

## Gastronomy and Hotel Trade Fair hogatec 2010 Reflects Industry Opportunities and Challenges

### New Growth Fields Sought

### School Catering Theme Park a Success

hogatec 2011, International Trade Fair for Hotels, Gastronomy and Catering, closed its doors at the Düsseldorf Exhibition Centre today, Wednesday, 15 September. For four days, 403 exhibitors from 16 countries presented their latest products and solutions in technology and design for the hospitality industry.

"Unfortunately the economic recovery has not yet reached all areas of gastronomy," states Ingrid Hartges, CEO of the German Hotel and Restaurant Association. "Although there are initial indicators for a positive sales trend in the areas of hotel and catering, restaurant owners still suffered greatly in the first half of 2010."

This was also reflected at hogatec 2010, for which approximately 29,000 trade visitors travelled to the Rhine (including the synergy visitors from the concurrent food trade fair trio InterMopro, InterCool and InterMeat). This represents a significant reduction compared to the previous event. One must remember, however, that the 2008 event also benefited from a unique nationwide acquisition campaign of Metro Cash & Carry Germany, which alone occupied an entire exhibition hall two years ago and brought additional visitors to hogatec.

Above all, hogatec was able to score this year again through a qualified trade audience: More than two thirds of the visitors from the hospitality trade stated that they either participate in or are directly responsible for investment decisions as part of their job responsibilities. As Manfred Pohlschmidt, Managing Director at Hupfer Grossküchen, emphasises, "We are pleasantly surprised and can not complain about how we were



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received here. The quality of hogatec has not suffered at all. We welcomed the same typical hogatec clientele – industry professionals who know exactly what they're looking for – at our stand."

Dietmar Zapf, sales manager for dishwashing technology specialist Meiko was also visibly satisfied with the results of the trade fair. "The evaluation of our first three trade fair days already showed that it was once again worthwhile for us to participate in hogatec. We had excellent talks on both a regional level and with groups from neighbouring countries such as Belgium for example. In addition we were able to establish new contacts with dealers who export and visitors from Eastern Europe."

The fact that developments vary widely in the individual areas of the restaurant business was demonstrated in the 20<sup>th</sup> "Forum Systemgastronomie Forum" (Food Service Chain Forum), which was met with enthusiasm on Tuesday of hogatec by 700 high-ranking guests from the gastronomy, hotel and restaurant supply industries. Food service chains were the only branch of the industry that reported a moderate plus for 2009.

The decision to devote an entire theme park to the topic of school catering proved to be a good choice. According to Wulf Boedeker from the School Catering Network North-Rhine Westphalia, "It was a completely new experience for us to introduce our theme and our work at a gastronomy trade fair. We are very pleasantly surprised at how successful this concept of live demonstrations combined with expert forums has been." "In light of the increasing number of full-time schools there is an attractive new growth field in "eating-out" sales," explains Dirk Hanisch, key account manager at professional cooking technology manufacturer MKN, reporting further, "Suppliers as well as caterers and restaurateurs, and users – that is paying authorities for schools, teachers and parents – utilised the theme park as an information platform and sought out individual consulting."

Industry representatives are very clear about the fact that change is imminent in the catering and hotel industry and with that also for hogatec. "Already in advance of this year's hogatec, we had extensive talks in the industry with the intention of adapting and realigning the trade fair strategically and conceptually to meet market requirements in the future," reveals Hans Werner Reinhard, Deputy Managing Director at Messe Düsseldorf, responsible for hogatec since June of this year. "School catering was but a first and very successful step towards new topics. After hogatec 2010 we will be rolling up our sleeves and introducing new measures to completely renovate the trade fair in collaboration with the industry," he continued enthusiastically.

The next hogatec takes place from 23 to 26 September 2012.

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