



INNOVATION SUMMIT FOR THE  
HOSPITALITY INDUSTRY

**3/4/5**  
**FEB 2025**

FYCMA  
TRADE FAIR AND  
CONGRESS CENTER  
OF MALAGA

# Moving into new territories

SOSTENIBILITY / DIGITALIZATION / COMPETITIVENESS  
EQUIPMENT / TOURISM INDUSTRY / GASTRONOMY

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

ORGANISE



SECTORIAL PROMOTERS



# A BUSINESS STRATEGY TO LEAD A PROMISING SECTOR

The leading professional event focused in the hospitality, hotel and tourism sector 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 a professional environment where you can position your brand and gain visibility as a leading company in the HORECA channel and the tourism industry. Showcase, connect and growth with other professionals

## 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



## 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. Specialized content and meetings, tailored to different sectors. Awards. Activities and workshops.

# WE HAVE A PLACE FOR YOU, YOUR SPACE

The site presents an extensive and comprehensive exhibition offering. With three interconnected main pavilions, the site has specialized spaces, enhancing 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 offer and display of culinary products in the hospitality industry.



# BOOSTING YOUR GOALS WITH A STRONG CONTENT PROPOSAL

## KITCHEN LAB<sup>o</sup>

**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 within the sectors encompassed by the H&T framework, reinforcing the summit as the industry's epicenter.

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



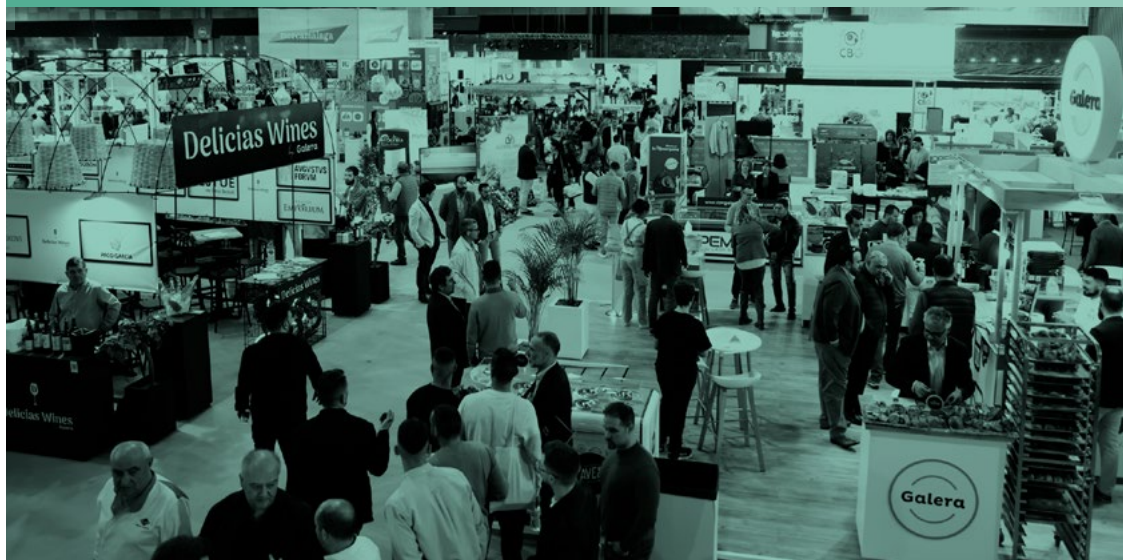
## WORKSHOPS

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

[www.salonhyt.com](http://www.salonhyt.com)



# MUCH MORE THAN A FAIR



#HyT

# OUR FIGURES ENDORSE US



## ACCUMULATED NUMBERS LAST 13 EDITIONS



**2.500**  
COMPANIES



**143.500**  
VISITORS



**730**  
SPEAKERS



**570**  
ACTIVITIES

## 2024 EDITION



**18.000**  
PROFESSIONAL  
VISITORS



**+450**  
REPRESENTED  
COMPANIES



**60**  
EXPERTS AND  
SPEAKERS



**+26.000m<sup>2</sup>**  
EXHIBITION



# ACCOMPANIED BY TREND-SETTERS

## CHEFS



Ángel León



Jordi Cruz



Celia Jiménez



Hnos Torres



Mario Sandoval

## PONENTES



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



+3,2 M  
EUROS

Malaga becomes a great showcase to talk about cuisine and gastronomy.

*El Mundo*

Administrations and the hospitality, hotel and tourism sector join forces in H&T for the largest edition in its history.

*ElNoticiero.com*

## IMPRESSIONS



+78,8 M  
#HyT

The H&T Exhibition anticipates hospitality, hotel and tourism's future in Malaga.

*Agromagazine.es*

H&T exceeds all expectations by bringing together more than 18,000 professionals in this edition

*Hostelsur.com*

# 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

## TARGET AUDIENCE

- 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

Looking to elevate your business? Discover practical solutions and innovative products to drive continued growth. Seize the opportunity to access comprehensive content and network with relevant companies and professionals.

[+info](#)



## COMPANIES

Reserve your space and showcase your products, services, and innovations to a professional audience, paving the way for future partnerships and client relationships.

[+info](#)



## PARTNERS

Becoming a partner provides exceptional benefits: enhanced brand visibility, targeted communication initiatives, significant engagement in the event's activities, a prominent role in the institutional agenda, and recognition as a vital player in the tourism industry.

[+info](#)



# MULTIDISCIPLINARY TEAM



**MARÍA JOSÉ OLIVERA**

Head of Trade Fair

+34 650 525 975

[mjolivera@fycma.com](mailto:mjolivera@fycma.com)

## PARTICIPATION OPTIONS

**JAVIER PONCE**

+34 659 08 58 20

[jponce@fycma.com](mailto:jponce@fycma.com)

## CONTENTS

**DÉBORAH PASTRANA**

Contents Manager

+34 620 612 976

[dpastrana@fycma.com](mailto:dpastrana@fycma.com)

## REGISTER AND EXHIBITOR SERVICE

**ANA SÁNCHEZ**

+34 660 710 852

[asanchez@fycma.com](mailto:asanchez@fycma.com)

**MAR REYES**

+34 638979496

[mmreyes@fycma.com](mailto:mmreyes@fycma.com)



**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.**



[www.salonhyt.com](http://www.salonhyt.com)