

Monday, February 3, 2025

Pavilion 1

Presented by **Mario Sánchez**. Food science and technology communicator

11:00 – 11:45 h. **H&T 2025 Opening ceremony**

12:00 – 13:00 h. **Keynote speech by the renowned chef of Haute cuisine and avant-garde cooking - 3 Michelin stars**

- **Quique Dacosta**. 3 Michelin Stars – World-renowned Chef in Haute Cuisine and Avant-Garde Cooking

13:15 – 13:45 h. **Restaurant industry and sustainability: local actions with a global impact**

The restaurant (and the chef) can act as drivers of sustainability. Smart food choices involve health and sustainability factors. The food of the future is already here (new trends and timeless sustainable food).

- **Beatriz Robles**. Science Communicator / Professor of Human Nutrition and Dietetics at **Isabel I University**

17:00 – 17:30 h. **Rethinking the Future of Hospitality and Leisure through Innovation**

How innovation is radically transforming these sectors, inviting the audience to reflect on new trends, technologies, and disruptive approaches shaping the future. The focus will be on providing practical tools to help design future strategies.

- **Aranzazu Echezarreta**. Advisor in Corporate Venturing, Strategic Innovation

17:45 – 18:15 h. **Creating is growing: creative leadership at the service of business**

In an environment where the only certainty is uncertainty, creative leadership enables organizations not only to adapt but to grow exponentially. In this engaging talk, David Acosta, CEO of INNN, will share resources and examples to help your company embark on the path of creative transformation.

- **David Acosta**. CEO y CTO of INNN
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Tuesday, February 4, 2025

Pavilion 1

Presented by **Mario Sánchez**. Food science and technology communicator

11:30 – 14:30 h. **5th NATIONAL HOSPITALITY FORUM: THE CUSTOMER**

Customer preferences are changing, a shift that has accelerated after the pandemic. What are the causes of this pronounced change? Are they circumstantial or structural? The demographic evolution of Spanish society will force us to adapt our offerings in the near future. Are customer preferences changing, or are the customers themselves changing? Technology has changed the way we interact with our customers; is it affecting us positively? We have never had access to so much statistical information about our customers; are we taking advantage of it? The customer is our reason for being, let's get to know them a little better in this 5th Forum!"

12:45 – 13:45 h. **Keynote speech by the chef of the renowned restaurant El Bohío and judge of the culinary talent show MasterChef.**

- **Pepe Rodríguez**. 1 Michelin Star chef and owner of **El Bohío Restaurant**, and **MasterChef** judge

16:30 – 17:00 h. **Marketing and Communication: How to Make Your Business Go Viral, New Trends in Social Media**

Discover the most innovative and effective strategies to turn your business into a viral success. Learn how to leverage the latest trends on social media, such as Instagram and TikTok, to capture your target audience's attention and make a real impact on your brand. We'll show you practical examples and key tools that have helped businesses position themselves as leaders in their sector. It's time to take your business to the next level!

- **Vicente Mirasol**. CEO of **Tu Manag3r**

17:30 – 18:00 h. **From Vision to Reality: Creating Culinary Concepts that Transform Hospitality Globally**

Learn how to turn an idea into a culinary concept that not only connects with customers but also creates a turning point in the industry. Discover the latest food & beverage trends globally and find out how Talentchef turned challenges into opportunities, making its way into markets such as Mexico, Jamaica, Costa Rica, the Dominican Republic, Spain, Portugal, Italy, Greece, and soon, the Middle East. With the trust of leading brands like The Ritz-Carlton, Hyatt, Marriott, and Westin, among others, Talentchef will reveal the keys to its international success, its innovative vision, and how excellence has been its guide to conquering the world's most demanding markets. Don't miss the opportunity to uncover the secrets behind their culinary concepts!

- **Luis Galofre**. CEO of **Talentchef**
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Wednesday, February 5, 2025

Pavilion 1

Presented by **Mario Sánchez**. Food science and technology communicator

11:00 – 11:30 h. **Marketing and Communication. New Strategies for the Professional Development of Entrepreneurs and Businesses**

- **Teresa Suárez**. Marketing and Communication Consultant for innovative and technological brands. **One to Corp | The Lumen Method**

11:45 – 12:15 h. **When to use- and when to avoid using. Technology in the hospitality industry** Technology is a great tool for the improvement, not the replacement, of hospitality.

- **Luis Riestra**. Managing Director of **HOSoft Global**

12:30 – 13:00 h. **Building Bridges in Horeca: Experience, Lessons Learned, and Future Vision**

Throughout my journey on the Horeca channel, I have had the opportunity to work closely with clients, understand their challenges, and develop strategies that drive value and growth. In this presentation, I will share my consulting experience, key lessons learned along the way, and my vision for the future of the industry. We will explore how to build strong relationships, foster innovation, and adapt to an ever-evolving market to achieve sustainable results.

- **Alexandre Vargas**. President and Owner of **Global Kitchen Solutions**

13:30 – 14:30 h. **AWARDS Ceremony and Closing**
