



H&T

INNOVATION SUMMIT FOR THE
HOSPITALITY INDUSTRY



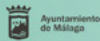
5/6/7
FEB 2024

FYCMA
TRADE FAIR AND
CONGRESS CENTER
OF MALAGA

Moving into new territories

salonhyt.com / [#HyT](https://twitter.com/HyT)

ORGANISE



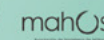
PREMIUM PARTNER



INSTITUTIONAL PROMOTERS



SECTORIAL PROMOTERS



OFFICIAL SUPPLIER



SILVER PARTNERS



BRONZE PARTNERS



A BUSINESS STRATEGY TO LEAD A PROMISING SECTOR

The leading professional event for companies and professionals in the hospitality, hotel, and tourism sectors in Spain. Opportunities for innovation, industry networking, practical solutions, and technology to grow hand in hand with top equipment brands, the HORECA channel, and the tourism industry in Spain.

REAL OPPORTUNITIES

The best space to establish valuable contacts in the industry. The event brings together companies and professionals who are influencing decision-making to enhance the competitiveness of hotels and hospitality businesses.

INNOVATION AND SUSTAINABILITY

An exceptional showcase to display and explore the latest technologies applicable to the sector. Innovative equipment, sustainable solutions, and cutting-edge products to enhance service quality.

GROWTH AS A GOAL

H&T is part of your business. We offer you a professional environment to position your brand and gain visibility as a leading company in the HORECA channel and the tourism industry. Showcase, market, connect, and grow.

LEARNING FROM EXPERTS

Strategies and proposals guided by professionals with extensive experience in their field. Hundreds of ideas to tackle daily challenges and implement the latest trends in management and innovation.



WE ARE MOVING FORWARD NEW TERRITORIES



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WE CREATE BUSINESS

Platform for business generation: meeting with leading agents to promote new projects and commercial agreements. Networking and profitability of participation.



WE BET ON INNOVATION

The summit presents a complete proposal for the updating and improvement of businesses and companies through innovative and digital tools and solutions.



WORKING ON INTERNATIONALISATION

Opportunities to expand to other countries, direct contact with buyers and highly promising markets, and reinforced presence through its import agents.



COMPLETE AND VERSATILE OFFERING

Exhibition space with culinary, equipment and services companies. Programme of contents and meetings for specialisation. Awards. Side activities.

#HyT

WE HAVE A PLACE FOR YOU, YOUR SPACE

The salon presents an extensive and comprehensive exhibition offering, with three interconnected main pavilions that allow for the specialization of spaces, providing greater visibility for participating companies and suppliers.



EQUIPMENT AND SERVICES

The latest developments in equipment from national and international leading brands and companies.



GASTRONOMY

The most versatile and varied offer and display of culinary products for the hospitality and restoration industry.



BOOSTING YOUR GOALS WITH A STRONG CONTENT PROPOSAL

KITCHEN LAB°

Creativity, innovation and trends applied to haute cuisine in a privileged space.

MAIN STAGE

Experiences and presentations with a focus on innovation applied to the subsectors of the hospitality, hotel, and tourism industries.



SALA DE CATAS

The best national and international wines, pairing techniques or the secrets of mixology from the **most prestigious sommeliers**.



H&T 2024 is calling for the 5th edition of the H&T Awards with the aim of recognizing talent and innovation within the HORECA channel, the tourism industry, equipment, services, and gastronomy.

MAKRO STAGE

A space for workshops and courses for hospitality professionals. Training sessions given by leading professionals in the sector.



PROFESSIONAL CALLS

National congresses and forums for the sectors involved in the H&T framework, strengthening the summit as the epicentre of the industry.

IV National Hospitality Forum
VII AEHCOS Forum
Sectorial Meeting of Beach Entrepreneurs



WORKSHOPS

Organization of activities and workshops by companies and participating entities institutions during H&T.

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MUCH MORE THAN A FAIR



#HyT

OUR FIGURES ENDORSE US



ACCUMULATED NUMBERS LAST 12 EDITIONS



2.030
COMPANIES



125.500
VISITANTS



670
SPEAKERS



560
ACTIVITIES

2022 EDITION



15.000
REPRESENTED
COMPANIES



+380
PROFESSIONAL
VISITORS



70
EXPERTS AND
SPEAKERS



+25.000m²
EXHIBITION



ACCOMPANIED BY TREND-SETTERS

CHEFS



Ángel León



Dani García



Celia Jiménez



Vincent Guimerá



Mario Sandoval

SPEAKERS



Abel Matutes



Tony Mascaró



Blanca Pérez-Sahuquillo



Donald Burns



Marta Marcos



Growing every year in terms of impact as well as media and social media outreach

BETTING ON THE VISIBILITY OF PARTICIPANTS

IMPACT VALUE



+3,5 M

EUROS

H&T Málaga logra reunir a más de 15.000 profesionales en su edición más multitudinaria.

Infohoreca

Hostelería y hoteles apuesta por tendencias sostenibles y tecnológicas en H&T.
Equipamiento Hostelero

IMPRESSIONS



+8,9 M

#HyT

Administraciones y sector valoran 25 años de H&T, "referente de innovación en canal HORECA e industria hotelera".

La Vanguardia

H&T cumple 25 años como referente de la industria hotelera.

Nexotur

AN ENTIRE INDUSTRY REPRESENTED



SECTORS

- Public and private administrations and institutions, foundations
- Groups: associations, professional bodies, etc.
- Communication, marketing and advertising
- Employment and self-employment
- Energy
- Hotel and catering equipment
- Financing, Consulting, Banks, Savings Banks and financial entities
- Training
- Sustainability and environment
- Restaurants and catering
- Health and wellness
- Robotics
- Technology and telecommunications
- Transportation
- Tourism

PARTICIPANT'S TARGET

- General Directors and managers
- Commercial directors, communication and marketing managers, expansion and import directors.
- Entrepreneurs: EBTs, Startups and Spin-offs
- Innovation and Quality, R + D + i directors, business development managers, investors and entrepreneurs.
- Public administrations at international level
- Business accelerators and incubators
- Food and beverage managers, purchasing managers, providers.
- Equipment and services installers and assemblers, maintenance managers, house keepers, importers.
- Tourism Tour operators, specialised agencies, officials and technicians from public authorities, bloggers and specialised influencers.
- Operations and personnel: Head chefs, chefs and executive chefs, bartenders, sommeliers, front of house and waiters.



ADAPTING TO YOUR NEEDS



PROFESSIONAL VISITOR

Do you want to boost your business? Find practical solutions and innovative products to continue growing. Don't miss the opportunity to access all the content and connect with the companies and professionals that interest you.

[+info](#)



COMPANIES

Reserve your space and showcase your products, services, and innovations to a professional audience that will become future partners and clients.

[+info](#)



PARTNERS

Being a partner offers you outstanding advantages: maximum brand visibility and specific communication actions, major involvement in the areas of activity of the event, prominent presence in the institutional agenda, as well as positioning as an essential part of the tourism industry.

[+info](#)



MULTIDISCIPLINARY TEAM



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FYCMA



greencities
URBAN INTELLIGENCE AND SUSTAINABILITY



Transfiere
European Meeting on Science,
Technology and Innovation



H&T
INNOVATION SUMMIT FOR
THE HOSPITALITY INDUSTRY



CM MÁLAGA
CULTURE & MUSEUMS
INTERNATIONAL TECH FORUM



S-MOVING
SMART AND SUSTAINABLE MOBILITY



simed
MEDITERRANEAN REAL
ESTATE EXHIBITION



LEADINGGIRLS



CONNECTING

INNOVATION



AND

BUSINESS

**Trade Fairs & Congress
Center of Málaga**

FYCMA is committed to highly specialized events with an international vocation promoting the creation of innovative ecosystems to promote the different sectors and industries.



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