermo Díaz Montañés, CEO of Artiem Hotels; and Cristina Cabañas, president of Guitart Hotels.

Several sessions will also be dedicated to cybersecurity in the sector and the benefits of artificial intelligence and big data in the hotel business when making strategic decisions, as well as the metaverse and how to take advantage of it as a new channel of interaction with customers. Experts will participate in the round table discussion "Intelligence Data Game", moderated by the head of digital transformation at ITH, Beatriz Heras: Jorge Núñez, CEO of AdQuiver; Víctor Tofán, Hotelier & Strategic Sales Executive of Cloudbeds; Daniel Just, Hospitality Director of Cerium; and Xavier López, COO of EisiSoft.

### **Sustainability, circular economy and renewable energies**

Live Arena will dedicate a specific section to sustainability and specifically to the implementation of circular economy measures in the hotel sector, not only incorporating more efficient technology and equipment to reduce the energy consumption of the establishments, but also implementing a strategy of suppliers and purchasing environmentally friendly products, minimising waste, using renewable energies, reducing pollution and emissions, as well as contributing to preserving nature, traditions and the culture of the environment. The evolution of the energy sector and its expected impact on the hotel, tourism and catering industry will also be discussed.

Pili Malagarriga, director and co-founder of Segundo Mundo RRSC; Sara Rodríguez, general manager of Hotel Iberostar Selection Paseo de Gracia; Iñaki Segurado, vice-president of Fundació Trinijove; and Enrique Escofet, general manager of Hotel Intercontinental Barcelona, will participate in this round table, moderated by Joan Fontrodona, director of the business ethics department at IESE Business School.

### **Hyper-personalisation, a growing trend**

The development director of IZO Spain, Mercedes López, will give a presentation on 'hyper-personalisation', a concept that encompasses the need to provide hotel experiences and services tailored to each guest. In this line, other sessions will also discuss strategies of quality, excellence and seduction to reach the right target audience, offering the treatment and services expected by each client, also analysing variables such as music or ambience.

In this context, the consultancy and digital media company Barra de Ideas will coordinate a conference on the overall customer experience, highlighting key aspects such as ambience, interior design or acoustic impact in an establishment and reservation management. Guillem Ontiveros, CEO of Telemaki, and Sara Serantes, CEO of Freshperts, will present how to improve the customer experience in the field of delivery.

### **New business models in management and tourism**

Tourism business models, especially in terms of accommodation, have been incorporating new proposals to the sector, with particular emphasis on their attention to new segments, social trends and technological innovations. Rodrigo Martínez, CEO of **The Borin Guest** will **explain** how to adapt to changes in order to reorient the business.

Meanwhile, the director of Hospitality Projects of Spain, Beatriz Cecilia Ruiz, the head of Culture and Leisure of the ONCE Foundation, Mercé Luz, and the partner and director of the company Rehabitar, Miguel Ángel Santa, will focus in a round table on how the health crisis has boosted the rise of terraces in the hotel and catering industry. This suggests a rethinking of the use of urban space: what started as a necessity can be an opportunity for the use of urban spaces and the enrichment of cities

Rising prices in the electricity and gas market are causing numerous headaches for the tourism sector. In many cases, energy costs are jeopardising the survival of some businesses and entrepreneurs need information and alternatives to make decisions to cut these costs. Juan de Dios Díaz, head of business development at IGEX Energía will guide entrepreneurs on how to achieve maximum energy savings.

Meanwhile, at the round table "Buying and selling hotel assets" David Paramio Franco, director of MRICS consultancy; Ramón Garayar, managing director of **GAT**; Fernando Díez, director of major accounts at **Impuestalia**; and Ana Blasco Bayona of **CaixaBank** Hotels & Tourism

They will be discussing current topics in the financial field such as the incursion of investors into the hotel sector, the revaluation and repositioning of tourism assets, tax management of hotel real estate, the value of specialisation, business and real estate asset valuation for the hotel sector.

### **Training, a key element in the tourism industry**

Persistent changes in the environment have led to a rethinking of the skills that tourism, social, digital and sustainability professionals need to have in order to adapt quickly to new processes. Paula Miralles, coordinator of the ITH Academy, will moderate the dialogue "Training and people" in which the director and founder of Forst, Javier Jiménez, and the director of People and Culture of Four Seasons Hotels & Resorts, Paloma Arias, among other experts, will participate. Among the Side Events, the show will also host on-site training courses given by the BulliFoundation through CaixaBank Lab Campus, the CEHE Campus and the ITH Academy.

## The Spanish hospitality equipment industry, a resilient sector in a recovery phase

- . After seven consecutive years of growth, turnover fell by 26% in 2020 due to covid.
- . The recovery path started last year at a double-digit pace.
- . Exports account for 51% of its total turnover.
- . Digitalisation and sustainability are the backbone of its technological innovation.

Barcelona, March 2022 - The Spanish hotel and catering equipment industry is in a recovery phase after the impact of the covid pandemic, which caused a 26% drop in turnover in 2020. Thanks to the revival in demand, the sector started its recovery in the second quarter of 2021 at a double-digit pace.

This industry sector faces the exit from the health crisis with learning that has increased its resilience. "In 2022 we continue on the path of recovery and we hope to return to precovid figures as soon as possible, encouraged by the control of the pandemic and the good prospects for tourism," says Rafael Olmos, president of the Spanish Federation of Associations of Manufacturers of Machinery for the Hospitality, Catering and Allied Industries (Felac).

### The impact of COVID on the 2020 financial year

After seven consecutive years of growth up to 2019, the hospitality equipment industry was hit hard in 2020 as a supplier to sectors as hard hit by closures and restrictions due to covid as the hospitality and tourism industries.

According to Felac's economic study in 2020, the overall turnover of the 130 companies in this group fell by 26% in 2020 to 1,393.50 million euros due to the COVID-19 pandemic.

All the sub-sectors that make up the hospitality equipment sector performed negatively in 2020, the worst hit being textiles (-51%), laundry equipment, (-35%), and café equipment, (-31%).

In addition, the impact of the health crisis was more pronounced for those manufacturers that only target the Horeca channel, while the diversification of certain companies in segments such as healthcare, retail or household goods prevented an even sharper fall.

The biggest drop in the market in 2020 was in domestic demand, with sales of 681.19 million euros, 31% less than in 2019. A smaller decline was seen in the turnover of Spanish companies abroad, which amounted to 712.31 million euros, representing a drop of 21% compared to 2019. As a result, the overall export share stood at 51%, up three points compared to 2019.

In terms of employment, the number of workers in these 130 companies fell in 2020 to 9,380 employees, 7% fewer than in 2019.

### A highly export-oriented sector with 51% of its sales abroad

The turnover of this industrial sector is almost equally divided between sales in the domestic market (49%) and sales abroad (51%).

Within hospitality equipment, the **sub-sectors** with the highest export share in 2020 were vending (70%); laundry equipment (62%); furniture and decoration, and single-use articles (58% respectively), and kitchen equipment (54%). They were followed by kitchenware and cafeteria equipment (47% respectively); security systems (40%); refrigeration equipment (33%); and textiles (32%).

As for the classification of **export destination markets**, the main trading partner of Spanish manufacturers is the European Union - led by France, Portugal, Germany and Italy. This is followed by countries such as the United States, Morocco and Mexico. By continent, Europe accounts for 71% of exports, America (14%), Asia (8%), Africa (6%) and Oceania (1%), according to data from ICEX Spain Export and Investment 2020 for a representative sample of tariff headings in the sector.

Behind its extensive international presence is the Spanish manufacturer's effort in R&D&I, creating products adapted to the certifications required in each market and in which concepts such as innovation, quality, reliability, technology, design and sustainability are key.

### **Technological innovation: digitalisation and sustainability**

Digitalisation and sustainability are the backbone of technological innovation in this industry. In the field of **digitalisation**, Internet of Things (IoT) technology has driven the development of a generation of smart hospitality machinery. Machinery connected to the internet that can be accessed remotely from a PC or *smartphone* and whose great advantage is obtaining information, both on consumption and performance to improve sales, as well as analysis for predictive maintenance, thus resulting in cost savings for the business and an increase in the useful life of the equipment.

Robotic solutions, equipped with artificial intelligence and making use of 5G, are also being developed for the hospitality industry in order to free professionals from the most physically demanding tasks.

In terms of **sustainability**, Spanish manufacturers are increasingly committed and aligned with the Sustainable Development Goals (SDGs) of the United Nations, which is reflected in the development of machinery that consumes less, in the manufacture of products following eco-design criteria and in the adoption of circular economy strategies.

Achieving energy savings is a cross-cutting objective for all catering equipment. A great exponent of green technology is the commercial refrigeration sector, where the energy efficiency label is mandatory for certain equipment, and where machines incorporate the latest generation of environmentally friendly refrigerant gases.

The use of recyclable materials in the manufacture of the products is also common. In the textile or furniture sector, for example, products are made from recycled plastic, and in the field of single-use items made from plastic, alternative solutions are proposed, also using recyclable and biodegradable materials.

### **About Felac**

Felac is a non-profit organisation that represents the Spanish hospitality and catering equipment industry, and is recognised as a collaborating entity of the Secretary of State for Trade - dependent on the Ministry of Industry, Trade and Tourism. The federation is made up of six business associations (Afaco, Afma, Aefalti, Macafe, Acfeh and Afehc) and 130 companies, representing more than 70% of the sector.

The sub-sectors represented within this entity are equipment for kitchens, cafeterias, laundries and commercial refrigeration, as well as furniture and decoration, tableware and table service, textiles, single-use articles, *vending*, and solutions for security, control and management.

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## Europa / Fira

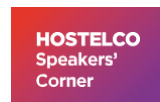


## A & H

### Themed Areas



### Featured Activities



## Map key

