

H&T

INNOVATION SUMMIT FOR THE
HOSPITALITY INDUSTRY

MÁLAGA
8 / 9 / 10
FEB 2027

LEVEL UP YOUR EXPERIENCE

FYCMA – Trade Fairs and Congress Center of Malaga

#HyT / salonhyt.com



ORGANISE



SECTORAL PROMOTERS



EDUARD XATRUCH
Copropietario Restaurante Disruptar
3 estrellas Michelin



H&T 2027

The leading trade event for the hospitality, hotel and tourism sectors. A meeting place where leading companies, decision-making buyers and institutions come together to generate business, share knowledge and discover solutions that contribute to the industry's development.

WHERE THE SECTOR GATHERS TO GROW, CONNECT AND TRANSFORM



REAL OPPORTUNITIES

Connect with companies and professionals with decision-making authority in an environment designed to facilitate new commercial relationships and business opportunities.

GROWTH AS A GOAL

H&T continues to grow, offering businesses an ever-expanding, specialised and international professional environment. The expansion of its exhibition space promotes greater visibility, new connections and more opportunities to generate business.

INNOVATION AND SUSTAINABILITY

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

LEARNING WITH EXPERTS

Access a carefully curated programme designed to bring together professionals and experts who share their experiences, success stories and practical knowledge.

LEVEL UP YOUR EXPERIENCE



WE CREATE BUSINESS

H&T brings together companies, buyers and decision-makers to foster business deals, identify opportunities and accelerate business growth.



WE BET ON INNOVATION

Equipment, technology, services and innovative solutions that address the key challenges facing the hospitality, hotel and tourism sectors.



WORKING ON INTERNATIONALISATION

The growing presence of companies and brands from strategic markets is expanding opportunities for expansion, collaboration and access to new international buyers.



COMPLETE AND VERSATILE OFFERING

Three specialised pavilions bringing together a wide-ranging selection of equipment, catering, technology, services and content to provide a comprehensive overview of the industry.



POSITION YOUR BRAND AT THE HEART OF THE INDUSTRY



A complete exhibition offer distributed in three connected pavilions, designed to enhance the visibility of the participating brands and facilitate direct contact with companies and industry professionals.

EQUIPMENT & SERVICES



Technology, equipment and services presented by leading national and international companies to enhance the competitiveness of hotels, restaurants and tourism businesses.

GASTRONOMY



A carefully curated selection of gourmet products, premium brands and unique offerings aimed at the HORECA sector and the professional catering industry.

STRATEGIC VISION FOR AN EVOLVING SECTOR



KITCHEN Lab°



Culinary creativity comes to life in a space where national and international chefs showcase new techniques, products and trends with practical applications for the professional sector.

MAIN STAGE



The **leading forum** where business leaders, experts and professionals analyse the major challenges and opportunities facing the hospitality, hotel and tourism sectors through real-life case studies, trends and strategic insights.

TASTE ROOM



An exclusive space dedicated to wine culture where **sommeliers and experts share trends**, the latest developments and wine-related experiences aimed at the professional sector.

EVERY SPACE, AN OPPORTUNITY TO MOVE FORWARD



H&T 2027 has called for the 8th 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.



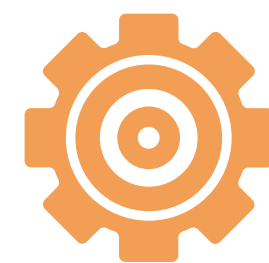
SIDE EVENTS

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

AEHCOS Forum
Beach Entrepreneurs Forum
and other sector-specific meetings

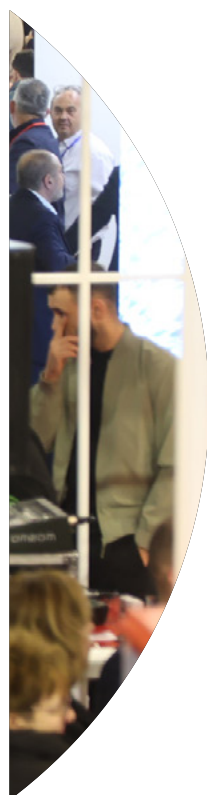
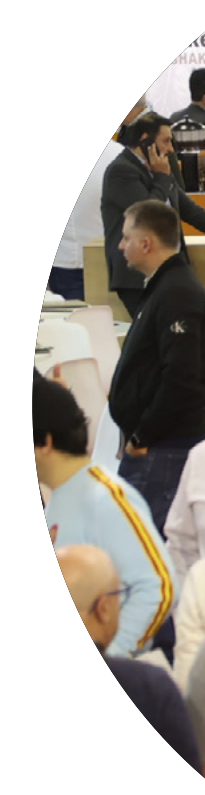


A space for workshops and courses for hospitality professionals. Training sessions given by leading professionals in the sector.



CONFERENCES & WORKSHOPS

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



THE FIGURES THAT CONSOLIDATE OUR LEADERSHIP

CUMULATIVE FIGURES FROM THE LAST 15 EDITIONS



3.645
COMPANIES



182.499
VISITORS



866
SPEAKERS



650
ACTIVITIES

EDITION 2026



+645
COMPANIES



19.099
VISITORS



70
SPEAKERS



+29.700m²
EXHIBITION



INSPIRING ROLE MODELS WHO SHOW US THE WAY



CHEFS



Ángel León



Jordi Cruz



Pepe Rodríguez



Hnos. Torres



Quique Dacosta

SPEAKERS



Abel Matutes



Tony Mascaró



Blanca Pérez-Sahuquillo



Beatriz Robles



Marta Marcos

VISIBILITY THAT BOOSTS THE VALUE OF YOUR PARTICIPATION

Taking part in H&T means being part of one of the leading networking events for professionals, with extensive media coverage.

IMPACT VALUE



+6,6 M
EUROS

“H&T 2026 highlights the role of the hospitality and tourism sector as a driver of growth and innovation”

El Español

“H&T is committed to the hospitality, hotel and tourism sectors as a driver of employment”

Cadena SER



TOTAL IMPACTS



+680 Impacts

“H&T has established itself as the leading hospitality trade fair in the south, bringing together 19,000 professionals”

Profesional Horeca

“H&T, the Hospitality Innovation Fair, has brought its 28th edition to a close, further cementing its role as a platform for innovation and business development”

Hostelsur

THE MEETING POINT FROM A GLOBAL INDUSTRY



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.
- Tour Operators and Specialised Travel Agencies
- Public and technical managers of public authorities, bloggers and specialised influencers.
- Operations Managers, Executive Chefs, Chefs, Bartenders, Sommeliers and Head Waiters

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

PROFESSIONAL VISITORS



Discover, all in one place, the solutions, trends and companies that are transforming the hospitality, hotel and tourism sectors. Connect with professionals, expand your network and make better decisions for your business.

FIND OUT
HOW TO PARTICIPATE



COMPANIES



Showcase your products and solutions to buyers, influencers and decision-makers on a business platform designed to generate real commercial opportunities and strengthen your brand's positioning.

REQUEST
A SPACE



PARTNERS



Become an H&T partner and associate your brand with one of the leading trade events in the sector. Gain greater visibility, institutional presence and communication initiatives designed to maximise the return on your participation.

BECOME
A PARTNER





A SPECIALISED TEAM TO SUPPORT YOU



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

REGISTRATION

+34 638 979 496
+34 618 567 420
inscripcioneshyt@fycma.com

PARTICIPATION OPTIONS

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

ROCÍO CASESNOVES
+34 626 094 434
rcasesnoves@fycma.com

PRISCILA MELÉNDEZ
+34 648 006 608
pmelendez@fycma.com

SERVICE MANAGEMENT AND STAND FITTING

MARTA ESPAÑA
+34 616 586 505

OLGA ROMERO
Tel: +34 689 479 630

ARIANNA CHEDIAK
Tel: +34 660 174 715
expohyt@fycma.com

CONTENTS AND SPEAKERS

ANABEL ARIZA
+34 626 489 821
aizariza@fycma.com

H&T AWARDS

+34 660 999 563
Contenidos1@fycma.com

+34 699 310 940
Contenidos2@fycma.com



FYCMA



GreenCities
URBAN INTELLIGENCE & SMART MOBILITY



H&T
INNOVATION SUMMIT FOR
THE HOSPITALITY INDUSTRY



CM MÁLAGA
CULTURE & MUSEUMS
INTERNATIONAL TECH FORUM



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.



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