

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



Hotelga 2025 Agenda: leaders in politics, economics and innovation meet at the main hotel and gastronomy meeting

Buenos Aires, August 2025 – The exhibition is preparing to bring together the main leaders of the sector, from August 27 to 29 at the La Rural Trade Center. Among the featured speakers are technologist and entrepreneur Santiago Bilinkis, political analyst Jorge Giacobbe and economist Esteban Domecq, who will provide their perspective on the current challenges and opportunities for the HORECA industry.

The **Hotelga Summit 2025** will address the major thematic axes that cross the hotel and gastronomy industry: from the political and economic situation to artificial intelligence, investments and sustainability.

Under the #HotelgaPerspectivas axis, **the panel "Political climate and economic perspectives: new scenario for the tourism sector" will be held**, with the participation of **Jorge Giacobbe** and **Esteban Domecq**, which will open the debate on the current political and economic variables and their impact on activity. This will be followed by a **legislative panel** with the participation of deputies and senators of the Nation, who will specifically discuss the tourism agenda in Congress.

In the chapter on investments, the program will be divided into two instances: on the one hand, the talk **"Federal Investment Incentive Program"**, by the **Bank of Investment and Foreign Trade (BICE)** and moderated by the National Directorate of Development and Promotion; and on the other, the panel **"Incentive Program for the sector"**, where nine provinces – Jujuy, Tucumán, Entre Ríos, Santa Fe, Mendoza, San Luis, Chubut, Santa Cruz and Corrientes – will present their proposals and benefits to promote the establishment of hotel and gastronomic projects in their territories.

In turn, technological innovation will occupy a central place with Santiago **Bilinkis'** keynote lecture on artificial intelligence and a series of practical talks on blockchain, cybersecurity and AI applications to the sector, while sustainability will add the voice of leaders of **Sistema B** and the **Global Sustainable Tourism Council (GSTC)**.

In parallel to the Summit, the Grand Final of the **Federal Chefs' Tournament**, organized by FEHGRA, will also take place, where chefs from all over Argentina will share their talent and value regional gastronomy. For its part, in the Grand Final of the **Sustainable Hospitality Contest**, organized by Hoteles Más Verdes with the support of AHT, AIHPY (Hotel Industrial Association of Paraguay) and AHRU (Association of Hotels and Restaurants of Uruguay) and Hoteliers of Chile, the tourist establishments that best integrate the principles of sustainability in the hotel value chain of the region will be recognized.

Another of the outstanding activities is the **TASTE CULINARY SUMMIT 2025**, which will take place on Thursday, August 28. Organised by AHRCC, it will bring together culinary leaders and experts from different fields, with the aim of exploring ways of collaborating in hospitality and projecting the future of the activity.



These and other activities account for the importance of Hotelga 2025, organized by FEHGRA, AHT and Messe Frankfurt Argentina, in the development of the entire value chain of the sector. To learn about all the activities, you can enter the exhibition website or download the official app of the event:

<https://hotelga.ar.messefrankfurt.com/buenos-aires/es.html#programa-actividades>

Social media:

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

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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

Learn more about the Messe Frankfurt Group

www.messefrankfurt.com/background-information

