

Press Release

Experience global diversity: INTERNORGA presents four country pavilions for the first time in 2026

Hamburg, 29 January 2026 – INTERNORGA 2026 is quite literally bringing the world to Hamburg. Four country pavilions will provide international diversity and real highlights: Ireland with authentic flavours from the Emerald Isle, Finland with Nordic food innovations, Thailand with exotic aromas and the Netherlands with forward-looking solutions for alternative proteins. INTERNORGA is the place to be for global trends from 13 to 17 March.

INTERNORGA is bringing the world to Hamburg – a city known for its culinary diversity, innovative strength and maritime atmosphere. Around 1,200 exhibitors from over 30 countries will showcase what is driving the industry: from food and drinks to technology, digital solutions and design. 'INTERNORGA is where the entire industry comes together – and its international appeal is growing. With four country pavilions, we are bringing culinary diversity and innovative strength from all over the world to Hamburg,' says **Matthias Balz**, Director of INTERNORGA. 'If you want to experience international trends in person, come to Hamburg – you can immerse yourself in one of the most exciting culinary destinations in Europe at the same time.'

Ireland in Hall A3: Bord Bia brings the Emerald Isle to Hamburg

Bord Bia – The Irish Food Board has been a strong partner of INTERNORGA for many years. The pavilion showcases what Ireland is all about: premium beef and lamb, dairy products and seafood – with authentic origins and from sustainable agriculture. For trade visitors, this is an opportunity to experience Ireland's culinary diversity up close and establish international contacts.

Finland in Hall A3: Nordic culinary diversity

The new Finnish pavilion presents an exciting selection of food and drinks companies from Finland for the first time. The companies represented there will invite visitors to taste artisan snacks, innovative dairy products and drinks with recognisably Nordic flavours. The offering is complemented by the support of **SUVI ry – the Finnish Food Export Association**, which sends targeted invites to buyers, promoting direct business contacts at INTERNORGA – a set-up that is authentically Nordic and at the same time fully future-oriented.

The Netherlands in Hall B5: protein pioneers with a clear mission

The Dutch cluster titled '**The new Protein NL partners for Germany**' pools the alternative-proteins expertise – from plant-based solutions to microalgae and hybrid products – of leading companies. They include **Sparckitchen B.V.**, **Rival Foods**, **Olijck Foods B.V.**, **Fiber Foods B.V.**, **The Green Table BV** and **AlgMighty**. Cluster manager **Drs. Jochem Wolthuis** explains: 'We want to accelerate the protein transition in Germany with innovative technologies, new raw materials and

in-depth knowledge. INTERNORGA is the ideal place for that: this is where we meet decision-makers who are open to new concepts and actively driving change.' The cluster is supported by the **Dutch Embassy**, the **Dutch Ministry of Foreign Affairs** and the **RVO** (Netherlands Enterprise Agency), which implements the **PIB** (Partners for International Business) programme on behalf of the ministry.

Thailand in Hall A3: exotic diversity

Thailand presents authentic flavours and high-quality products at its country pavilion. Organised by the **Department of International Trade Promotion** and the **Trade Department of the Royal Thai Embassy**, it will show how Thai cuisine inspires the international restaurant and catering sector.

INTERNORGA demonstrates the international thinking and actions of the hospitality industry with its country pavilions. Anyone who wants to discover the trends of tomorrow and experience global diversity in one of Europe's most exciting cities should definitely make a note of 13 to 17 March 2026 in their diary.

About INTERNORGA

INTERNORGA is the Global Platform for Hospitality and Foodservice. 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](#), [YouTube](#) and [Facebook](#) social media channels.

Press material for download: hmc.canto.de/b/S8QTL

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