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**Press Release**

## **New date for the HOGA 2021 – Trade Fair Hotel, Gastronomy & Catering: The HOGA moves to the autumn**

**Due to the unclear outlook for the beginning of next year, the HOGA 2021 cannot take place as planned from 7–9 February at the Nuremberg Exhibition Centre. The organiser of the HOGA, AFAG Messen und Ausstellungen, together with the professional partner DEHOGA Bayern and major partners, has already found a new date that fits in to the industry’s annual calendar: the HOGA 2021 will now take place from 17–19 October 2021 and is thus the first major industry event to herald the start of the autumn trade fair season for the hospitality industry.**

**Nuremberg** – HOGA Project Manager Stephan Dovern justifies the decision to postpone the date as follows: “The trade fair should be a platform for personal exchange for all of us, for deepening good business relationships and for the further development of the industry. Under the current circumstances, this will unfortunately not be possible to achieve at the planned date in February. As a result of many discussions with our partners, we have come to the decision to postpone the HOGA. We’re looking forward to successfully staging of the HOGA 2021 from the 17th to the 19th of October together with all our partners, exhibitors and hosts!

DEHOGA Bayern is the professional partner. Angela Inselkammer, President of DEHOGA Bayern, also advocates for the HOGA’s postponement: “We’re pleased that a new date for the HOGA in 2021 could be found at short notice. This date fits well into the industry calendar. In October our Bavarian hosts, hopefully

invigorated by a successful summer, will be able to plan their winter season using the HOGA". Important partners and exhibitors, such as BÄKO Franken Oberbayern-Nord eG, are also supporting the date and are looking forward to the HOGA in October: "Unfortunately, it has become clear in recent weeks that the date at the beginning of February cannot be kept. Postponing it until autumn provides sufficient planning security for BÄKO and our supply partners. In the hope of a stable situation until then, we consider the period before the important Christmas trading period to be appropriate", says Neal Bauer from BÄKO Franken Oberbayern-Nord.

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 17th to the 19th of October 2021.

Further information about the HOGA hospitality fair can be found at [www.hoga-messe.de](http://www.hoga-messe.de).

**Media Contact:**

AFAG Messen und Ausstellungen GmbH  
Corporate Communications  
Phone: +49 (0)911/98833-545  
[presse@hoga-messe.de](mailto:presse@hoga-messe.de)