

Press release +++ Hotelga 2026
September 02 to 04, 2026



Registration Now Open for Hotelga 2026, the Leading HORECA Industry Event

Buenos Aires, May 2026 – The most important event for the gastronomy and hospitality industry in Argentina will take place from September 2 to 4 at La Rural Trade Center in Buenos Aires. Key industry players will gather to showcase new developments and trends in an exclusive business environment.

Hotelga 2026 is fast approaching and preparing to offer a comprehensive agenda filled with content, *networking* opportunities, and activities. Those interested in attending can now register online free of charge at www.hotelga.com.ar.

The exhibition continues to expand, and for its 2026 edition, **it will feature more surface area**. There will be an exclusive pavilion for gastronomy and another for hospitality, reflecting the growing importance of this event for both sectors.

Hotelga serves as a strategic platform to discover new products, services, and solutions, make purchasing decisions, and gain valuable insights. The event will feature a robust program designed for the entire value chain. Highlights include the **Hotelga Summit**, which this year will focus on key topics such as: a governors' panel addressing public policy and the development of the hospitality and gastronomy sectors in Argentina; analysis of the current economic landscape and outlook; the impact of the geopolitical context and global trends on the industry; the challenge of talent in hospitality, with an emphasis on attracting, training, and retaining human resources; investment opportunities in Argentina and the region; and the role of artificial intelligence, innovation, and technology.

The event will also host the **Grand Final of the Federal Chefs Tournament** and the **Grand Final of the Sustainable Hospitality Contest**, two initiatives aimed at promoting the talent of gastronomic and hospitality professionals from across Argentina. In addition, for the first time, Hotelga will host the **World Pizza and Empanada Championship**, organized by APYCE, whose second edition will take place throughout the three days of the exhibition.

Organized by **FEHGRA**, **AHT** and **Messe Frankfurt Argentina**, Hotelga 2026 is the leading event for the hospitality and gastronomy industry in Argentina. For more information about the exhibition visit www.hotelga.com.ar

Social media:

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

<https://x.com/Hotelgaferia>

https://www.instagram.com/hotelga_feria

Hashtags

#Hotelga #Hotelga2026

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Information about FEHGRA

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

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

Information about AHT

The Argentine Tourism Hotel Association 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