

Press Release

INTERNORGA 2026: New hall brings growth, fresh impulses, and more experiences

Hamburg, 13 August 2025 – INTERNORGA continues its positive development and takes the next big step in 2026: With a net expansion of over 2,000 m², the leading international trade fair — taking place from 13 to 17 March 2026 in Hamburg — creates new space for innovative formats, creative impulses, and inspiring experiences. At the heart of the new hall structure is the integration of exhibitors into Hall B5 — a strong signal for the future.

INTERNORGA remains in motion – in the best sense of the word. Under the motto “Where trends take off,” the 2026 edition will not only be larger but also more diverse. After intensive conceptual work, it is now confirmed: The **Startups & Drinks** area, the popular **Newcomers Area**, the trend-focused **Future Food** section—which successfully premiered in 2025 — and the stage **What the Food! – by foodlab** will move into the newly designed Hall B5, presenting inspiring ideas in direct proximity to the afterwork lounge **OFF THE RECORD**. “The new layout gives us the opportunity to grow further at INTERNORGA and make our ideas even more visible — this is a real step forward for us,” says **Christin Siegemund**, Managing Director of **foodlab**. “With the startups, newcomers, and food trends on the floor, we’re moving physically closer to the content that defines our stage. Visitors can already look forward to many highlights and inspiring encounters.”

Other areas of INTERNORGA 2026 also show new strength: Through repositioning, the **Restaurant and Hotel Equipment** section will significantly expand and additionally extend into Hall B4.0G. This will create additional space that not only opens up more room for the latest interior and tabletop trends but also new opportunities for inspiring presentations and interactive formats. The result is an environment that offers optimal conditions for visibility and exchange—both for established brands and new players in the industry. “With the new space concept, we’re sending a strong signal for progress and future viability. At the same time, we’re creating room for new formats and partnerships that make INTERNORGA even more attractive—for exhibitors and visitors alike,” says **Matthias Balz**, Director of INTERNORGA.

With fresh concepts, expanded areas, and a clear focus on the future, INTERNORGA 2026 once again demonstrates why it is the most important industry meeting point for innovation, exchange, and inspiration.

About INTERNORGA

INTERNORGA is the leading trade fair for hotels, restaurants, bakery and confectionery. As an annual meeting place for those industries, it will take place from 13 to 17 March 2026 on the grounds of Hamburg Messe und Congress GmbH. National and international exhibitors will present their products, trends and innovations for the entire foodservice and hospitality market to trade visitors. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

Further information can be found on the website www.internorga.com and on the INTERNORGA [LinkedIn](#), [Instagram](#) and [Facebook](#) social media channels.



Press material for download: <https://hmc.canto.de/b/U5KHD>

Press releases: <https://www.internorga.com/en/infos/press/press-releases>