Staff shortages in focus: The 100th INTERNORGA presents solutions for hospitality and foodservice in Hamburg in March 2027

Thursday 5 November, 2026

- The 100th edition will take place in Hamburg from 12 to 16 March 2027
- Technology and concepts for businesses operating with small teams
- Everything for the restaurant and hotel industry in one place, featuring innovations from many countries

Hamburg, 5 November 2026 - The 100th INTERNORGA will take place in Hamburg from 12 to 16 March 2027. The international leading trade show for hospitality and foodservice presents products, technology and concepts for restaurants, hotels, cafes, bakeries and canteens. The focus is on two issues affecting businesses in many European countries: staff shortages and rising costs.

Solutions for businesses with small teams

Since 1921, INTERNORGA has showcased how work in kitchens and service is evolving. Today, the aim is to ease the pressure on teams and simplify processes. Exhibitors present automated technology, digital solutions and concepts that enable businesses to operate economically even with limited staff. In the Kitchen & Technology area, examples include cooking robots that support kitchen teams. In 2027, visitors will find all digital solutions together in Hall A3.

Innovations from many countries, all in one place

In 2026, around one quarter of exhibitors came from outside Germany. Visitors to Hamburg can therefore experience innovations and trends from many countries, ranging from kitchen technology to new food and beverage concepts in the Future Food & Drinks area. At the same time, INTERNORGA is a one-stop shop for the restaurant and hotel industry: visitors will find food and beverages, furnishings and tabletop products, packaging and digital solutions. The audience is international, too: in 2026, trade visitors came from around 100 countries. For exhibitors, this means direct access to customers from all over the world. At the International Foodservice Forum, Sam Bompas of the London-based studio Bompas & Parr will be among those showing how businesses can create special experiences for their guests.

Information about visiting and participating in English: internorga.com/en

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