

H&T INNOVATION SUMMIT FOR THE HOSPITALITY INDUSTRY

2/3/4 FEB — 2026

LIGHT UP THE FUTURE

FYCMA – Trade Fairs and Congress Center of Malaga #HyT / salonhyt.com

ORGANISE



PREMIUM PARTNER



SECTORIAL PROMOTERS





BUSINESS STRATEGY FOR LEADING THE TRANSFORMATION OF THE SECTOR



The benchmark professional event for companies and professionals from the hospitality, hotel and tourism sectors. A space to discover innovation, apply practical solutions and connect with the most advanced technology from the main brands of the HORECA channel and the tourism industry.

REAL OPPORTUNITIES

The best place to establish valuable contacts in the industry. The show brings together the companies and professionals who are influencing decision making to improve the competitiveness of hotels and hospitality businesses.

GROWTH AS A GOAL

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

INNOVATION AND SUSTAINABILITY

An exceptional showcase for displaying and learning about the latest technologies applicable to the sector. Innovative equipment, sustainable solutions and cutting-edge products to improve the quality of service.

LEARNING WITH EXPERTS

Strategies and proposals from professionals with great experience in their field. Hundreds of ideas to face the daily challenges and put into practice the latest trends in management and innovation.



LIGHT UP THE FUTURE



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 for 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 service companies. Programme of contents and meetings for specialisation. Awards. Side activities.





VISIBILITY, BUSINESS AND POSITIONING: THIS IS YOUR SPACE

A complete exhibition offer distributed in three connected pavilions, designed to enhance the visibility and specialisation of the participating brands.

EQUIPMENT & SERVICES

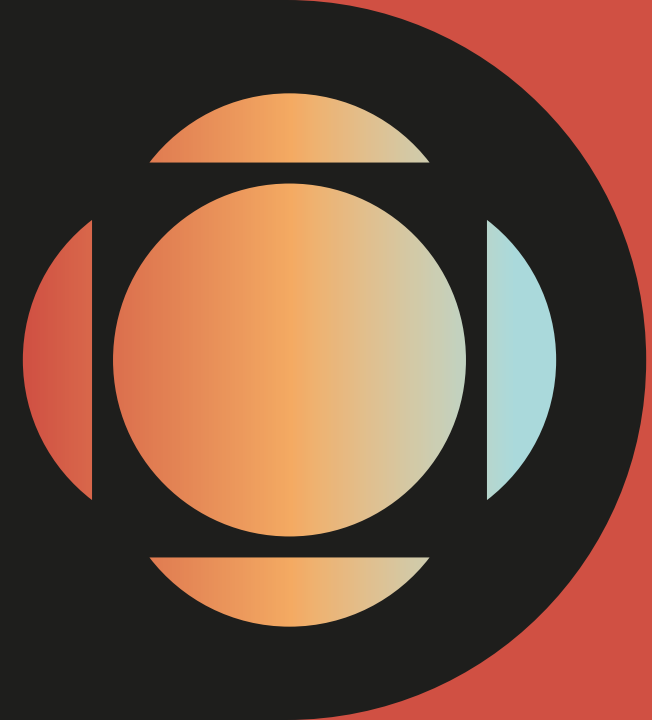


The latest equipment news from leading national and international brands and companies

GASTRONOMY



The most varied sample of gastronomic products for the hotel and catering industry.



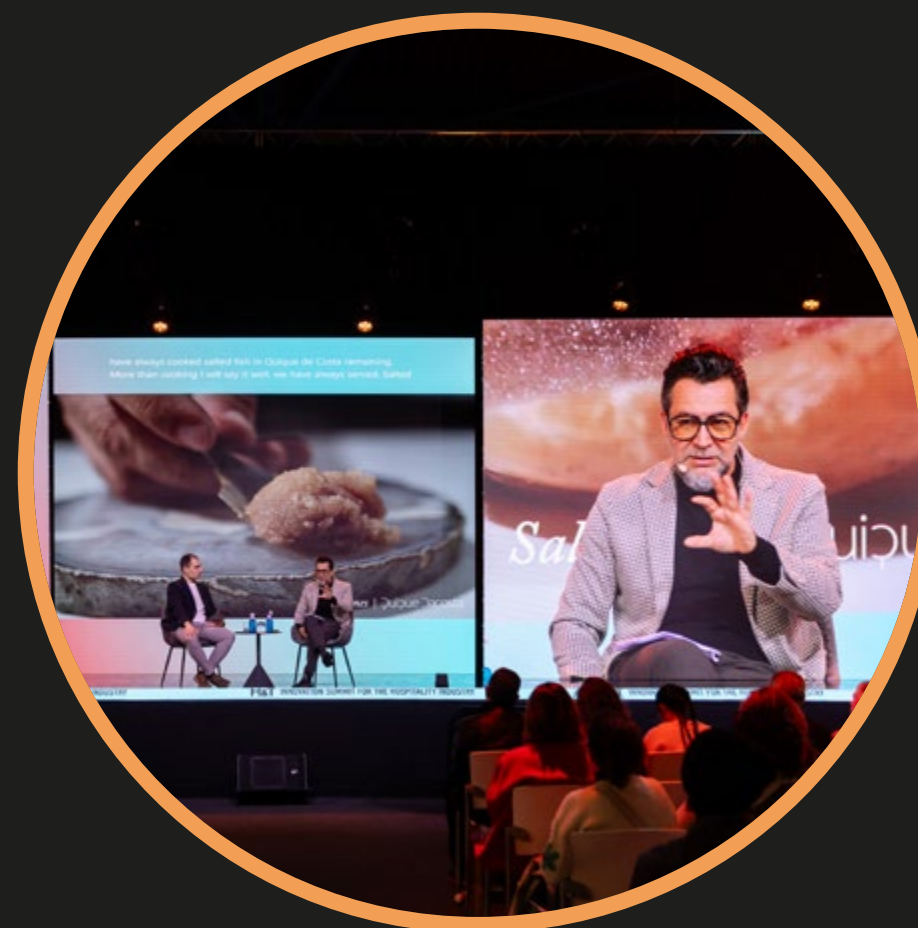
WE BOOST YOUR GOALS WITH INSPIRING CONTENT

KITCHEN LAB°



Creativity, innovation and trends applied to the gastronomy in a reduced space that allows interaction between speaker and professional visitor.

MAIN STAGE



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

SALA DE CATAS



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



BE INSPIRED IN EVERY CORNER, CONNECTS IN EVERY MOMENT



H&T 2026 has called for the 7th 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.



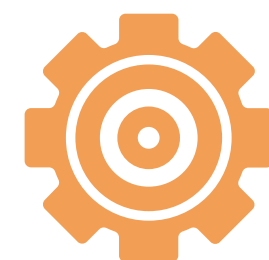
A space for workshops and courses for hospitality professionals. Training sessions given by leading professionals in the sector.



CONVOCATORIAS PROFESIONALES PARALELAS

Meeting point for the industry: holding of national congresses and sectoral forums aligned with H&T

AEHCOS Forum
Sectoral Meeting of Beach Businessmen
Sectoral Meeting of Beach Entrepreneurs



JORNADAS Y WORKSHOPS

Lectures focusing on customer relationship, its changes and the application of technology.



OUR FIGURES SUPPORT US

ACCUMULATED DATA FOR THE LAST 14 EDITIONS



3.000
COMPANIES



163.400
VISITORS



796
SPEAKERS



635
ACTIVITIES

EDITION 2025



+590
COMPANIES



19.799
VISITORS



66
SPEAKERS



+28.800m²
EXHIBITION





ACCOMPANIED BY TREND-SETTERS

CHEFS



Ángel León



Jordi Cruz



Pepe Rodríguez



Hnos. Torres



Quique Dacosta

SPEAKERS



Abel Matutes



Tony Mascaró



Blanca Pérez-Sahuquillo



Beatriz Robles



Marta Marcos



FOCUSING ON THE VISIBILITY OF THOSE WHO PARTICIPATE

Growing every year in reach and diffusion in the media and social networks.

IMPACT VALUE



+6,6 M
EUROS

H&T 2025 closes a record edition with more than 18,000 professionals and the backing of the sector.

ABC Gurmé Málaga

More than 18,000 professional visitors at H&T, which is consolidating its position as a key event for the hospitality sector.

La Vanguardia



TOTAL IMPACTS



+17,8 M

H&T 2025: Innovation in the hotel and catering industry and tourism come together in Malaga.

Actual Gastro

More than 500 companies and specialised entities present their innovations at H&T.

Hospitality Magazine



AN ENTIRE INDUSTRY REPRESENTED

SECTORS

- Public and private administrations and institutions, foundations
- Collectives: associations, professional associations, etc.
- Communication, marketing and advertising
- Employment and self-employment
- Energy
- Hotel and catering equipment
- Financing, consultancy, banks, savings banks and financial institutions
- Training and education
- Sustainability and environment
- Restaurants and catering
- Health and health
- Robotics
- Technology and telecommunications
- Transport & Transportation
- Tourism & Travel



PARTICIPANT'S TARGET

- General Managers and Managers
- Commercial managers, communication managers and marketing, expansion and import managers.
- Entrepreneurs: EBTs, Start-ups and Spin-offs.
- Innovation and Quality R&D&I managers, business development managers, investors and entrepreneurs.
- Public administrations at international level
- Accelerators and incubators
- F&B Food and beverage managers, managers of purchasing, commissary and supply managers.
- Equipment and services installers and assemblers, maintenance managers, housekeepers, importers.
- Tourism Tour operators, specialised agencies,
- Public and technical managers of public authorities, bloggers and specialised influencers.
- Operations and Room Chefs, cooks and chefs executives, bartenders, sommeliers, head waiters and waitresses.



PARTICIPATE AS A COMPANY, PARTNER OR VISITOR. YOU CHOOSE HOW TO STAND OUT

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.

FIND OUT HOW
TO PARTICIPATE



COMPANIES



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

REQUEST
A SPACE



PARTNERS



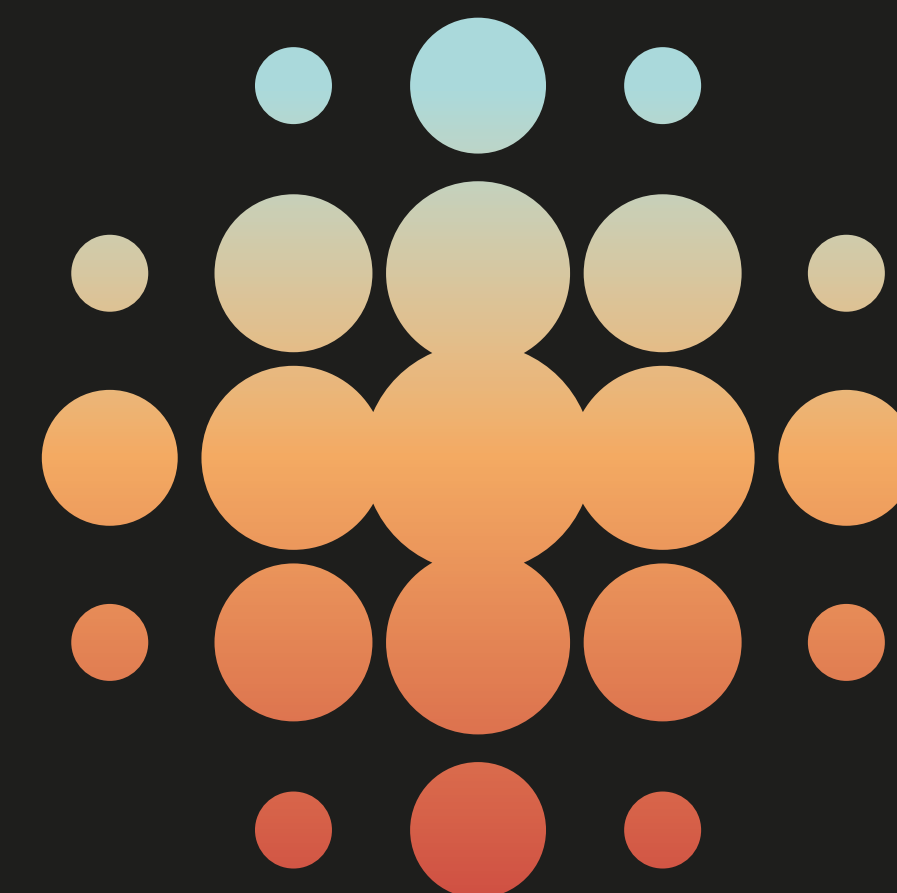
Being a partner offers you outstanding advantages: maximum brand visibility and specific communication actions, major involvement in the areas of activity of the event, prominent presence in the institutional agenda, as well as positioning as an essential part of the tourism industry.

BECOME
A PARTNER





MULTIDISCIPLINARY TEAM AT YOUR SERVICE



MARÍA JOSÉ OLIVERA
Head of Trade Fair
+34 650 525 975
mjolivera@fycma.com

REGISTRATION

Inscripciones@fycma.com
+34 638 979 496
+34 618 567 42

PARTICIPATION OPTIONS

JAVIER PONCE
+34 659 085 820
jponce@fycma.com

MARÍA DEL PILAR DÍAZ
+34 626 743 270
mpdiaz@fycma.com

SERVICE MANAGEMENT AND STAND FITTING

MARTA ESPAÑA
+34 616 586 505

OLGA ROMERO
Tel: +34 689 479 630
expohyt@fycma.com

CONTENTS AND SPEAKERS

Contenidos1@fycma.com
+34 660 999 563

Contenidos2@fycma.com
+34 699 310 940

H&T AWARDS

Contenidos1@fycma.com
+34 660 999 563

Contenidos2@fycma.com
+34 699 310 940



FYCMA



GreenCities
URBAN INTELLIGENCE & SMART MOBILITY



H&T
INNOVATION SUMMIT FOR
THE HOSPITALITY INDUSTRY



CM SUMMIT
INTERNATIONAL FORUM
ON INNOVATION FOR ARTS & CULTURE



Transfiere
European Meeting on Science,
Technology and Innovation



simed
MEDITERRANEAN REAL
ESTATE EXHIBITION

**Trade Fairs & Congress
Center of Málaga**



CONNECTING

INNOVATION



AND BUSINESS

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