

Press Release

**Heading 'Back to the future!' together
INTERNORGA brings all those involved in the digital world together in one hall**

Hamburg, 30 November 2021 – As the leading international trade fair for the entire foodservice and hospitality market, for 100 years INTERNORGA has been setting trends, bringing together drivers of innovation and providing a platform for visionary concepts, new products and future-oriented services. In 2022, all those involved in digitisation, a key topic for the future, will be brought together in one hall for the first time: from 18 to 22 March 2022, visitors will find the 'Digital Applications' exhibition area in Hall A2 at the Hamburg Messe und Congress trade fair centre. It will offer comprehensive information about current developments and what is on offer in the field of digitisation for the foodservice and hospitality market.

'Growing demands from guests, an increasing shortage of skilled workers and current circumstances such as the coronavirus pandemic present restaurateurs and hoteliers with enormous challenges, to which they must react quickly and appropriately. In this context, digital solutions are the key to greater efficiency and make a high degree of flexibility possible,' explains Claudia Johannsen, Division Manager at Hamburg Messe und Congress GmbH. 'That is why we are creating a central point of contact for all those involved in the foodservice and hospitality market with the "Digital Applications" exhibition area as part of INTERNORGA 2022 – from restaurateurs, hoteliers and large-scale caterers to bakers and confectioners – in order to give the constantly growing significance of the topic even more space for the discovery of innovative approaches. The fact that it can be reached quickly and easily by all visitors via its own West Entrance is also new,' Johannsen adds.

Digitisation as an opportunity

Digital solutions and synergies for the entire industry are guaranteed in Hall A2 of the Hamburg Messehallen trade fair halls. Over five days, around 50 well-known national and international exhibitors, as well as newcomers, will have increased space to present global digital trends and individual applications for use. From cloud-based cash register or enterprise resource planning systems to automated duty scheduling and marketing tools, numerous innovations will be presented. Diverse digital solutions that help hospitality industry operators to optimally plan resources and thus benefit from cost and time savings can be discovered at INTERNORGA 2022, as can solutions for self-check-in and innovative technologies for networked devices that help users to achieve greater efficiency and profitability in their own business.

About the new INTERNORGA hall structure

Visitors and exhibitors will get to experience the comprehensive strategic redesign of all the INTERNORGA exhibition areas for the first time in 2022: new or expanded presentation possibilities and more stringent visitor guidance make the leading international trade fair for the entire foodservice and hospitality market even more diverse and are a contemporary reflection of the current market conditions. The 'Food, Beverages and Coffee / Coffee Machines' (Halls A1, A3, A4 and B1 to B4 Upper Floor), 'Restaurant and Hotel Facilities and Outdoor Cuisine' (Halls B1 to B4 Ground Floor, Hall B5), 'Kitchen Technology and Equipment' (Halls B6 and B7), 'Bakery and Confectionery' (Hall A3) and 'Digital Applications' (Hall A2) exhibition areas will put increased focus on the trade fair experience for all visitors and offer an ideal space for networking. Each of the diverse exhibition areas will be directly accessible via its own entrance.

INTERNORGA will take place under 2G rules for all participants from 18 to 22 March 2022 in the Hamburg Messehallen trade fair halls. Further information on this can be found [here](#).

About INTERNORGA

INTERNORGA has been the leading international trade fair for hotels, restaurants, bakery and confectionery for 100 years and is taking place from 18 to 22 March 2022 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 in 11 halls. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

Photo material for download: <https://media.hamburg-messe.de/pressebilder/#/categories>

Further information on INTERNORGA 2022 can be found on the website <https://www.internorga.com/> and on the social media channels:



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