

Press Release

INTERNORGA congresses and awards provide the sector with fresh impetus for the future

Hamburg, 12 December 2024 – Less than 100 days remain until the industry event of the year 2025: INTERNORGA will once again make Hamburg the place to be for everyone in the foodservice and hospitality market from 14 to 18 March. As usual, the 2025 edition of the leading international trade fair will impress attendees with exciting congresses, a varied programme across its many stages and thrilling competitions. Along with numerous domestic and international exhibitors, those attending can look forward to well-known speakers and exclusive insights at the International Foodservice Forum, as well as coveted awards featuring top chef Johann Lafer, among others.

International Foodservice Forum: new speakers, new perspectives

The day before INTERNORGA will once again feature a special highlight: the **International Foodservice Forum**, Europe's biggest congress for professional catering, will take place for the 43rd time in cooperation with the trade magazine **foodservice** at the Congress Center Hamburg. Top-class speakers will shed light on key topics and trends in the industry in exciting presentations featuring exclusive insights on **13 March 2025**. One highlight of the forum will be the ranking of the top 100 players in the catering industry, presented by **Katrin Wißmann**, an expert from **foodservice**. A unique range of facts and figures and exclusive insights will draw attention to the developments and success factors shaping the biggest players in the industry. In addition to the key economic performance indicators, the new political world order will also take centre stage. **Marcel Fratzscher**, economist and President of the DIW (German Institute for Economic Research) in Berlin, will provide information on the role of Germany and the EU in a changing global context. The transformation of business models will also be in the spotlight. **Sven Sallaerts**, co-founder of Younique Concepts (Pesca) from Amsterdam (NL), will analyse the importance of Gen Z and marketing as key success factors for sustainable strategies. The programme will be rounded off with in-depth insights into relevant topics such as influencer marketing and the importance of F&B brands in the hotel industry, which will be presented in special sessions. The International Foodservice Forum thus offers a unique platform for knowledge transfer, inspiration and networking. Further information, a detailed programme overview and tickets at the early-bird price can be found [online](#).

Branchentag der Gemeinschaftsgastronomie: inspiration for the catering of the future

The **Branchentag der Gemeinschaftsgastronomie** is the leading event for the catering industry and offers experts from the catering sector a unique platform for exchange and inspiration at INTERNORGA 2025. Major players from hospitals, canteens, schools, care facilities and other important catering sectors will come together to discuss the latest trends, challenges and solutions.

In cooperation with the trade magazine **gvpraxis**, a number of experts will provide insights into a variety of topics, including **Michael Wahl**, Head of Marketing at Sodexo Services, on cooking robots, the future of catering for senior citizens with **Dr Stephan Lück** from the Competence Center for Nutrition (KErn), and **Horst M. Kafurke**, Managing Director of E.ON Gastronomie, discussing sustainable corporate catering. The use of AI will also be covered: **Dr Vanessa Just**, founder of juS.TECH GmbH and board member of the German AI Association, will demonstrate how catering professionals can use AI technologies sensibly and provide practical impetus for the industry. The rest of the programme and tickets at the early-bird price can be found on the [INTERNORGA website](#).

Final call for applications – don't miss out!

The application phases for two of the most important awards in the industry are coming to a close. If you want to bring innovation, talent or vision to the world of catering and food, this is your chance:

- **NEXT CHEF AWARD:** INTERNORGA offers a stage to up-and-coming culinary talents together with top chef **Johann Lafer**. In exciting live challenges, 18 talented young chefs will compete against each other to become the Next Chef 2025, who will also have the opportunity to publish their own cookery book with the renowned Gräfe und Unzer publishing house. Applications are still open until **31 December 2024**. Information and registration can be found [online](#).
- **INTERNORGA Future Award:** As one of the most important national and international prizes in the foodservice and hospitality market, this award recognises companies and products that demonstrate outstanding commitment to innovation and sustainability in the industry. Applications are being accepted [on the INTERNORGA website](#) until **10 January 2025**.

If you want to be on the stage for trends and creativity, don't delay – the clock is ticking!

Visitors can look forward to a unique experience full of inspiration, interaction and networking opportunities in a total of 11 halls. **Café Future live**, the **DEHOGA Club** and the **OFF THE RECORD Afterwork Lounge** are just some of the places to get together.

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 and on the INTERNORGA [LinkedIn](#), [Instagram](#) and [Facebook](#) social media channels.



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