Press Release

IDX_FS International Digital Food Services Expo powered by INTERNORGA (IDX_FS Expo) impresses with diverse programme

Hamburg, 27 January 2021 – From 15 to 17 March 2021, the IDX_FS International Digital Food Services Expo powered by INTERNORGA (IDX_FS Expo) will be all about new innovations and trends in the entire foodservice and hospitality market. The digital event offers a comprehensive supporting programme, which includes various thematic discussion forums, virtual live stages, competitions and awards ceremonies, video podcasts, and spaces for interaction, networking and discovering new trends and solutions. The IDX_FS Expo kicks off with the International Foodservice Forum, with top-class speakers from the industry on the first day of the event.

Three exciting days of inspiration, food for thought and pioneering trends await attendees from the catering, foodservice and hotel industries: from 15 to 17 March 2021, the IDX_FS Expo will be a digital meeting place for the industry. The aim of the three-day digital event is to bring the industry back together after many months without personal interaction. The initiators of the unique digital platform are **INTERNORGA**, the leading international trade fair for the entire foodservice and hospitality market, as well as two strong partners – **IDX EVENTS**, an international digital technology and event management company, and the **Institute of Culinary Art** (ICA), a network for top decision-makers in the foodservice industry. As an important partner of the industry, INTERNORGA is taking its expertise and network for current topics and trends to digital terrain for the first time with the IDX_FS Expo.

'We are pleased to be able to send an important and long-awaited signal to the entire industry with the IDX_FS Expo. Especially in INTERNORGA'S 100th anniversary year, appearing with a completely digital offering requires creativity and courage. But it is precisely in this time of crisis that we, as a long-standing and reliable partner of the gastronomic industry, would like to send out an important signal. The IDX_FS Expo provides impressive insight into trend-setting concepts, solutions and products and helps restaurateurs and hotel owners to make strategic decisions that will allow them to continue to function in future. Here, we bring together, in a clear way, what belongs together on an innovative and interactive level. That is more important than ever at the moment,' explains Claudia Johannsen, Division Manager at Hamburg Messe und Congress GmbH.

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Programme highlights and exhibitor programme around the clock
In addition to the large number of exhibitors presenting their innovations and new products in 2D and exclusive 3D showrooms, visitors to the digital IDX_FS Expo can personally contact exhibitors via chats and enter into individual exchanges or a consultation. Everything offered by exhibitors can be visited free of charge around the clock by interested parties. This is rounded off by a diverse supporting programme with tried-and-tested, popular highlights. This includes, for example, the industry's largest (paid) congress, the **International Foodservice Forum**, which is taking place digitally for the first time in its 40-year history. Top speakers as well as national and international industry experts will provide insights into the current situation in the hospitality sector.

Well-known industry competitions will also raise excitement levels. First and foremost among them is the renowned and internationally recognised **INTERNORGA Future Award**. This 'industry Oscar' is awarded to companies that think in a future-oriented way and operate and produce sustainably. The Deutscher Gastro-Gründerpreis, which is organised together with the Leaders Club Germany, is also taking place in a purely digital form for the first time. Five culinary entrepreneurs will present their innovative gastronomic concepts live, with voting taking place online thereafter.

Visitors can listen to, watch and discuss an exciting range of interactive items: the video podcast series **with Philipp Westermayer**, founder and managing director of Online Marketing Rockstars (OMR), impresses with well-known interviewees such as Tim Mälzer. The **discussion rounds** on the **live stages** will also feature some big names. Industry experts deal with subject areas that are affecting the foodservice and hospitality market and show promise for the future. Whether it is on shaping a sustainable future, disruptive businesses or a look at the digital world of tomorrow, top-class inspiring interaction between experts is guaranteed.
Those who want to actively participate in the discussion will have the opportunity to do so in special rooms. The digital **Café Future** provides a meeting point for networking and conversations among industry connoisseurs. Trend scouts and fans of the **Pink Cube** can look forward to a digital version of the trend incubator. International **trend researcher Karin Tischer** presents recent developments in the global foodservice and hospitality market.

'With the IDX_FS Expo, we are consciously breaking new ground. True to our motto for the year, "Let's carry on!", we not only want to set new standards, but also to offer support during the "new normal". The goal is, and will remain, for the entire industry to confidently continue to make a successful and strong impression in future. The mix of product presentations, inspiring talks and interaction offered by the IDX_FS Expo is exactly the right approach in that regard,' adds Claudia Johannsen.

Further information for exhibitors and visitors is available on http://idxfs.de/.

About INTERNORGA
INTERNORGA has been the leading international trade fair for hotels, restaurants, bakery and confectionery for 100 years and takes place annually on the grounds of Hamburg Messe und Congress. Due to the coronavirus pandemic, it cannot be held physically in March 2021. Instead, the first IDX FS International Digital Food Services Expo powered by INTERNORGA is taking place digitally from 15 to 17 March 2021.

For more information on INTERNORGA 2020, see the website and social media:

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About IDX.EVENTS
IDX EVENTS is a globally active digital technology and event management company headquartered in Cologne. The company accompanies global firms in the B2C and B2B areas in the conception, technological enabling and operative implementation of their global digital events and sales engagement platforms.

Further information about IDX.EVENTS 2021 on social media:
https://www.facebook.com/100674655214311
https://www.linkedin.com/company/69695397
https://www.instagram.com/idx_events/

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About the ICA – Institute of Culinary Art
The ICA is the exclusive network for the top decision-makers in the foodservice industry. The network brings together, inspires and develops specialists and top international decision-makers in the foodservice industry by providing a secure, strong and independent platform that makes knowledge transfer, networking and personal development possible.

Further information about the Institute of Culinary Art is available on the website https://ica-germany.com/ and on social media:
https://www.facebook.com/ICA.Academy/
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