



## Great expectations for the new edition of Hotelga 2024

Buenos Aires, August 2024. **The meeting of the hotel and gastronomy sector will be held from August 28 to 30 at La Rural Trade Center, in the City of Buenos Aires.**

This Wednesday, FEHGRA and AHT together with Messe Frankfurt Argentina announced the launching of the next edition of Hotelga. The renewed exhibition will have an agenda full of activities, lectures and conferences that will allow professional updating and the discovery of the latest developments in the sector. This edition will have 35% of new exhibitors, which shows that this is an industry that has a lot to offer and that the intention to create networks and meet both suppliers and colleagues is latent among professionals.

Hotelga is the business meeting par excellence for those who manage hotel and gastronomy facilities, a space where they can find products, services and news of the sector that will allow them to make decisions regarding their future purchases and investments.

The meeting with the press was attended by the president of FEHGRA, Fernando Desbots; the president of the AHT, M. Gabriela Ferrucci; the president and CEO of Messe Frankfurt Argentina, Fernando Gorbarán and authorities of the organizing entities. Thus, Hotelga kicks off the sector's top event, which brings with it novelties such as the **Hotelga Summit, a unique space with keynote speeches by outstanding national and international speakers**, Hotelga Ar Design, and the Matchmaking Programs, the ideal scenario for exhibitors to connect with participants of the entire sector value chain. To date, **more than 600 Matchmaking Programs have already been scheduled for the sector's business professionals to work jointly**. This space is designed to reinforce the importance of working together and creating networks for growth and improvement.

One of the main axes of Hotelga 2024 is sustainability as a strategic value. At the time of its planning, the aim was to make a correct and responsible use of resources without compromising future generations. AHT and FEHGRA promote an environment of equity and globality in the entire HORECA sector, where sustainability is not only focused on developing actions with less environmental impact, but also on the inclusion of all participants, and this will be reflected in the exhibition.

Among the actions that will be developed with the aim of making the event more inclusive, sign language will be used during the opening ceremony and the Grand Final of the Sustainable Hospitality Contest, organized by Hoteles más Verdes, and there will also be a map of the exhibition in Braille. Visitors are invited to leave the event and deposit

their plastic badges so that they can be recycled.

Within the framework of the launching, the president of the Association of Tourism Hotels of Argentina, M. Gabriela Ferrucci commented: *“Through this launching, we extend an invitation to all industry leaders to visit HOTELGA. Attending will allow all of us and each of our collaborators to participate, be infected, be inspired and be connected with leaders and colleagues from the industry and other disciplines that will provide us with a comprehensive view of our activity.”*

This edition will once again be the epicenter of the latest trends in gastronomy and hospitality. The **Hotelga Summit** will take place throughout the exhibition, where industry experts will share their knowledge on the latest developments, from technology in hotel management to the new culinary proposals that are shaping the future of the industry, where sustainability and innovation will be the cross-cutting themes to make this fair a beacon for what is coming in the industry, **in the following link you can access the updated schedule.**

On his turn, the president of the Hotel and Gastronomy Business Federation of Argentina (FEHGRA), Fernando Desbats, said *“From FEHGRA, through our 57 associated entities throughout the country, we guarantee the participation of entrepreneurs who invest in a sector that requires permanent management. These entrepreneurs, mostly SMEs, face the challenges of the environment on a daily basis, leading businesses of different sizes and modalities. In this edition of HOTELGA, we once again demonstrated the sector's capacity to join forces and develop a growth project that guarantees sustainability in the country's destinations.”*

At the exhibition, the winners of the **8th Edition of the Federal Chefs Tournament** will be announced, with representatives from all over the country, organized by FEHGRA and the **11th Sustainable Hospitality Contest**, with the participation of lodgings from Argentina, Paraguay, and Uruguay, organized by Hoteles más Verdes with the support of the AHT, AIHPY, and AHRU.

On his part, the president and CEO of Messe Frankfurt Argentina, Fernando Gorbarán, said *“We are proud to work together with AHT and FEHGRA to rethink, create and organize this new HOTELGA, where we can contribute our experience and know-how. The ultimate goal is that all participants, both exhibitors and visitors, can empower themselves, create networks and become more professional. From the beginning we approached the hotel, gastronomy and tourism entrepreneurs to ask them what their needs were and in this way create the most suitable event for them.”*

Hotelga will offer the possibility of being in contact with the best solutions in equipment, products, services, innovation, sustainability and technology. It is a suitable space to generate and strengthen lasting business relationships, participate in conferences and training sessions.

**Hotelga 2024 will take place on August 28-30, 2024 at La Rural Trade Center of Buenos Aires.**

**Information for journalists:**

<https://hotelga.ar.messefrankfurt.com/buenos-aires/es/prensa.html>

**Graphic material:**

<https://hotelga.ar.messefrankfurt.com/buenos-aires/es/prensa/material-prensa.html>

**Other links:**

[facebook.com/hotelgaferia](https://facebook.com/hotelgaferia) | [x.com/hotelgaferia](https://x.com/hotelgaferia)

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[hotelga.com.ar](https://hotelga.com.ar)



**Contact:**

**Ignacio Pérez**

Press and Communications Analyst

Phone: +54 11 7078 4844

[ignacio.perez@argentina.messefrankfurt.com](mailto:ignacio.perez@argentina.messefrankfurt.com)

**Messe Frankfurt Argentina**

Mariscal Antonio José de Sucre 530

1428 Ciudad Autónoma de Buenos Aires

**Camila Loch**

**Press Consultant**

**Mauro y Asociados**

Phone: +54 2324 558730

[cloch@mauroyasociados.com.ar](mailto:cloch@mauroyasociados.com.ar)

<https://mauroyasociados.com.ar/>

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