



100 years of international
leading trade show for the hotel,
restaurant and catering industry.
12 - 16 March 21, 10 am - 6 pm

Press Release

Let's carry on: into the future together with the new INTERNORGA 2021

Hamburg, 9 October 2020 – Let's carry on! That is the motto of INTERNORGA 2021. In this way, the leading international trade show for the entire foodservice and hospitality market is sending a signal to the industry. After months without business meetings in person, INTERNORGA is preparing for its comeback. Companies from the restaurant, hotel, bakery and confectionery industries will meet on the grounds of Hamburg Messe und Congress GmbH from 12 to 16 March 2021. A fundamental element will be a specially developed [hygiene and protection concept](#) that will ensure a safe and successful trade show for all visitors and exhibitors. INTERNORGA has been a reliable partner accompanying the sector for 100 years. Over five days, trade visitors are given access by domestic and international exhibitors to new products, visionary concepts and, above all, once again have the opportunity to personally interact face-to-face with industry experts.

Shaping the future together

The coronavirus pandemic has turned the foodservice and hospitality market upside down. But upheaval also opens up new avenues of opportunity for hosts, exhibitors and visitors. Claudia Johannsen, Division Manager at Hamburg Messe und Congress GmbH, is therefore very much looking forward to the upcoming edition of the leading trade fair under the motto 'Let's carry on! – Shaping the future together': 'After a turbulent and challenging year full of changes, we have recognised that holding the trade fair is a real necessity. From many conversations with exhibitors, industry experts, restaurateurs, hoteliers, bakers and confectioners, we are aware that it is finally time to meet and exchange ideas in person again and to give each other encouragement for the future at the same time. INTERNORGA is the ideal platform to do so – even though it will take place under different circumstances than usual next year, 87% of the exhibitors have already registered again. We see the crisis as an opportunity to lead INTERNORGA into a new age together with the industry at this very moment and to continue to lead by example with a new, modern appearance. More than ever, the markets are demanding clear signals. With a new hall structure, which we have developed in close cooperation with our exhibitors and partners in recent months, we are responding to domestic and international developments and general circumstances, as well as increasing digitisation.'

New hall structure allows synergies to develop between exhibitors

As the leading trade show for the entire foodservice and hospitality market, INTERNORGA has been providing a platform for innovations for a century and is a starting point for trends, visionary concepts and new products. To ensure that this remains the case in the future, the trade show is taking the next step with a large-scale hall restructuring. Domestic and international developments within and beyond the industry will be taken into account in the new hall concept, as will a modern, optimised overview of exhibition areas. This creates synergies between exhibitors, new presentation opportunities and clearer guidance for visitors. The exhibition areas, which combine to form entire themed areas, are thus made even more interesting and diverse, and more accurately reflect the current market conditions.

A reliable partner for the sector

After many turbulent months, the upcoming 2021 edition of the leading trade show creates an innovative platform that is ideal for maintaining business relationships, establishing new contacts and discovering solutions that will drive your own business forward even in times of profound change. 'I am delighted that, after several months, companies from throughout the foodservice and hospitality market will finally be reunited for the most important industry meeting of the year. It is clear that the upcoming INTERNORGA will be a different trade show to what we are used to. It is also clear, however, that INTERNORGA is still and will remain a reliable partner for the sector. We have set up the best conceivable conditions for both exhibitors and visitors to carry out INTERNORGA in the age of the coronavirus pandemic, with the focus on flexibility and the safety of all participants. We want to provide support, add value and bring people together in these difficult times. Only in this way can we master the great changes of our time together,' Claudia Johannsen is convinced.

About INTERNORGA

For 100 years, INTERNORGA has been the leading international trade show for the hotel, restaurant, bakery and confectionery industries and takes place in March on the grounds of Hamburg Messe und Congress GmbH. Domestic and international exhibitors will present their products, trends and innovations for the entire foodservice and hospitality market to industry visitors from 12 to 16 March 2021. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

Photo material and video material to download:

<https://www.internorga.com/en/infos/press/downloads/>

More information on INTERNORGA 2021 can be found on the [website](#) and social media:



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