



HOREQ 2011 FACT SHEET

Date:	Monday 21 to Wednesday 23 November 2011
Venue:	Feria de Madrid, Madrid, Spain
Opening times:	From 10:00 h to 19:00 h.
Frequency:	Biennial
Edition:	Fifth
Open to :	Trade visitors only
Sectors:	<ul style="list-style-type: none"> Equipment for hotel Service for hotel and restaurant Laundry and cleaning Commercial equipment Food service for eating out Technologies Furniture and decoration Draperies and textile Tableware Bath, leisure , rest and sport Logistics and transport Installations and other infrastructures Press
Visitor profile:	<ul style="list-style-type: none"> Catering; Hotels & accommodations Hypermarkets, supermarkets & department stores Distribution Cafeterias & bars Retailers Fast-food establishments Confectioner´s restaurants
Organised by:	IFEMA - Feria de Madrid



HOREQ 2011 PLAYS HOST TO THE HOTEL AND CATERING EQUIPMENT SECTOR

The Fair takes place between 21 and 23 November and aims to provide a boost to the industry and generate new business opportunities

Madrid, 21 November 2011. The fifth edition of the Hotel and Catering Equipment Fair, HOREQ, takes place from 21 to 23 November 2011. The Fair will bring together the sector's main players for an event which, more than ever, aims to provide a platform which boosts the industry and a forum which generates new business opportunities. With this in mind, the 2011 edition of HOREQ, organised by IFEMA, has adopted a trade fair model which prioritises the product, the new opportunities which are created at the event and the usefulness of training.

This, together with other initiatives, will help the hundred companies taking part to find HOREQ 2011 the ideal forum for presenting their new products to visitors and thus promoting commercial exchanges. Trade professionals will discover the latest cooking equipment which optimises energy consumption, the furnishing and decorative elements which can convert their establishment into a unique space, and the IT systems to optimise the running of their companies. Moreover, HOREQ will be held at the same time as VENDIBÉRICA in order to encourage interaction between professionals from the hotel and catering and vending sectors.

IDEAS TO BE PUT INTO PRACTICE

Various activities have also been designed which underline the more practical side of the sector so, as soon as they have departed the Fair, these professionals may put into practice techniques which could revitalise their business and boost their work. One of these, organised in collaboration with the Spanish Hotel and Catering Federation (FEHR), is the first 3D ham-slicing class. This course will enable HOREQ visitors to learn in Hall 3 at Feria de Madrid the most appropriate technique for obtaining the finest flavour from a piece of ham. The class will be broadcast every hour at the Fair's FOOTBALL ZONE, which is sponsored by *Campofrío Soluciones de Hostelería*. The Football Zone aims to show visitors how technology can make it more attractive for their customers to watch a sports event, like a football match, in their establishments. With this objective in mind, the space will boast the participation of firms like LG who, among other technological advances, will have on display *3D Cinema by LG Electronics*, a system that turns any football match, or other sports event, into a unique experience for viewers. MOVISTAR are also collaborating in this area and presenting the sports schedule they provide through their platform.

One of the other activities at HOREQ will be EXPOTAPA, another FEHR initiative which will give trade professionals an insight into new tastes they can incorporate into their business. This is thanks to the *Savour Spain* programme, through which they can find out about the cuisine of Spain's Autonomous Regions by tasting their cheeses, wines, oils and other typical products. Visitors will also be able to learn how to serve the best glass of beer to their most demanding customers from Mahou and the *Master Brewers* will be revealing their techniques for serving a good beer.

The *Coca-Cola Young Chefs Competition* will also be held during the three days of the Fair. Here, selected students from Madrid's hotel and catering schools will compete to create the best tapa to accompany a Coca-Cola.

The offer provided by HOREQ's exhibitors, together with the ideas and activities, are designed to ensure the Fair acts as a business platform and promotes commercial exchanges for the hotel and catering equipment sector.

Services for exhibitors and visitors

Exhibiting companies and trade professionals visiting the Fair will be able to take advantage of various special offers and promotions, such as online restaurant bookings via the eltenedor.es website, which offers them the best choice of Madrid establishments, with discounts of up to 40%.



HOREQ AND VENDIBÉRICA BRING TOGETHER THE LATEST TRENDS IN HOTEL AND CATERING EQUIPMENT AND VENDING

- **The two fairs will take place together between 21 and 23 November, in Building 3, at the Feria de Madrid**

Madrid, 21 November 2011. From 21 to 23 November, Building 3 at the Feria de Madrid will hold HOREQ and VENDIBÉRICA. For three days IFEMA, which is organising the two trade fairs, will become a first-class commercial platform for the hotel and catering and vending sectors.

The aim of holding the shows together is to boost the synergies between them in order to create new business opportunities for participants. At the same time, to leverage the exhibitors' presence at both HOREQ and VENDIBÉRICA, it was decided their participation should closely reflect today's reality, with a fair model that turns the product and business meetings into the real focus.

In short, HOREQ and VENDIBÉRICA will build a more competitive commercial scenario so as to discover the trends and new developments in both hotel and catering and vending, while promoting meetings between professionals to generate new business transactions and boost activity in these sectors.



From 21 to 23 November HOREQ will feature the Coca-Cola Young Chefs Competition, the Savour Spain section and the Mahou Master Brewers' classes

HOREQ 2011 WELCOMES EXPOTAPA

Madrid, 21 November 2011. HOREQ, the Hotel and Catering Equipment Show, is holding its 5th edition from 21-23 November and, apart from the commercial fair, will be heavily involved in the complementary activities organised by IFEMA. Among others EXPOTAPA, an initiative of the Spanish Hotel and Catering Federation (FEHR) the final details of which are being arranged now.

During the three days of the Show, EXPOTAPA will hold the *Concurso Jóvenes Cocineros Coca-Cola* (Coca-Cola Young Chefs Competition) in which students chosen from Madrid's various hotel and catering schools will compete to create the best tapa to accompany this drink.

Saborea España (Savour Spain) will give visitors the chance to discover the best in gastronomy from Spain's autonomous regions at tastings of cheese, wine, oil and other typical product.

To round off the day the *Maestros Cerveceros* (Master Brewers) of Mahou will be explaining to HOREQ visitors all the secrets of serving the best glass of beer to the most discerning customers.

THINKING OF THE PROFESSIONALS

EXPOTAPA forms part of HOREQ's activities which, this year, will have a very practical focus. Ideas currently being worked on include workshops where visitors will be able to learn how technology can help business professionals and how using communication and marketing can give new life to their business. The show will also deal with issues related to Fourth and Fifth Range products, group food service, logistics, transport, etc.

HOREQ has also designed a football area, given this is one of the great sports activities driving business linked to the hotel and catering trade. Here professionals will be able to learn all about the alternatives that make experiencing an event of this kind in a hotel and catering establishment all the more enjoyable.

The activities programme will complement HOREQ's commercial activity to make a professional visit even more interesting. Moreover, this year the Show coincides with VENDIBÉRICA, a fair devoted to vending services, offering professionals a closer insight into this segment.



This section will show professional visitors to HOREQ, which takes place between 21 and 23 November, how to make watching these events in their commercial establishments more attractive to their customers, thus boosting their numbers.

HOREQ 2011 WILL HAVE A *FOOTBALL AREA*, A SECTION WITH THE MOST INNOVATIVE TECHNOLOGIES FOR ENJOYING SPORTS EVENTS IN HOTEL AND CATERING ESTABLISHMENTS

Madrid, 21 November 2011. One of the ideas for HOREQ 2011, which takes place from 21 to 23 November, is to include a *Football Area*, a section designed to show visitors how technology can make watching these events in their commercial establishments more attractive to their customers, thus boosting their numbers.

Firms taking part in the *Football Area*, organised by the Spanish Hotel and Catering Federation (FEHR) include LG who, among other advances, will be showing its latest generation 3D screens. These turn watching a football match or other sports events into a unique experience for viewers. MOVISTAR are also taking part and they will be presenting the sports programmes offered by their platforms.

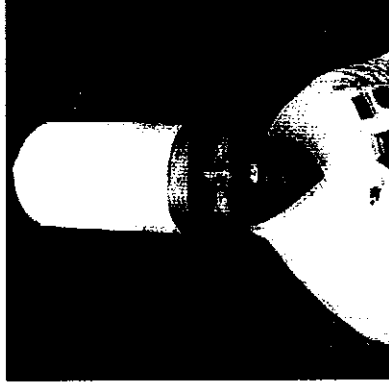

In this way HOREQ wants to underline its role as a useful tool for this sector and give professionals an insight into the equipment that could prove most valuable in their day-to-day business activities, thereby giving them a boost and attracting new customers.

Given this more practical focus the Hotel and Catering Equipment Show is organising various presentations and workshops alongside its commercial activity, on such topics as communication and marketing strategies that could help breathe new life into their business and group food service.

HOREQ is taking place at the same time as VENDIBÉRICA, to encourage interaction between professionals of the hotel and catering and vending segments

Agenda

II EXPOTAPA EDITION FERIA HOREQ 2011

11,00-12,00	Coca-Cola Young Chefs Competition	
12,00-16,00	Savour Spain	
16,00-17,00	MAHOU Master Brewers	





HOREQ 2011 WILL HOLD THE FIRST HAM-SLICING CLASS IN 3D

It will take place in the Football Area sponsored by Campofrío and organised by the Spanish Hotel and Catering Federation (FEHR)

Madrid, 21 November 2011HOREQ, the Hotel and Catering Trade Fair, takes place from 21 to 23 November. This time the organisers wanted to give a more practical focus to its activities, so trade professionals can apply them to their own businesses as soon as they leave. Consequently the Fair, organised by IFEMA, is going to hold the first ham-slicing class in 3D. This will give professionals visiting Hall 3 at the Feria de Madrid the chance to learn the most suitable technique for getting the best flavour out of a piece of ham. The class will be broadcast hourly in the HOREQ FOOTBALL AREA, which is sponsored by *Campofrío Soluciones de Hostelería* and organised by the Spanish Hotel and Catering Federation (FEHR).

So the techniques learned can immediately be put into practice, Campofrío is raffling four hams among the professionals who watch the programme. The course is made possible thanks to the *LG Electronics 3D Cinema* system set up in the FOOTBALL AREA, which is designed to show visitors to HOREQ now they can convert their establishment into an even more attractive setting for watching sports events, such as football matches, and thus attract new customers.

Another event and FEHR initiative at HOREQ is EXPOTAPA. This will give professional visitors an insight into new tastes they can introduce into their businesses through the *Savour Spain* programme, which will allow them to discover the best in the gastronomy of the Autonomous Regions by tasting their cheeses, wines, oils and other typical products. Likewise visitors will learn how to serve the best glass of beer to the most demanding customers from Mahou and the *Master Brewers*, while throughout the three days of the Fair the *Coca-Cola Young Chefs Competition* will also be taking place. This involves selected students from the various hotel and catering schools in Madrid competing to create the best tapa to go with Coca-Cola.



Between 21 and 23 November 2011 the Fair will provide a forum for presenting the industry's latest ideas

HOREQ 2011 WILL BRING TOGETHER ALL THE NEW DEVELOPMENTS IN THE HOTEL AND CATERING EQUIPMENT SECTOR

Madrid, 21 November 2011. HOREQ 2011, which takes place between 21 and 23 November, will showcase the latest products developed by the sector to facilitate hotel and catering management and optimise company performance. That will allow visitors to Hall 3 at the Feria de Madrid to discover in just three days the tools that will boost their business and help to drive it forward.

The products already announced by HOREQ exhibitors include the latest developments in equipment for hotels and caterers to make the work of their professional staff easier and more effective. One of the companies at the Fair will be DEGERMAN, with their wide range of products designed to preserve food prepared for groups, events, etc., in the best conditions. With this aim in mind, they have developed insulated containers for liquids and creams, like the *Caldobox*, and for food provided by home services, for example, the *Menúbox*. Similarly, they have products for catering and other events that make it possible to offer consumers hot meals when required, such as mobile ovens that cook at temperatures of up to 280° and hot food trolleys.

CH-SISTEMAS, S.L have also developed a range of products to serve food when it is just right. At HOREQ they will be explaining the excellent features of their *TLC730 dual thermometer with infrared rays and sound penetration*. A useful tool for any kitchen and for controlling the cooking process, thanks to infrared rays that measure the exact temperature of the food without touching it.

OPTIMISING RESOURCES

Among the products VITO plan to exhibit at the Fair there is a frying oil filter system that reduces the quantity used in the kitchen by up to 50%. It also reduces cleaning time, thus improving the cooking process and the flavour of the food.

In the fried food line INDUSTRIAS JOSE L. BLANCO, who specialise in equipment for churro stalls, will be exhibiting a wide range of products at HOREQ, including a model of their electric food fryer with improved controls. The new design allows the heat to be absorbed by the unit, which avoids possible problems and reduces electricity consumption. Moreover, this machine includes a digital thermostat with maximum

precision and a safety switch which stops it from working in the event of a power cut without the user turning it on again.

This year HOREQ has included a Football Area, organised by the Spanish Hotel and Catering Federation (FEHR). It is designed to show professionals the tools that can attract new customers to their establishments, to enjoy a sports event, like a football match. Here one of the companies taking part is LG, who will be showing off their latest generation 3D screens, among other new products, which turn watching any competition into a unique experience for viewers. MOVISTAR are also taking part and they will be presenting the sports programmes offered by their platforms.

Finally, this year, HOREQ is taking place at the same time as VENDIBÉRICA, to encourage contacts between hotel and catering and vending.



HOREQ 2011 OFFERS IDEAS FOR ACHIEVING THE WELLBEING OF CUSTOMERS

The Fair, which takes place between 21 and 23 November 2011, will bring together the latest and most competitive tools for improving customer experience

Madrid, 21 November 2011. From 21 to 23 November, in Hall 3 at the Feria de Madrid, HOREQ 2011 will be exhibiting all the tools that can help hotel and catering professionals get better results from their establishments. Together with the new technical equipment that can make their day-to-day work easier, the Fair will be presenting other items that contribute to customer comfort, making their stay in one of these places a unique and more agreeable experience.

Some companies have come up with solutions enhance the visits of hotel and catering establishment users every month of the year. The products visitors to HOREQ can discover include MASTERKOOL's *Heatstrip*, a latest generation exterior heater that combines a modern design with the most advanced infrared technology. Made in a hand-crafted style, it creates a warm, cosy atmosphere while minimising heat loss and avoiding the annoying smells and disturbing red light of other heaters.

PULSAVOY also want to offer customers the best possible service so they are presenting an innovative wireless device to speed up and improve service in restaurants. This system means customers can locate the waiter with the push of a button, while the kitchen and bar can tell staff that orders are ready to be taken to the tables. The waiter receives an alert on a wristwatch that indicates the table requesting his attention.

CREATING UNIQUE SPACES

For its part, iSi CONTRACT has a new furniture catalogue for HOREQ 2011 with innovative and creative solutions for hotels, restaurants, bars and cafeterias that are designed to create a unique atmosphere for their users. With their multiple products and finishes they can create original settings without sacrificing quality or functionality. RETROMANÍA specialists in creating a unique atmosphere, are showing ideas for themed spaces at HOREQ, including different options for turning a bar into a unique space that transports its customers to a typical Irish pub, a bar with a sports theme like golf or a music theme like rock or jazz.

Something else to bear in mind when it comes to creating a pleasant atmosphere is having the right kind of lighting. MY CANDELAS offer a patented solution which combines LED technology with a traditional candle design. They use real wax in their lights which, powered by disposable or rechargeable batteries, can provide 1,000 hours of light. They also make rechargeable Tea Lights, which take three hours to recharge and provide up to 15 hours of light.

Apart from furniture and decor, top quality tablecloths can be a vital element in creating a welcoming atmosphere. At the coming Fair HILDEN ESPAÑA will be exhibiting their wide range, especially of linen cloths, as well as bed, bathroom and kitchen linens.

Also, this year HOREQ is taking place alongside VENDIBÉRICA, to promote contacts between the hotel and catering and vending segments.



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