

Press +++ Hotelga 2025  
27 to August 29, 2025



## Hotelga 2025 was presented: a federal edition, with more business and innovation

**Buenos Aires, August 2025. The meeting of the hotel and gastronomy sector will be held from August 27 to 29 at the La Rural Trade Center, in the Autonomous City of Buenos Aires.**

This Wednesday, FEHGRA and AHT, together with Messe Frankfurt Argentina, announced the details and news of the next edition of Hotelga. It will have an area of 15,000 m2, 35% larger than the previous edition; the participation of 35 new companies and a growth of 20% in the gastronomic sector. Thus, the organizers are confident that this year all expectations will be exceeded again.

Those who walk the halls of Hotelga 2025 will be able to visit the stands of more than 200 brands from all over the country that rely on the event to reach new customers, build relationships with colleagues and close deals. In a context like the current one, spaces like this exhibition are a great opportunity to rethink strategies and investments in new machinery, tools and supplies that improve the quality and efficiency of kitchens and hotels.

In addition, as in the previous edition, different provinces will be present with local suppliers of gastronomy and hospitality, reaffirming the [federalization of the event](#) that will have an agenda full of activities, talks and academic conferences.

The launch conference was attended by the president of FEHGRA, Fernando Desbots; the president of the AHT, Gabriela Ferrucci; the president and CEO of Messe Frankfurt Argentina, Fernando Gorbarán and authorities of the organizing entities. In addition, the panel was attended by the renowned Chef Narda Lepes, president of the jury of the Federal Chefs Tournament.

There they announced the schedule of Hotelga Summit, a space with keynote talks designed to offer training, spaces for debate and professional updating, with the aim of strengthening the sector and generating the necessary tools for its positioning and development. In this sense, nine provinces will present their incentive programs for the tourism sector, in addition to Banco Nación and BICE will present their financial tools to accompany new projects. These spaces seek to facilitate the meeting between investors and destinations, promoting the realization of initiatives.

In turn, the panels on artificial intelligence and new technologies stand out, with a masterclass by Santiago Bilinkis and numerous practical talks aimed at showing how to concretely apply AI and other technological innovations in the daily management of hotels and gastronomic establishments. [LINK TO THE CONOGRAM.](#)



In this line, the president of the Association of Tourism Hotels of the Argentine Republic, Gabriela Ferrucci, emphasized the role of Hotelga when it comes to providing tools aimed at enhancing the competitiveness of the hotel sector, such as conferences on the advances of AI or the development of investments. In addition, he highlighted Chile's inclusion in the 2025 edition of the Sustainable Hospitality Contest: "With this incorporation, there are four countries that participate in this important proposal for the regional hotel industry."

As in every edition, one of the main axes of Hotelga 2025 is sustainability as a strategic value for the growth of both the hotel and gastronomy industries. Both AHT and FEHGRA promote an environment of equity and globality throughout the HORECA sector, where sustainability not only focuses on developing actions with less environmental impact, but also on the inclusion of all participants, and this can be seen reflected in the exhibition

For his part, the president of the Gastronomic Hotel Business Federation of the Argentine Republic (FEHGRA), Fernando Desbets, spoke of how Hotelga represents a unique opportunity to learn about the latest news and trends: "Innovation is a fundamental aspect", and stressed the fundamental role played by the Federal Chefs Tournament in the growth of the sector: "This is a fundamental proposal to promote and develop Argentine talent."

In turn, the president and CEO of Messe Frankfurt Argentina, Fernando Gorbarán, celebrated Hotelga's renovation and assured that the 2025 edition will break new records: "All the exhibition spaces were sold, even though the event increased its surface area by 35% compared to the previous edition." He also highlighted the federalism of the event, in which 12 Argentine provinces will participate, and stressed the importance of the Business Rounds for the development of the HORECA sector. "The exhibition is a proposal specifically designed as a B2B space, which is carried out by and for the industry, where supply and demand come together in a space conducive to business."

The winners of the Sustainable Hospitality Contest will be announced at the exhibition, with the participation of accommodations and students in their respective categories from Argentina, Paraguay, Uruguay and Chile, organized by Hoteles más Verdes with the support of AHT, AIHPY, AHRU and Hoteleros de Chile; and the Federal Chefs Tournament organized by FEHGRA, where representatives from all over the country and Brazil will participate.

Regarding the latter, Narda Lapes, remarked the centrality that proposals such as Hotelga acquire as a meeting space for the protagonists of the sector: "The hotel and gastronomy industries are areas of link and contact, without the human factor they do not work. In a context where all the information seems to be on the internet, knowing the products and proposals first-hand at an exhibition like Hotelga is invaluable, which would take months of work and travel can be solved in one place when visiting the event." In addition, he underscored the value of the Federal Chefs Tournament for the professional growth of local chefs and invited to "learn about the stories behind each of the participants."

### **New edition, new spaces**



Another of the announcements of the conference was the new **Specialty Coffee Space**, designed jointly by Motofeca and Caffettino, where professionals from the sector will give talks and exhibit products and innovations such as accessories, coffee makers, industrial equipment and preparation methods designed for cafeterias, restaurants, roasters and hotels that seek to elevate the coffee consumption experience.

Meanwhile, in this edition there will be an exclusive space for **Wines of Argentina**, where world-renowned wineries will be presented. It will be an ideal place to discover labels, meet suppliers, and learn from leading sommeliers and winemakers who will transmit the secrets of the ideal pairing so that it can be included in the most prestigious menus.

Another of the outstanding spaces is **Hotelga Ar Design**, where designers from all over the country will display their talent by combining the traditions and new trends of Argentine design, depending on the needs of gastronomy and hospitality. Under the curatorship of Marcela Fibbiani of 90+10, six brands from different parts of the country will share their latest projects of furniture, decoration, textiles, lighting, accessories and tableware.

### **A space conducive to business**

To date, it has been confirmed that 48 buyers from Argentina, Uruguay and Chile will participate in the Business Rounds, including hotels and restaurants from 11 Argentine provinces. It is estimated that they will have a total of more than 800 meetings with 120 registered exhibitors. This space is designed to reinforce the importance of working together and creating networks for the growth and improvement of the industry.

**Hotelga 2025 will take place from August 27 to 29, 2025 at La Rural Predio Ferial de Buenos Aires;** a space that invites all members of the hotel and gastronomy value chain to generate and strengthen lasting business relationships. Those interested in attending can generate their pre-accreditation by entering the following link:  
<https://hotelga.ar.messefrankfurt.com/buenos-aires/es/acreditacion.html>

### **Social media:**

<https://www.facebook.com/hotelgaferia>

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[https://www.instagram.com/hotelga\\_feria](https://www.instagram.com/hotelga_feria)

### **Hashtags**

#Hotelga #Hotelga2025



**Contacts:****Natalia Porta**

Communication and Press Manager

**Carolina Del Pozo**

Head of Communication and Press

**Camila Loch**

Press Consultant - Mauro y Asociados Tel: +54

2324 558730

cloch@mauroyasociados.com.ar

**Information about Fehgra**

Since 1941, the Gastronomic Hotel Business Federation of the Argentine Republic has represented all the country's activity. Its objective is to defend the interests of the sector and collaborate in the development of the hotel, gastronomy and tourism industries. The entity brings together more than 84,000 companies, grouped in its Entities. There are 17,000 hotel establishments and 67,000 gastronomic establishments.

More information in <https://fehgra.org.ar/>

**Information about AHT**

The Association of Tourism Hotels of the Argentine Republic is a non-profit organization with extensive experience, recognition and presence throughout the national territory founded in February 1977. It groups and represents the most important hotels in the country, distinguished by the quality of their facilities and the excellence of the services provided to their guests. The AHT supports the interests of the hotel and tourism sector together with the public and private sectors, to strengthen the competitiveness of its members and respond to their needs.

More information in <https://www.ahtra.com.ar/>

**Information about Messe Frankfurt Argentina**

It is the local subsidiary of Messe Frankfurt GmbH, the world's leading professional exhibition organization company. The objective of its events is to promote real business meetings that stimulate regional markets, encourage the domestic market and in turn urge the development of the technological pole in each area. Currently the portfolio of events of Messe Frankfurt Argentina includes the exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Emitex, Simatex, Confemaq, ExpoFerretera, Hotelga, Intersec Buenos Aires, Salón Moto, Tecno Fidta and Arminera. In addition, it holds numerous congresses and special events for third parties, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia and ExpoEFI, among others.

More information in [www.ar.messefrankfurt.com](http://www.ar.messefrankfurt.com)

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