

## Main Stage

**MONDAY 02/02/2026**

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10:25 - 18:15 h. **Main Stage Forum presented by Luis Márquez**

Main Stage

Presentador: Luis Márquez



Luis Márquez

- Conductor del Main Stage

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10:30 - 11:30 h. **H&T Opening Ceremony**

Main Stage

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12:00 - 13:00 h. **Gastronomic Keynote: Chef Eduard Xatruch of Disfrutar \*\*\*, Barcelona**

Main Stage



Eduard Xatruch Cerro

**Restaurante Disfrutar (3\* Michelin)** - Copropietario

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13:15 - 13:45 h. **Food that enhances well-being**

Main Stage

Session: Sustainability

The impact of food service provision on sustainability, including worker well-being and productivity.



Guillermo Herrera Pinilla

**HB INT'L - Caja Colombiana de Subsidio Familiar (COLOMBIA)** - Gerente de Alimentos y Bebidas

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16:30 - 17:15 h. **Conference presented by Cajamar**

Main Stage



David Uclés Aguilera

**Grupo Cooperativo Cajamar** - Responsable Estudios DG Control de Riesgos

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17:15 - 17:45 h. **The evolution of AI in Tourism: from its origins to what's coming next**

Main Stage

Session: Digitalization and AI

In this talk, we'll take a clear and engaging journey through the evolution of Artificial Intelligence—how it began, how it has progressed to where we are today, and the key trends shaping what's next. The session is fully practical and grounded in Tourism, translating concepts into real-world examples across trip planning and inspiration, traveler support, operations, and information management. The goal is to separate hype from real value and leave with actionable ideas you can apply right away



Alejandro Mullor

**Microsoft** - Worldwide Public Sector Ind. Advisor, Tourism Lead at Microsoft

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17:45 - 18:15 h. **AI won't save your business**

Main Stage

Session: Digitalization and AI

In this talk, we will explore how AI takes on a whole new dimension when it is focused on decision-making.



Fabien Drogue

**FMK - Hotel D'talks** - Hotel General Manager & Consultor hotelero



Francesca Monina

**Get in Touch** - Directora Gerente

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## TUESDAY 03/02/2026

10:30 - 14:00 h. **6th NATIONAL HOSPITALITY FORUM**

Main Stage



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13:22 - 18:00 h. **Main Stage Forum presented by Luis Márquez**

Main Stage

Hosted by: Luis Márquez



Luis Márquez

- Conductor del Main Stage

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13:25 - 14:00 h. **Gastronomic Keynote: Chef Toño Pérez of Atrio Restaurant \*\*\*, Cáceres**

Main Stage



Toño Pérez

**Restaurante Atrio 3\* Michelin** - Propietario y Chef

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16:30 - 17:00 h. **Talent isn't the issue - Operational Design Is**

Main Stage

Session : HR and Talent

From the kitchen to the team: how operational design, processes, and technology shape the work experience and the sustainability of teams in hospitality



Marta Cebrián López

**MCL Food Consulting** - Directora ejecutiva

17:00 - 17:30 h. **Analyzing Trends, Exploring Opportunities**

Main Stage

Session: Customer Experience

In this presentation, we will take a journey through real examples of operators to explore how channel hybridization, convenience, and efficiency are shaping the key trends we need to keep in mind



Mariona Gaspà

AECOC - Senior foodservice Innovation Consultant

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## WEDNESDAY 04/02/2026

10:13 - 13:00 h. **Main Stage Forum presented by Luis Márquez**

Main Stage

Presentador: Luis Márquez



Luis Márquez  
- Conductor del Main Stage

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10:15 - 10:35 h. **The importance of donating. Turning surpluses into solidarity.**

Main Stage

Explanation of the Malaga no caduca program and its relationship with the law on the prevention of food loss and waste.



Miguel Ángel Báez  
Diputación de Málaga - Responsable Contrato Malaga No Caduca

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10:45 - 11:15 h. **Business Visas, Organizational Framework, and Strategies for Market Entry**

Main Stage

Session: Internationalization

Presentation on visa options for European entrepreneurs entering the US market



Stefano Abbasciano  
Abbasiano Law Firm - Fundador y Director Jurídico

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11:15 - 11:45 h. **How to turn your team into your best sales strategy**

Main Stage

Session: HR and Training

Today, restaurants don't lack customers, they lack motivated teams. This talk shows how to turn POS data into clear goals, daily motivation and incentives to increase average spend per guest and build committed teams



Cristian Ruiz Tejera  
Upselio - CEO

11:45 - 11:50 h. **Opening**

Main Stage



Sergio Durán Ruiz  
**CAJAMAR** - Director Territorial en Málaga

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11:50 - 12:10 h. **Foodservice & Out-of-Home Consumption. 2024 Report. Observatory of the Food Service in Spain and its Regions in the European Context**

Main Stage

Presentation of Spain's first Food Service Observatory: an unprecedented analysis quantifying the sector's contribution to the national economy, evaluating its productivity and benchmarking against the European landscape, providing essential sector insights



Ignacio Atance  
**Fundación Grupo Cajamar** - Director Servicio Estudios

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12:10 - 12:40 h. **People, Not Shifts: The New Challenge for Hospitality**

Main Stage

Bloque RRHH

Hospitality is facing a profound shift in how people are managed: less available talent, changing workforce expectations and an increasingly digital environment. This talk explores why the traditional model focused on filling shifts is reaching its limits and why the future of the sector depends on putting people at the center. With a practical and realistic approach, the session will cover employee value proposition, professionalized people management and the role of technology and AI as enablers to attract, engage and retain talent in an industry built around human experiences.



Xavier Martín Canals  
**Turijobs** - Fundador y CEO

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13:30 - 15:00 h. **H&T Awards Ceremony and Official Closing of H&T 2026**

Main Stage