

VIII H&T AWARDS

Date: 8, 9 and 10 February 2027
Venue: H&T, FYCMA – Trade Fairs and Congress Center of Malaga (Malaga, Andalusia, Spain)
Format: face-to-face
Registration: from 27 November 2026 to 4 January 2027 at 11:59 p.m.

H&T
The leading business event for the equipment and gastronomy industry serving the hospitality, hotel and tourism sectors. It is the benchmark meeting point for these industries to integrate technology and innovation into all processes that help improve the customer experience.

It showcases specific tools and solutions for every segment of the industry through exclusive content and a comprehensive offering from leading sector brands. It is the ideal setting to establish strategic contacts, discover the latest technologies applicable to the sector and access real opportunities that help businesses and hotels become 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.

AWARD
Best Innovative Initiative in Hospitality / Tourism Industry / Equipment / Services / Gastronomy

CATEGORIES
Applications may be submitted in the following categories:

- Medium-sized and large enterprises
- Microenterprises, small enterprises, entrepreneurs, spin-offs and startups

The jury chairs may propose the following distinctions:

- Special Mention for Outstanding Career Achievement in the Hospitality and Hotel Industry
- Special Mention for the Best Internationalised Andalusian SME in the Tourism Sector



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

- Malaga Gastronomic Academy
- Andalusian Academy of Gastronomy and Tourism (AAGT)
- 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 Hoteliers of Malaga (MAHOS)
- Malaga Chamber of Commerce
- Spanish Confederation of Hotel and Catering Businesses
- Public Company for the Management of Tourism and Sport in Andalusia. Department of Tourism and External Andalusia. Regional Government of Andalusia
- Faculty of Tourism. University of Malaga (UMA)
- Federation of Hotel and Catering Businessmen of Andalusia
- *Gastroarte*
- Hotel Technological Institute (ITH)
- *Sabor a Málaga*, Malaga Provincial Council
- 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, for the 2027 edition it is held by Asociación de Empresas de Playas de Málaga (AEPLAYAS).

PARTICIPATION REQUIREMENTS
Note: *Solely for the purposes of this call, where employee numbers and annual turnover would place an enterprise in different categories, annual turnover shall take precedence in determining the category in which it may participate.*

This classification criterion is established specifically for this call and for allocating applications among its categories.

FOR MEDIUM-SIZED AND LARGE ENTERPRISES

Entities meeting the following requirements may enter this category:



- Be a medium-sized enterprise[1] or large enterprise[2] as defined in these rules.
- Submit an innovative project related to hospitality, hotels, tourism, equipment, services or gastronomy.
- Correctly complete the registration form and submit the required information and documentation within the specified deadline.
- Not have previously won this same H&T Awards category.

FOR MICROENTERPRISES, SMALL ENTERPRISES, ENTREPRENEURS, SPIN-OFFS AND STARTUPS:

The requirements for the category are as follows:

- Be a microenterprise (Micro-SME)[3] or small enterprise[4] as defined in these rules, or meet the definition of entrepreneur, spin-off[5] or startup[6] set out herein.
- Submit an innovative solution related to hospitality, hotels, tourism, equipment, services or gastronomy.
- Be legally established or, in the case of individual entrepreneurs, registered as self-employed where required by the activity undertaken.
- Correctly complete the registration form and submit the required information and documentation within the specified deadline.
- Not have previously won this same H&T Awards category.

EVALUATION CRITERIA
Note: *All evaluation criteria shall carry equal weight in the assessment of applications.*

FOR MEDIUM-SIZED AND LARGE ENTERPRISES

[1] Medium-sized enterprise: Between 50 and 249 employees and annual turnover ≤ €50 million or annual balance-sheet total ≤ €43 million.
[2] Large enterprise: An enterprise that does not meet the requirements to qualify as a microenterprise, small enterprise or medium-sized enterprise.
[3] Microenterprise: Between 1 and 9 employees and annual turnover ≤ €2 million or annual balance-sheet total ≤ €2 million.
[4] Small enterprise: Between 10 and 49 employees and annual turnover ≤ €10 million or annual balance-sheet total ≤ €10 million.
[5] Spin-off: A company incubated by another parent company or university that provides financial support and business expertise to help it progressively access new market niches.
[6] Startup: A newly established company or one less than 5/7 years old, with a scalable business model, independent of other companies and with annual turnover below €10 million.



The following criteria shall be considered in this category:

- **Degree of innovation and differentiation**: Novelty compared with existing solutions and the problem addressed.
- **Technological component**: Relevant use of technology, where applicable, to achieve the innovation.
- **Added value for users**: Improvements, benefits or relevant solutions for users or intended beneficiaries.
- **Potential impact:** The project's ability to generate positive and significant effects in its field of application.
- **Market potential**: The proposal's ability to meet a real need and its potential acceptance, implementation or growth in the market.
- **Scalability**: The project's ability to grow, be replicated or be implemented in other settings, markets or contexts.
- **Contribution to sustainability**: The proposal's contribution to environmental, social and/or economic sustainability.

FOR MICROENTERPRISES, SMALL ENTERPRISES, ENTREPRENEURS, SPIN-OFFS AND STARTUPS

In addition to the above criteria, the following shall be considered:

- **Business model**: Consistency and viability of the proposed model, as well as its ability to generate value and remain sustainable over time.

SELECTION PROCESS

REGISTRATION STAGE (until 4 January 2027 at 11.59 p.m.)

Interested individuals/entities must complete pre-registration on the official H&T website. After pre-registration, they will receive an email containing login credentials for their private area, where they must complete the specific form with project information within the specified deadline.



EVALUATION STAGE (7 January 2027 - 25 January 2027)

The evaluation committee will review and assess all applications that have correctly completed the form and meet the eligibility requirements. Following this assessment, it will select three finalists in each category.

SELECTION STAGE (26 January 2027)

The evaluation committee will meet on 26 January 2027 to review the evaluation results and the finalists and winners in each category, resolve any ties that may arise and review proposals for the special mentions provided for in these rules.

COMMUNICATOIN STAGE (from 26 January 2027)

The organisers will contact the selected finalists from 26 January 2027 onwards. **Finalists must confirm or decline their attendance before 1 February 2027.** If a selected finalist is unable to attend or does not confirm by the deadline, they will forfeit that right, and the organisers reserve the right to contact the next highest-rated applications.

The winners in each category will be announced on 10 February 2027 during the awards ceremony held as part of the event.

BENEFITS OF PARTICIPATION

Benefit	Applicants	3 finalists	Winners	Micro/SME winner**
Admission pass	✓	✓	✓	✓
Turnkey information point in the exhibition area*		✓	✓	✓
Visibility and promotional package		✓	✓	✓
Social media visibility as finalist		✓	✓	✓
Mention in event press release as finalist		✓	✓	✓
Networking and opportunities		✓	✓	✓



Social media visibility as winner			✓	✓
Mention in event press release as winner			✓	✓
Interview shared on event channels			✓	✓
Cash prize of ONE THOUSAND EUROS (€1,000)**				✓

**Only for the Microenterprises, Small Enterprises, Entrepreneurs, Spin-offs and Startups category.*

REGISTERED APPLICANTS

All applicants registered for the call who meet the requirements will receive **an admission pass**.

THREE FINALISTS IN EACH CATEGORY

- Registration and admission pass to H&T 2027.
- Presence in the exhibition area with a turnkey information point for the *microenterprises, small enterprises, entrepreneurs, spin-offs and startups* category (any additional services required must be contracted and paid for at official rates).
- Visibility and promotional package:
    - visibility on social media as a finalist
    - mention as a finalist in the event press release
    - networking and opportunities.

WINNERS

In addition to the above, winners will receive:

- Visibility and promotional package:
    - visibility on social media as winners
    - mention as winners in the event press release
    - networking and opportunities
    - an interview conducted by the communications team and published through the event's own channels.

In addition, the winning entry in the Microenterprises, Small Enterprises, Entrepreneurs, Spin-offs and Startups category will receive:

- Cash prize of ONE THOUSAND EUROS (€1,000)[7].

KEY DATES

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

- Submission of applications: until 4 January 2027 at 11.59 pm.
- Evaluation: from 7 January 2027 to 25 January 2027.
- Evaluation meeting: 26 January 2027.
- Notification of selected proposals: from 26 January 2027.
- Deadline for confirming participation in the event: before 1 February 2027.
- Awards ceremony: during the activities scheduled as part of the event.

VERIFICATION OF INFORMATION AND EXCLUSION OF APPLICATIONS

1. Organising entity and purpose

The promoter is Palacio de Ferias y Congresos de Málaga, owned by Empresa Municipal de Iniciativas y Actividades Empresariales de Málaga, S.A. (PROMÁLAGA), tax identification number (NIF) A-29233681.

[7] Subject to applicable withholding taxes



Address for notifications: Avda. José Ortega y Gasset, 201 – 29006 Málaga, Spain.
FYCMA organises this voluntary call, which is free to enter, to recognise and promote innovative projects and solutions related to hospitality, hotels, tourism, equipment, services and gastronomy.

2. Responsibility for applications and submitted materials

Participation in the H&T Awards implies that the participating individual or entity guarantees the accuracy of the information provided and confirms that they hold the rights, permissions or authorisations necessary to use the documents, images, content and other materials included in the application.
The participating individual or entity shall be responsible for any claim arising from the use of materials for which they do not hold the relevant rights or authorisations.

Participation also entails authorisation for the organisers to use the name, image and materials associated with selected applications in communication, promotion and publicity activities relating to the H&T Awards and the event itself, under the terms established by the organisers.

3. Assessment and resolution of incidents

Applications will be assessed by the jury in accordance with the criteria established in these rules.

FYCMA shall determine the interpretation applicable to any incident or complaint, acting objectively and ensuring due transparency.

4. Suspension and amendments

The organisers reserve the right to suspend the call at any time, including without prior notice, for justified reasons. They may also amend the conditions of participation and undertake to notify participating individuals or applicants in due course.

In such cases, participants may withdraw their application or continue in the call by accepting the new conditions.

5. Incompatibilities and conflicts of interest

Any person employed by the organising entity, family members up to the second degree of consanguinity or affinity of the organisation's employees or partners, and any person maintaining any legal or commercial relationship with the organising entity shall be excluded from participating in this call.

However, participation shall be permitted for individuals or entities that belong to, are partly owned by, or maintain a professional or commercial relationship with sponsoring, exhibiting, collaborating

or partner companies of the event, provided that they meet the requirements established in these rules.

6. Exclusion of applications

The organising entity reserves the right to exclude, at any time and without prior notice, applications that breach these rules, violate applicable legislation or use unauthorised or fraudulent means, mechanisms or tools, or those contrary to the principles of good faith, without such exclusion giving rise to any right to claim or compensation.

7. Verification of information

The organisers may request additional documentation or information to verify compliance with the eligibility requirements, the accuracy of the information provided, the authorship or ownership of the project or solution submitted, and any other matter necessary for the proper assessment of the application in accordance with the criteria established in these rules.

8. Data protection

- Data controller: Organising entity.
- Purpose: To promote the Award, encourage participating individuals, groups or entities to attend trade fairs, and manage communications between the parties.
- Legal basis: Performance or implementation of a contract.
- Recipients: Data will not be disclosed to third parties.
- Retention: Data will be deleted after the trade fair; audiovisual content will be retained and may remain on the website or social media for longer.
- Rights: Access, rectification, erasure, objection and other rights described in the detailed information: https://fycma.com/privacidad/