

## Press Release

**Visionary ideas and inspiring food for thought – INTERNORGA 2025 provides fresh impetus for the foodservice and hospitality market**

Hamburg, 19 February 2025 – Exclusive insights from industry giants, trends and visions from the start-up scene and deep dives into topics that are affecting the market: with its varied supporting programme from 14 to 18 March, INTERNORGA will once again be the meeting place for major players, newcomers and experts who want to shape the future of the industry together. The special highlights of the programme include the well-established **OPEN STAGE** and **What the Food?! – by foodlab** as well as, brand new this year, the **Deep Dive Area – by HOSPITALITY** pioneers. In the **AI CENTER**, visitors will have the opportunity to experience groundbreaking technologies from the field of artificial intelligence first-hand and learn how AI is making businesses more efficient and enhancing the guest experience in the process.

### **Well-known speakers, exclusive insights, current trends**

‘The **OPEN STAGE** provides exciting first-hand insights into topics that the leading experts are working on. This not only enriches our own work, but also promotes dialogue within the industry,’ says **Christoph Digwa** from **Menoovo**. Among other things, **Jochen Pinsker** from **Circana** will explain the opportunities that opened up for the catering industry in 2024 and what the most important growth drivers are. From insights into the latest food and beverage trends from the internationally recognised trend researcher **Karin Tischer** from **food & more** in Kaarst to **Katharina Darisse** from **Fair Job Hotels e.V.** discussing why appreciation is still the best tool available to recruiters, the varied programme on the **OPEN STAGE** in Hall A3 sheds light on the many pressing topics across the entire industry. ‘I am particularly impressed by how numerous and concise the presentations on the **OPEN STAGE** are. Explaining a topic in 20 minutes means getting down to the essence of it. Having all that with such quality and variety is rare,’ says **Andrea Grudda** from **Stiftung flexible Arbeitswelt**, summarising the schedule. The programme will be published in stages on the [INTERNORGA website](#).

The start-up scene will be in the spotlight at **What the Food? – by foodlab** between Halls B3 and B4 on the upper floor. Everything there revolves around the hottest food trends, innovative concepts, new work, sustainability and the Hamburg food scene. The panel discussion with **Björn Bischof** from **VARTAN.ROCKS**, **Kathrin Karl** from **Katzentempel** and **Max Neubert** from the **pinot. Group** will provide exciting insights into new catering concepts, while the talk with **Sascha Taube** will focus on the Hamburg food scene and the development of Food Cluster Hamburg. Further fresh impetus will be provided in master classes, talks, live pitches and use cases, as well as a cooking block from Marrone on stage for the first time, which will be presented by Studio Sunday Service.

Those who want to delve even deeper into industry topics can find practical recommendations and future-oriented strategies for the hotel and catering industry on the new **Deep Dive Area** in Hall B5.

Experienced experts will share innovative, sustainable solutions for improving the guest experience and strategic approaches to increase efficiency and profitability.

## **Start up your business – discover smart technologies in the AI CENTER**

AI has long since ceased to be a vision of the future, and is instead already an indispensable tool for those looking to remain competitive in an increasingly complex market. In addition to the **Digital Applications** exhibition area, INTERNORGA has created a platform specifically for AI start-ups together with the **AI.GROUP/HAMBURG** network: from automatic temperature controls and AI forecasts for ordering and production processes to interactive menus, the **AI CENTER** invites visitors to INTERNORGA to explore the many opportunities and possible applications of AI in the catering and hotel industry. 'Everyone is talking about artificial intelligence – this year, our **AI CENTER** at INTERNORGA will once again show how AI is fundamentally changing business, including the catering and hotel industry,' says **Petra Vorsteher** from **AI.GROUP/AI.HAMBURG**. 'Selected start-ups will present their market-ready and, above all, affordable solutions and show how businesses can become more innovative, better, more cost-effective and more efficient through the use of AI – be it in the areas of HR, enterprise resource planning or sustainability.' Companies including **Axino**, **Foodforecast** and **Menoovo** will be presenting their innovative products at the **AI CENTER** and showing trade fair visitors how they can make their businesses more efficient and offer guests personalised experiences.

In addition to exciting food for thought on current topics and innovative technologies, INTERNORGA offers a unique experience full of inspiration, dialogue and networking opportunities in a total of 11 halls. The programme is rounded off by high-calibre congresses such as the **International Foodservice Forum**, the **German Catering Congress**, and the future-oriented **German Gastro Start-Up Award**, **INTERNORGA Future Award** and **NEXT CHEF AWARD** competitions.

## **About INTERNORGA**

INTERNORGA is the leading trade fair for hotels, restaurants, bakery and confectionery. As an annual meeting place for those industries, it will take place from 14 to 18 March 2025 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](http://www.internorga.com) and on the INTERNORGA [LinkedIn](#), [Instagram](#) and [Facebook](#) social media channels.



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