



VII H&T AWARDS

Date: 2, 3 and 4 February 2026

Venue: H&T, FYCMA – Trade Fairs and Congress Center of Malaga (Malaga, Andalusia, Spain)

Format: face-to-face

Registration: before 19 November 2025 at 23.59 h.

H&T

The main business event for the equipment and gastronomy industry for the hotel, catering and tourism sectors. This is the benchmark meeting in these fields for incorporating technology and innovation into all processes that have an impact on improving the customer experience.

It presents specific tools and solutions for all segments of the industry through exclusive content and a comprehensive offer from the sector's leading brands. It is the best place to establish strategic contacts, learn about the latest technologies applicable to this field and access real opportunities that help businesses and hotels to be more competitive, digital and sustainable.

Web: <https://hyt.fycma.com/>

OBJECTIVE

This call is committed to recognizing talent and innovation within the HORECA channel, the tourism industry, equipment, services and gastronomy.

CATEGORIES

The following categories are established for the submission of applications:

- Categories for large companies and SMEs:
 - Best innovative project in the hospitality sector
 - Best innovative project in the hotel sector
- Category for Andalusian SMEs:
 - Best internationalized Andalusian SME in the tourism sector
- Category for micro-SMEs, entrepreneurs, spin-offs, and start-ups:
 - Best innovative solution in the hospitality/tourism industry/equipment/services/gastronomy



The chair of the jury may submit proposals for two honorable mentions:

- Special mention for outstanding achievements in the hotel and hospitality industry.
- Special mention to the exhibiting company H&T 2026 for its commitment to innovation.

PARTICIPATION REQUIREMENTS

FOR LARGE COMPANIES AND SMES

The requirements for the category are as follows:

- Being a medium-sized company¹ or a large company²
- Fill in the form correctly
- Not having previously received this award

FOR ANDALUSIAN SMEs:

The requirements for this category are as follows:

- Being a medium-sized company³ or small enterprise⁴
- Have your registered office in Andalusia.
- Complete the form correctly.
- Have not previously benefited from this award.

FOR MICRO SMES, EMPREPRENEURS, SPIN-OFFS AND START-UPS:

The requirements for the category are as follows:

- Fill in the form correctly

¹ Medium-sized companies: minimum workforce of 50 and maximum of 249. Annual turnover equal to or less than 50 million euros or annual balance sheet not exceeding 43 million euros.

² Large company: staff of more than 250. Annual turnover of more than 50 million euros or annual balance sheet exceeding 43 million euros.

³ Medium-sized companies: minimum workforce of 50 and maximum of 249. Annual turnover equal to or less than 50 million euros or annual balance sheet not exceeding 43 million euros.

⁴ Small company: minimum of 10 and maximum of 49 employees. Annual turnover not exceeding EUR 10 million or annual balance sheet not exceeding 10 million euros.



- Being a micro SM⁵ or small enterprise⁶
- Being incorporated or registered as a self-employed person
- Not having previously received this award

JURY

The jury is composed of members belonging to the following entities:

- Malaga Gastronomic Academy
- Digital Agency of Andalusia (ADA). Regional Ministry of Presidency, Interior, Social Dialogue and Administrative Simplification. Regional Government of Andalusia
- Tourism Department. Malaga City Council
- Association of Hotel Businessmen of the Costa del Sol (AEHCOS)
- Association of Beach Companies of Malaga (AEPLAYAS)
- Association of Entrepreneurs and Self-Employed Persons in the Technological and Digital Industry (Digital Malaga)
- Association of Hoteliers of Malaga (MAHOS)
- Malaga Chamber of Commerce
- Spanish Confederation of Hotel and Catering Businesses
- Spanish Confederation of Hotels and Tourist Accommodation (CEHAT)
- Public Company for the Management of Tourism and Sport in Andalusia. Department of Tourism and External Andalusia. Regional Government of Andalusia
- Spain Export and Investment (ICEX)
- Faculty of Tourism. University of Malaga (UMA)
- Federation of Hotel and Catering Businessmen of Andalusia
- *Gastroarte*

⁵ Micro SME: less than 10 employees. Annual turnover less than or equal to 2 million euros or annual balance sheet not exceeding 2 million euros.

⁶ Small company: minimum of 10 and maximum of 49 employees. Annual turnover not exceeding EUR 10 million or annual balance sheet not exceeding 10 million euros.



- Hotel Technological Institute (ITH)
- *Sabor a Málaga*, Malaga Provincial Council
- State Trading Company for the Management of Innovation and Tourism Technologies (SEGITTUR)
- Tourism and Planning Costal del Sol. Malaga Provincial Council

The presidency of this jury is made up of the Association of Beach Companies of Malaga (AEPLAYAS), the Malaga Association of Hoteliers (MAHOS) and the Association of Hotel Businessmen of the Costa del Sol (AEHCOS). The role of spokesperson will be held annually, this year 2026 by the Malaga Association of Hoteliers (MAHOS).

SELECTION CRITERIA

FOR LARGE COMPANIES AND SMES

The following criteria will be considered in this category:

- Innovation and technology degree
- Added value to users
- Potential impact
- Market potential
- Scalability
- Contribution to sustainability

FOR ANDALUSIAN SMEs:

The following criteria will be considered in this category:

- Innovation and technology degree



- Added value to users
- Potential impact
- Market potential
- Scalability
- Contribution to Sustainability
- Internationalization plan

FOR MICRO SMES, ENTREPRENEURS, SPIN-OFFS AND START-UPS:

The following criteria will be considered in this category:

- Innovation and technology degree
- Added value to users
- Business model
- Potential impact
- Market potential
- Scalability
- Contribution to sustainability

SELECTION PROCESS

REGISTRATION (until 19 November at 11.59 p.m. 2025)

Interested persons/entities must complete the pre-registration form on the official H&T website. After pre-registration, they will receive an email with the credentials to access the private area, which they must access and fill in the specific form.

EVALUATION (25 November 2025 - 7 January 2026)

The jury will review and evaluate the various applications and select three finalists for each category, as well as the winners. The jury will meet on 9 January to decide on the finalists and winners in each of the categories and to review the possible mentions previously indicated.



The organisation will contact the selected finalists from 12 January 2026 onwards, who **must confirm or decline to attend by 19 January 2026**. In the event that any of those selected cannot participate or do not confirm before the deadline, they will lose the right to do so and the organisation reserves the right to contact the next best-valued finalist(s).

The winners in all categories will be announced on 4 February 2026 at the awards ceremony, which will take place in the framework of the event.

BENEFITS OF PARTICIPATION

The finalists will benefit from:

- Registration and access pass to H&T 2026.
- Presence in the exhibition area with an information point, turnkey for the category *Best innovative solution in the field of hospitality/tourism industry/equipment/services/gastronomy* (all additional services to be contracted and paid for according to the official tariff).
- Branding actions:
 - Visibility in Social Media
 - Mention in press statement
 - Networking and opportunities

The winners will also benefit from:

- 1000€ cash prize⁷ for the category *Best Innovative Solution in the field of hospitality/tourism industry/equipment/services/gastronomy*
- Branding actions:
 - Visibility in Social Media as winners
 - Mention in press statements winners
 - Networking and opportunities
 - Interview by the communication team with broadcasting on the event's own channels

KEY DATES

⁷ Subject to current withholding taxes



The implementation of this call will take place on the following dates:

- Submission of applications: until 19 November 2025 at 11.59 pm.
- Evaluation: from 25 November 2025 to 7 January 2026.
- Evaluation meeting: 9 January 2026.
- Notification of selected proposals: from 12 January 2026.
- Deadline for confirming participation in the event: by 19 January 2026.
- Awards ceremony: will take place as part of the events planned for the event.

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ⁱ Participation in this prize implies full acceptance of the official rules and regulations.