

# hotelga

27 – 29.8.2025  
La Rural Trade Center

## INTRO

The **Exhibition of Trends and Innovations for Hospitality and Gastronomy** held a new edition, offering a renewed experience whose success grows year after year. Hotelga 2025 reached a **new record of 13,000 visitors** and a 35% increase in exhibition surface area.

Organized by the **Federation of Hotel and Gastronomy Business Owners of the Argentine Republic (FEHGRA)** and the **Association of Tourism Hotels of the Argentine Republic (AHT)**, Hotelga is an exclusive event for business owners and professionals in the hotel and gastronomy sector, bringing together a wide variety of suppliers.

The exhibition featured the presence of award-winning chefs from across the country, provincial authorities, representatives of sector entities and associations, as well as directors and decision-makers from top-tier hotels. All of them shared an agenda of activities with the public that included: innovation in carefully selected products and services, exhibition of equipment and machinery, advice on tools and services, live cooking, training, and the opportunity to discover new ideas to boost business.

Thus, Hotelga consolidated its leadership and exceeded the expectations of exhibitors and visitors with new spaces, novelties, highlighted content, and the possibility of continuing to develop a high-potential network of contacts.



## KEY DATA

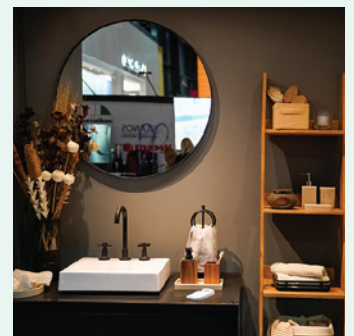
Date: August 27 – 29, 2025

Venue: La Rural Trade Center of Buenos Aires

Organized by: Association of Tourism Hotels of the Argentine Republic (AHT), Federation of Hotel and Gastronomy Business Owners of the Argentine Republic (FEHGRA) and Messe Frankfurt Argentina.

## LEADING VISITOR COMPANIES

Libertador Hotel	Sheraton Pilar Hotel	Hotel Faena	Hilton Buenos Aires
Sheraton Buenos Aires Hotel	Hotel Intercontinental	Parrilla Don Julio / El Preferido de Palermo	La Parolaccia
Almacén de Pizzas	Sofitel	Alvear Palace Hotel	Nespresso
Gato Dumas	Luigi Bosca	Cucina Paradiso	Sofitel La Reserva Cardales
Mercado Pago	Mondelez	Narda Lepes S.A.	Marriott Buenos Aires
Trocca	Palacio Duhau Park Hyatt	Hyatt Buenos Aires	Electrolux



## HIGHLIGHTED PRESENCES

- **Narda Lepes** (Comedor Narda - Kōnā Corner)
- **Jorge Monopoli** (Kalma, Tierra del Fuego)
- **Walter Leal** (Finca, Jujuy)
- **Gabriel Oggero** (Crizia, Buenos Aires)
- **Damián Shiizu** (Uni Omakase, Buenos Aires)
- **Juan Ventureyra** (Riccitelli Bistró, Mendoza), Red and Green Michelin star.
- **Gonzalo Aramburu** (Aramburu, Buenos Aires), the only Argentine chef whit with two Michelin stars.



# +13.000

national and international business owners and professionals

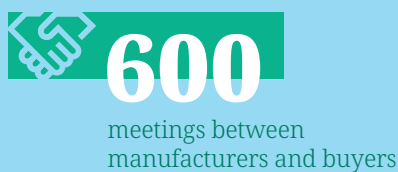


# 96%

of exhibitors would recommend other companies to participate in the **exhibition**

# 35%

increase in surface area, compared to the previous edition



### We look forward to seeing you from September 2 to 4, 2026!

La Rural Trade Center of Buenos Aires

### Hotelga Summit

Politics, economics and current affairs, sustainability, AI, and investments were the core themes of this new edition, which addressed the panorama of the regional and global hotel sector, with a strong federal focus. Representatives from 9 provinces, as well as directors and business owners from the sector, participated.

### Grand Finale of the Sustainable Hospitality Contest

Organized by Hoteles Más Verdes with the support of AHT, the contest recognized tourist establishments and innovative ideas that best integrate the principles of sustainability into the hotel value chain. Participants came from Argentina, Uruguay, and Paraguay.

### Grand Finale of the Federal Chefs Tournament

23 teams and a total of 46 chefs from across the country participated in the contest organized by FEHGRA. Distinguished judges crowned three winners in a grand closing ceremony. Additionally, the event was completed with special capsules: presentations and launches.

### Matchmaking program

Buyers from Argentina, Uruguay, and Chile participated in this space, which resulted in 600 meetings, with the notable presence of hotels and restaurants from 11 Argentine provinces.

### Wines of Argentina

The national wine industry had its exclusive space with a proposal that brought together more than 30 wineries. With the support of the National Secretariat of Tourism, Environment and Sports and EMETUR (Mendoza Tourism Entity), distinguished sommeliers and oenologists invited visitors to discover labels, learn about processes, and learn about varieties and pairings.

### Taste Culinary Forum

Organized by AHRCC (Association of Hotels, Restaurants, Confectioneries and Cafés), the meeting focused on the contribution to hospitality and the future of the activity. Experts from various fields and chefs from all over the country shared this space for updates and exchange.

### Specialty Coffee Area

A new area, designed by Motofeca and Caffettino, where talks were offered by specialists, products such as coffee makers and industrial equipment were exhibited, and preparation methods designed for coffee shops, roasters, and hotels were presented.

### Hotelga AR Design

A space for national design and production where six brands shared their latest projects in furniture, decoration, textiles, lighting, accessories, and crockery. Argentine talent and the latest trends, curated by 90+10 Magazine.



For details and information regarding your participation as an exhibitor or sponsor, please visit [hotelga.com.ar](http://hotelga.com.ar) or contact our Commercial Team: [hotelga@argentina.messefrankfurt.com](mailto:hotelga@argentina.messefrankfurt.com)