

Press Release

Off to a strong start: INTERNORGA 2026 already 90% booked up

Hamburg, 22 September 2025 – It is still around six months until Hamburg once again becomes the place to be in the world of hospitality and foodservice, but INTERNORGA 2026 is already making waves in the industry, with over 90% of the exhibition space now booked up. Under the motto 'Where trends take off.', exhibitors and visitors can look forward to an impressive experience full of inspiration, innovation and interaction, featuring numerous new highlights and formats, from 13 to 17 March.

The high level of demand across all segments and the positive feedback on the expanded space confirm that INTERNORGA is the most important platform where the industry sets trends, experiences innovations, maintains existing contacts and establishes new ones. 'The numerous early bookings by many key players but also exciting startups are not something to be taken for granted, especially given the current situation in the industry. We are particularly pleased with the strong interest and the encouraging signals for the entire hospitality industry. This confirms that we have set the right course by continuing to provide innovative concepts and pioneering formats,' says **Matthias Balz**, Director of INTERNORGA.

Hall B5 will launch in 2026 as a unique innovation cluster that is already being eagerly anticipated by all stakeholders. 'Above all else, the new location right by inspiring newcomers, as well as exciting stage and networking formats, means greater visibility, more interactions and even more opportunities to bring our brand to life. It will definitely be a highlight,' say **Saif Rudi** and **Andreas Romanowski**, founders of kukki GmbH. With **Startups & Drinks**, **Future Food**, the **Newcomers' Area** and **What The Food! – by foodlab**, the net space of around 2,000 square metres will be a unique hotspot for innovation. The popular **OFF THE RECORD** Afterwork Lounge and meeting point will also remain in Hall B5 and will be as lively and inviting as ever. At the same time, the new set-up in Hall B4 on the upper floor will create additional space to exhibit restaurant and hotel facilities. That means there will now be five halls where visitors will find more inspiration than ever before for their design and ambience.

Networking 2.0 and a wide range of highlights

As a driving force in the industry, INTERNORGA 2026 is focusing on a wide range of new developments in addition to the optimised hall structure and popular, established formats. A new **event platform and app** will bring exhibitors, visitors and experts together in an even more targeted manner, creating digital connections for valuable interaction. In addition to the extensive stage programme, the **International Foodservice Forum** and the **Branchentag der**

Gemeinschaftsgastronomie offer unique insights from well-known speakers and exciting panel discussions on relevant industry topics and future developments. The popular **INTERNORGA Future Award**, **Deutscher Gastro-Gründerpreis** and **NEXT CHEF AWARD** focus on innovation, talent and vision, providing fresh impetus and confidence and bringing the trade fair to a thrilling conclusion.

With its variety of relevant industry topics, inspiring formats and numerous networking opportunities, INTERNORGA will once again prove in 2026 that it is the platform where the hospitality and foodservice world comes together to experience trends, establish contacts and shape the future together. If you want to get in the mood for that special atmosphere now, take a look at the INTERNORGA 2025 [recap video](#) showing the best moments from the last trade fair and giving you a taste of what will be even bigger and more exciting in 2026.

About INTERNORGA

INTERNORGA is the Global Platform for Hospitality and Foodservice. As an annual meeting place for those industries, it will take place from 13 to 17 March 2026 on the grounds of Hamburg Messe und Congress GmbH. National and international exhibitors will present their products, trends and innovations for the entire foodservice and hospitality market to trade visitors. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

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



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