

Press Release

INTERNORGA industry meeting steps into the future with a new hall structure in March

Hamburg, 30 November 2021 – After two years, the time has finally come again: INTERNORGA will open its doors at the Hamburg Messehallen trade fair halls from 18 to 22 March 2022. The leading international trade fair for the entire foodservice and hospitality market will be focused on presenting trends and innovations for the industry in a comprehensive and creative way and providing visitors with a great deal of inspiration. The new, modern division of the various exhibition areas creates inter-thematic synergies between all those involved. At the same time, the implementation of the trade fair under 2G rules (for vaccinated or recovered attendees) makes high-quality and safe networking possible.

Optimised exhibition areas, new presentation opportunities for exhibitors and more stringent visitor guidance – all that can be experienced live at INTERNORGA 2022 under 2G regulations. The [new hall occupancy](#) is as follows:

Food, Beverages and Coffee / Coffee Machines exhibition area

The 'Food and Beverages' area now offers even greater variety in Halls A1, A3 and A4 as well as on the upper floors of Halls B1 to B4. Here, you will find all the latest news, food and nutrition trends, culinary snacks and unique products from the alcoholic and non-alcoholic beverage industry. The popular Newcomers' Area, the Pink Cube trend incubator and a new trend area relating to 'Packaging & Delivery' are also located there. The exhibition area can be reached via the Central Entrance, West Entrance (U-/S-Bahn Sternschanze) and East Entrance (U-Bahn Stephansplatz).

Restaurant and Hotel Facilities, Outdoor Cuisine exhibition area

If you are looking for the latest furnishing and equipment trends, you will find them in Halls B1 to B4 on the ground floor. Here, restaurateurs and hoteliers can find everything they need to stylishly furnish their businesses – from complete hotel rooms to fabrics, furniture and the latest table-top products. Next door, in Hall B5, exhibitors on the subject of outdoor cuisine will be centre-stage for the first time. The fastest access to these exhibition areas is via the East Entrance (U-Bahn Stephansplatz) and Central Entrance, as well as via the South Entrance (U-Bahn Messehallen).

Kitchen Technology and Equipment exhibition area

The 'Kitchen Technology and Equipment' area is being given a new home in Halls B6 and B7. Digitisation, automation, robotics and much more – visitors can discover everything they need to know about state-of-the-art kitchen systems, networked kitchen technology and future-oriented

kitchen equipment here. The easiest way to access this area is via the South Entrance (U-Bahn Messehallen).

Bakery and Confectionery exhibition area

There is also a new home in the trade fair halls for the baking trade to make the most of even greater potential and possibilities. The art of baking and confectionery finds its new home, sweet home in Hall A3, by the West Entrance (U-/S-Bahn Sternschanze) and in the immediate vicinity of coffee, snack concepts and food.

Digital Applications exhibition area

The present and the future meet in the 'Digital Applications' area. The newly created digital area in Hall A2 will bring together all the major players in the digital world for the first time and thus be the central point of contact for visitors who want to find out more about it. The shortest route to this exhibition area is via the West Entrance (U-/S-Bahn Sternschanze).

INTERNORGA will take place under 2G rules for all participants from 18 to 22 March 2022 in the Hamburg Messehallen trade fair halls. <https://www.internorga.com/en/infos/exhibitors/hygiene-notes-2g>

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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