

## **Alimentaria&Hostelco 2024 will have a record international participation**

With two months to go until Alimentaria&Hostelco 2024, exhibition space bookings exceed 96%. In addition, the 15% growth in net footage of the **participation of international companies** compared to the last edition stands out. Thus, **900 foreign companies** – more than 28% of the total – will exhibit at the event, figures that represent a record for internationalization and that will be added to the **2,300 Spanish companies** that will participate with a high-quality and transversal offer, with an outstanding representation of the meat and catering sector.

In this edition, the business opportunities for the Horeca channel in the international arena, especially in Europe, are further enhanced. For this reason, one of the main novelties is the merger of the exhibition offer of Hostelco, the International Exhibition of Equipment and Machinery for Catering, Communities and Restaurama, the Alimentaria show focused on food service, with the aim of multiplying synergies in one of the most relevant areas of the Spanish economy and thus forming the largest international platform aimed at the Horeca channel.

**Innovation** will be another key factor, both in food and in restaurants and catering. This concept will be embodied mainly in the knowledge dissemination spaces Alimentaria Hub and The Horeca Hub, a newly created multidisciplinary and experiential area that will disseminate key content for the Horeca channel, such as sustainability, digitalisation, talent attraction or internationalisation, and will show the latest trends with the participation of great chefs and experts in gastronomy and catering.

José Antonio Valls, Managing Director of Alimentaria Exhibitions, says that "the great strength of the platform is its unique and differential character in the international arena, with a very wide transversal offer for the food and beverage industry and the Horeca channel. For this reason, we once again have the unanimous support of the most relevant Spanish companies and associations and increase our impact.

### **Maximum representativeness of the sector**

Among the leading companies from different sectors that will participate in Alimentaria&Hostelco are Unilever, Coca-Cola, DAMM, Nestlé, Danone, Europastry, Adam Foods, Aneto, Casa Tarradellas, El Pozo, Noel Alimentaria, Grupo Jorge, Argal, Grup Vall Companys, Coosur, Estrella Galicia, BonÀrea, GB Foods, Vicky Foods, Bridor, CBG, Monbake, Maheso, Garda Import, García Baquero, Grupo TGT, Calvo, Conservas Dani, Grup Balfegó, Torrons Vicens, MammaFiore, EPTA Iberia, Mibrasa, Iberital, Pujadas, Epson, Fagor and Wiesheu. All Spanish autonomous communities will also be represented, led by Catalonia, Castilla y León, Andalusia and Galicia.

Likewise, Alimentaria&Hostelco revalidates the support of leading institutions and sectoral associations, such as ICEX Spain Export and Investment, the Ministry of Agriculture, Fisheries and Food (MAPA), the Spanish Federation of Food and Beverage Industries (FIAB), the Association of Manufacturers and Distributors (AECOC), the Spanish Confederation of Catering (CEHE), the Spanish Confederation of Hotels and Tourist Accommodation (CEHAT-ITH) and Food Service Institute, among many others.

### **International projection grows**

After Spain, the country that will occupy the largest exhibition space at Alimentaria&Hostelco 2024 will be Italy, followed by Turkey, China and Hong Kong, Poland, Portugal, France, Belgium, Germany, the Netherlands and Argentina. In most cases, they grew in terms of footage and

number of companies compared to the previous edition. The return of Asian companies, led by China and Hong Kong, and with a notable representation of Taiwan, Thailand, South Korea, Indonesia and Japan, will be especially noticeable.

As for visitors, the organization of the event expects to attract 25% of international origin. To maximise business opportunities, it has a powerful buyer invitation programme, through which it will bring together more than **2,200 importers**, distributors, directors and purchasing managers of the highest level. Of these, more than half are international, coming from 80 nations.

In this edition, the list of priority countries is headed by the United States, Mexico, China, Canada, the United Kingdom and South Korea, followed by the main destination countries for Spanish imports in Europe and Latin America. Among the companies that have confirmed their visit to the show are World Market and The Fresh Market (USA), Walmart Mexico, CitySuper (China) and Sodexo (UK), among others.

### **Full occupancy**

The exhibition platform will occupy seven halls, almost all of the 100,000 m<sup>2</sup> net of Fira de Barcelona's Gran Via venue. Alimentaria's exhibition offer will be structured into 13 different sectors. On the one hand, it will have eight vertical fairs that cover the demand of strategic sectors: Intercarn (meat and derivatives), Interlact (dairy), Expoconser (preserves), Restaurama (food service) and Snacks, Biscuits & Confectionery (appetizers and sweets), already existing in previous editions. In addition to these, there are the newly created ones, which respond to the growing demand of the market: Fine Foods (gourmet products), Organic Foods (organic products) and Coffee, Bakery & Pastry (cafeteria, bakery and pastry). The latter, designed in response to new challenges, formats and market trends, is one of the great bets of the event.

On the other hand, five other transversal exhibitions will cover a heterogeneous offer: Alimentaria Trends -which includes the booming segments Plant Based, Vegan Foods, Free From (allergen-free foods), Functional Foods and Halal-, International Pavilions (which brings together a large part of the institutional foreign participation), Lands of Spain (where all the territories of Spain are represented), Grocery Foods (with the presence of the most relevant brands) and FoodTech (dedicated to equipment for the food and beverage industry).

In addition, Premium will once again be Alimentaria's most exclusive and sybaritic space, where a group of select haute cuisine firms will present their extra-quality gourmet products.

The Hostelco show will bring together equipment, products, services and activities so that professionals from the restaurant industry, hotels and communities can find new products, creative ideas and proposals for innovative business formats. Together with Restaurama and Coffee, Bakery & Pastry will be the leading European event aimed at the Horeca channel, which will exponentially increase the commercial, training and networking opportunities for participants.

Alimentaria & Hostelco, organized by Alimentaria Exhibitions, a Fira de Barcelona company, plans to have the participation of **around 3,200 exhibiting companies**, which will occupy 100,000 m<sup>2</sup> net and 7 pavilions, practically the entire Gran Vía venue of Fira de Barcelona. It also expects to receive more than **100,000 professional visitors**, reaffirming its leadership as the main platform for promoting business, internationalization and networking.

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