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Press Release

New date for the HOGA 2021 Trade Fair Hotel, Gastronomy & Catering

The HOGA, Bavaria's hospitality fair, will take place in 2021 from the 7th to the 9th of February in the Nuremberg Exhibition Centre. As a one-off, the event is being postponed by around three weeks to a later date. The first talks with HOGA's key partners were positive and full support for the new date was promised.

Nuremberg – Due to capacity problems and building works at the Nuremberg Exhibition Centre, the HOGA 2021 has to change to a later date and will now take place from the 7th to the 9th of February 2021. The HOGA's professional partner, the DEHOGA Bayern, supports and approves this new date. Other major partners in the industry have already announced their participation in the HOGA 2021 as well.

The HOGA is Bavaria's largest hospitality fair. It offers restaurateurs and hoteliers the products, solutions and concepts they need for their gastronomy and is aimed at small and medium-sized businesses as well as commercial kitchens and group catering experts. An important focus of the HOGA is on presenting new products and trends. These are presented in a practical way using professional partners and creative ideas providers. For HOGA 2021, the specialist areas and hot topic sessions will be further enlarged and presented in a more attractive way for visitors.

Henning and Thilo Könicke, the managing directors of the trade fair organiser AFAG, are already making a forecast: "Our rejuvenation plans for the HOGA already made a big impact in 2019, which motivates us, along with our partner DEHOGA Bayern, to go even

stronger in this direction in 2021 and to create new highlights at the HOGA. According to a representative market research study, visitor satisfaction rose in 2019 compared to last year's event, which indicates to us that our approach is the right one."

The HOGA Nuremberg, trade fair hotel, gastronomy & catering, takes place every two years at the Nuremberg Exhibition Centre and is the major Bavarian industry meeting place and ideas provider for the hospitality industry. The next HOGA will take place from the 7th to the 9th of February 2021. The other events will take place on their traditional date at the beginning of the new gastronomic year. Thus the 15–17 January 2023 and the 12–14 January 2025 are already fixed in the trade fair calendar.

Further information about the HOGA hospitality fair can be found at www.hoga-messe.de.

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