

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



Record number of visitors! More than 13,000 business professionals and professionals visited Hotelga 2025

Buenos Aires, August, 2025 – After three days with crowded halls and auditoriums, the gastronomy and hospitality event ended a great edition with more than 200 exhibiting brands.

After its renewal in 2024, Hotelga demonstrates why it is the leading event in the sector, and the 2025 edition was no exception, **with an area of 15,000 sqm, 35% larger than the previous edition.**

Between aisles with the most varied offer of products, supplies and services, and auditoriums with an agenda full of activities, lectures and conferences, visitors were able to get a complete overview of the sector. The exhibition organized by FEHGRA and AHT, together with Messe Frankfurt Argentina, represents a great opportunity to rethink strategies and investments to improve the quality of the HORECA activity.

Regarding the success of the exhibition, **FEHGRA's President, Fernando Desbots** emphasized: "I am happy and proud of the result we achieved. I congratulate my partners at AHT and Messe Frankfurt Argentina for a flawless trade fair."

In turn, **Gabriela Ferrucci, AHT's President**, added: "We never imagined surpassing last year's experience, but the results are clear to see: we have increased our offer and impact on the sector."

On the other hand, **Messe Frankfurt Argentina's CEO, Fernando Gorbarán** thanked the representatives of the chambers and concluded: "It is our turn to be the masters of ceremony of this great festival that is Hotelga, where we are fortunate to support the gastronomy and hospitality of the country and the region."

The Grand Finale of the **Federal Chefs' Tournament**, organized by FEHGRA, where chefs from all over Argentina shared their talent and highlighted the value of regional gastronomy. Over three days, 23 teams of professional chefs cooked live and competed for the title. The winners were announced at the close of the final day:

1. **Cartof** - Córdoba
2. **Presencia** - CABA
3. **Hotel Lahuen-Có** – Mendoza

Additionally, the following establishments received **honorable mentions**:

- **Flavor:** Los Pinos Resort: Río Hondo
- **Good practices and manufacturing:** Presencia Restaurant - CABA
- **Product Research and Enhancement:** Overo Lodge - Puerto Iguazú

Meanwhile, at the Grand Final of the **Sustainable Hospitality Contest**, organized by Hoteles Más Verdes with the support of AHT, AIHPY (Hotel Industrial Association of Paraguay), AHRU (Association of Hotels and Restaurants of Uruguay) and Hoteliers of Chile, the tourist establishments and innovative ideas that best integrate sustainability

principles into the region's hotel value chain were recognized. The winners of both categories were:

- **Actions that create history Category:** project "Thank you, my red land" ("Gracias, mi tierra roja") - Loi Suites Iguazú Hotel (Puerto Iguazú).
- **Innovative Ideas Category:** project "The Root Cuisine as an engine of transformation in sustainable hotels" ("La Cocina Raíz como motor de transformación en hoteles sustentables") - Nanis Mitjans (Universidad Americana de Paraguay).

Undoubtedly, a federal event

The event was attended by different provinces with local gastronomy and hospitality suppliers. Representatives from all over the country participated in talks, conferences and toured the event. Booths such as Norte Grande and those from the province of Córdoba and the City of Buenos Aires reflected the talent, variety, and quality of the national offer.

Along these lines, the panel "**Incentive Program for the Sector**" was held at **Hotelga Summit 2025**, where nine provinces—Jujuy, Tucumán, Entre Ríos, Santa Fe, Mendoza, San Luis, Chubut, Santa Cruz, and Corrientes—presented their proposals and benefits to encourage the establishment of hotel and restaurant projects in their territories. The program also included a talk titled "**Incentive Program for Federal Investments**," led by the Bank of Investment and Foreign Trade (BICE).

AI was one of the cross-cutting themes of the various panels and academic activities. That's why the final day of the expo featured the talk **AI Has Arrived: Now What Do We Do?** led by entrepreneur and technologist Santiago Bilinkis.

Another notable panel was "**Political Climate and Economic Outlook: A New Scenario for the Tourism Sector**," featuring political analyst and advisor Jorge Giacobbe and economist Esteban Domecq. Meanwhile, "**Argentine Hospitality in Numbers: Trends, Profitability, and Regional Comparisons**," Patricia Boo, regional director of STR, presented a detailed overview of hotel performance in Argentina.

The **TASTE CULINARY SUMMIT 2025** was another event that caught the attention of visitors. Organized by AHRCC, it brought together culinary experts from different fields to explore ways of collaborating in hospitality and project the future of the activity. Chefs from different parts of the country, such as Juan Ventureyra, Gonzalo Aramburu, Gabriel Oggero, Damián Shizu, Walter Leal and Jorge Monopoli, gave lectures.

This edition brought new spaces to explore

Another attraction was the **new Specialty Coffee Space**, designed jointly by Motofeca and Caffettino, where industry professionals gave talks and showcased products and innovations such as accessories, coffee makers, industrial equipment, and preparation methods designed for cafes, restaurants, roasters, and hotels.

Meanwhile, this year's edition saw the opening of an exclusive **Wines of Argentina** space, featuring world-renowned wineries. It was an ideal place to discover labels, meet suppliers, and learn from renowned sommeliers and winemakers, who shared all the secrets of wine pairing.

Another space full of innovation was **Hotelga Ar Design**, where designers from all over the country displayed their talent, combining the traditions and new trends of Argentine design to meet the needs of the gastronomy and hotel industry. Under the curatorship of Marcela Fibbiani of 90+10, six brands from different parts of the country shared their latest projects in furniture, decoration, textiles, lighting, accessories and tableware.

New strategic ties

Hundreds of business leaders participated in the Matchmaking Programs with buyers from Argentina, Uruguay, and Chile, including hotels and restaurants from 11 Argentine provinces. They met to forge new business ties in a space designed to strengthen collaboration and networking.

Hotelga 2025 in the words of the exhibitors:

Ingeniería Gastronómica's Commercial Manager, Marcelo Picón, celebrated: "Our presence at Hotelga 2025 has been very positive. We are very grateful for the large number of participants and the excellent organization."

JCL's Community Manager, Guadalupe Lascano said: "Hotelga represented an excellent opportunity to meet with customers and foster relationships."

Baires Cocina's Commercial Director, Maximiliano Boto De Matos, emphasized: "The exhibition allows us to meet many people and showcase our entire offering. It was a wonderful edition; we are very happy."

Harus' Representative for Latin America, Anibal Asrilevich, said: "This is our second consecutive year at Hotelga, and we had a fabulous experience. We reached new clients and built loyal relationships. We're already looking forward to the next edition."

La Motofeca's Manager, Walter Mitre said: "Together with Caffetino, we held the Specialty Coffee booth at Hotelga, a very important product for gastronomy and hospitality. We are very grateful to the organizers for the space."

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Information about Fehgra

Since 1941, the Hotel and Gastronomy Business Federation of Argentina has represented the

entire activity of the country. Its goal is to defend the interests of the sector and collaborate in the development of the hotel, gastronomy and tourism industries. The entity gathers more than 84,000 companies, organized into its member organizations. There are 17,000 hotel establishments and 67,000 gastronomic establishments.

You will find more information at <https://fehgra.org.ar/>

Information about AHT

The Association of Tourism Hotels of the Argentine Republic is a non-profit organization with a long history, recognition and presence throughout the country, founded in February, 1977. It gathers 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, in order to strengthen the competitiveness of its members and respond to their needs.

You will find more information at <https://www.ahtra.com.ar/>

Information about Messe Frankfurt Argentina

It is the local subsidiary of Messe Frankfurt GmbH, the world's leading organization of professional exhibitions. The aim of its events is to promote real business meetings that stimulate regional markets, encourage internal market and, in turn, promote the development of the technological pole in each area. Currently, the event portfolio of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Emitex, Simatex, Confemag, ExpoFerretera, Hotelga, Intersec Buenos Aires, Salón Moto, Tecno Fidta, and Arminera. Besides, 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.

You will find more information at www.ar.messefrankfurt.com

More information about Messe Frankfurt Group

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