

## Press Release

### INTERNORGA 2026 continues to grow and remains the driving force behind the industry

Hamburg, 17 March 2026 – From 13 to 17 March in Hamburg, INTERNORGA 2026 impressively demonstrated just how dynamically the hospitality and foodservice industry is currently developing. Despite the continuing challenges facing the restaurant and hotel sectors – driven by cost pressures, a shortage of skilled workers and the pace of digitalisation – the mood among participants was one of curiosity and a “can-do” sense of optimism. With more than 1,200 exhibitors and a wealth of trends and ideas, the leading international trade fair for hospitality and foodservice sent out positive signals for a fresh start. That was driven by new concepts, innovative topic areas such as wine and robotics, and extensive food for thought provided by the leading conferences and awards.

From the outset, INTERNORGA as a whole was characterised by packed halls, lively discussions and numerous innovations. The opening day already highlighted the industry’s strong demand for innovation and the trade fair’s increased international reach. Particular focus was on the newly structured Hall B5. For the first time in six years, exhibitors from the **Startups & Drinks** area were there again, alongside the **Newcomers’ Area**, the **Future Food** trend area and the **What The Food! – by foodlab** stage. The programme was complemented by the topic of robotics and the **Deep Dive Area**, as well as the **OFF THE RECORD** after-work lounge, which offered additional networking opportunities on three evenings. ‘It’s impressive to see how much the “new” hall has developed in such a short space of time. The mix of startups, newcomers, drinks, future food and future-oriented topics such as robotics has created a dynamic that fits perfectly with INTERNORGA,’ said **Matthias Balz**, Director of INTERNORGA. ‘For me, it is very much symbolic of the innovative strength, sense of optimism and enormous energy that this trade fair and the entire industry exude this year.’

### Fresh input for the industry – from Green Hospitality to WeinWelt

With the restructuring of the exhibition areas, **Living & Dining** gained significantly more floor space and was represented across five halls for the first time in 2026. This meant that furnishings, fittings and future-oriented hospitality concepts received even more attention, flanked by the new **Green Hospitality Conference** on sustainable approaches. The subject of wine, an increasingly important element of the modern restaurant scene, was given a significantly larger platform this year. Alongside the **Wine Tasting Lounge by Pese-Wein**, which offered professional tastings and expert discussion, the new **WeinWelt** celebrated its premiere. In cooperation with **weinWEBER**, around 30 winemakers presented their collections and met with keen interest from visitors.

## **Positive feedback from all sectors of the industry**

The strong demand and lively discussions on the show floor were also reflected among the exhibitors: 'For us as exhibitors, INTERNORGA 2026 was once again a success. Despite challenging conditions, we not only experienced a stable trade show but also enjoyed high-quality conversations and a level of response that genuinely exceeded our expectations. The atmosphere was shaped by real questions about the future and an inspiring sense of togetherness – and that is exactly what makes INTERNORGA so valuable to us,' said **Christian Strootman**, Chairman of the INTERNORGA Trade Fair Advisory Board and Managing Director at **Zwiesel Fortessa AG**. According to the initial findings of an independent market research institute, the round 85,000 visitors agreed: 92% of the surveyed participants were very satisfied with the trade fair and 94% would recommend it to others.

## **Hamburg as an international hub for hospitality and foodservice**

With four national pavilions and 25% of exhibitors coming from abroad, INTERNORGA 2026 underlined its growing international significance. 'The participation of people from around the world shows just how relevant INTERNORGA is far beyond Germany's borders,' said **Heiko M. Stutzinger**, CEO of Hamburg Messe und Congress. 'It combines global perspectives with the unique atmosphere of Hamburg – a city that has always embraced exchange and openness. It is exactly that blend that makes INTERNORGA a place where the future can be shaped.'

The next INTERNORGA will take place from 12 to 16 March 2027.

The figures presented are based on an extrapolation from the last day of the trade fair, as of 12 p.m., and are provisional. You can view photos of the highlights from INTERNORGA [here](#) now, and statements from selected INTERNORGA exhibitors will be available from 19 March under '[Exhibitor opinions](#)'.

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