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11-16 March  
2016

## E-book Special Edition Hamburg at Its Best

For restaurant and catering professionals from all over Europe and beyond, there are at least three great reasons to come to Hamburg in the middle of March 2016:

- ★ **INTERNORGA, Germany's Number 1 HoReCa show** from 11 to 16 March 2016. More than 1,300 exhibitors, 100,000 sq m of exhibition space (gross) and almost 100,000 trade visitors a year.
- ★ **International Foodservice Forum, Europe's largest congress for the professional restaurant industry** on 10 March 2016. Almost 2,000 participants are expected.
- ★ **Vibrant, cosmopolitan port with the most restaurant hot spots** and culinary variety in the whole of Germany. Numerous recently opened restaurants. The perfect place for any trade visitor to find inspiration and new ideas for his or her own business.
- ★ **Guide with 32 restaurant portraits** and additional hotel tips for visitors.
- ★ **16 pages of facts & figures, concepts & trends, insights & perspectives.**

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### **Dear Readers,**

Hamburg, the 'Gateway to the World', is a city where stagnancy is unknown – a thriving city that must be experienced personally. Its maritime flair and broad spectrum of things to do and see attract hundreds of thousands of people from all over the world every year. Moreover, Hamburg has become one of Europe's top ten city destinations in recent years. It is a pulsating city – in economic, cultural and, in particular, culinary terms. With its innumerable innovative restaurant and hotel concepts, Hamburg is the ideal setting for a trend fair such as **INTERNORGA**. We cordially invite you to Germany's most important trade show for the international hospitality industry with close to 100,000 visitors. Discover the latest trends, fresh ideas and new knowledge, as well as the amazing gastronomic variety that characterises this historical Free Hanseatic City.

**We look forward to seeing you there!**