

## **hogatec 2012 is ready to launch with a brand-new concept**

### **General support for expanded offer range and new location Essen**

hogatec is being completely re-designed. As of 2012, the most important trade fair for the Hotel, Gastronomy and Catering Industry will be held in Essen, in the west of Germany. The relocation from Düsseldorf to the metropolis on the river Ruhr also brings about a new trade fair concept. In addition to its technical focus, hogatec will return to being a marketplace for the suppliers of the beverage food industry. With numerous attractive events, hogatec will also offer hotelkeepers and restaurateurs a platform for innovation and buying decisions.

“Messe Düsseldorf and industry representatives agree that the region needs a trade fair such as hogatec. However, the demand for a wider offer range of hogatec towards food and beverage had grown in the past. In this regard, the location Düsseldorf is and was somewhat limited due to overlaps with our other trade fairs specialising on this topic area. The location Essen opens up the opportunity to focus more on the food and beverage segments,” explains Werner M. Dornscheidt, President and CEO of Messe Düsseldorf GmbH.

“The trade fair organisers from Düsseldorf and Essen are looking back on good cooperation during several foreign projects and are now looking forward to jointly promoting a domestic product,” Frank Thorwirth, President and CEO of Messe Essen GmbH states with certainty. He adds, “In addition, we are now also able to provide long-term scheduling stability for hogatec at the new location, something that has been on the wish-list of the industry for a while now.”

The President of the German Hotel and Inn Association (DEHOGA Bundesverband), Ernst Fischer, is convinced that the location Essen is extremely well suited to open up a bright future for hogatec. “The Federal Association DEHOGA continues to stand by hogatec. With industry events such as the System Gastronomy Forum and other top-quality DEHOGA events, hogatec will continue to be positioned



amongst the leading trade fairs of the hotel and restaurant industry in Germany.”

The Trade Fair Advisory Board also welcomes the new concept of hogatec. Paul-Werner Huppert, President and CEO of MKN and member of the hogatec advisory board, states, “The service area offers enormous visitor potential for the hotel and restaurant industry. It was the right decision to strengthen the longstanding tradition of hogatec in the Rhine-Main and Rhine-Ruhr metropolitan areas, and to return it to its old standing amongst the hotel and restaurant industry trade fairs.”

Olaf Offers, President of DEHOGA NRW, agrees, “It is very good that hogatec is opening up to a wider offer range and will focus more than before on its natural service area with its significant spending power. The highest populated federal state, which hosts the highest number of hotel and restaurant exhibitions, is the ideal location for trade fair that will set new standards for North Rhine-Westphalia and beyond. DEHOGA NRW is planning to participate intensively in all activities to ensure that hogatec 2012 will be a success.”

Werner M. Dornscheidt emphasises, “Messe Düsseldorf will continue its obligation to provide optimal conditions for exhibitors and visitors of hogatec. Therefore, the existing hogatec project team in Düsseldorf will cooperate with the newly formed trade fair team in Essen and offer help and advice as needed.”

hogatec 2012 will be held at the Essen Exhibition Centre from 02 to 05 September 2012.

**Your press contact:**

**Messe Düsseldorf GmbH**  
Dr. Cornelia Jokisch  
Phone: +49.(0)211.4560-998  
Fax: +49.(0)211.4560-8548  
E-mail: [JokischC@messe-duesseldorf.de](mailto:JokischC@messe-duesseldorf.de)

**Messe Essen GmbH**  
Kirsten Eißer  
Phone: +49.(0)201.7244-432  
Fax: +49.(0)201.7244-249  
E-mail: [kirsten.eisser@messe-essen.de](mailto:kirsten.eisser@messe-essen.de)

June 2011