

Press release dated September 7th 2022

Igeho 2023: the only all-encompassing hospitality platform in Switzerland will be taking place in November 2023

Igeho, the most important international industry platform for the hotel, catering, take-away and care institutions in Switzerland, will take place from the 18th to 22nd of November 2023 at Messe Basel.

Four years will have passed between the end of the last Igeho 2019 and its opening in November 2023. Igeho has used this time to develop new formats to address current and prospective market needs. Being the most relevant industry platform, it is particularly characterised by personal encounters and serves the industry and its decision-makers with a hybrid platform for exchange and presentation areas including trends and innovations offering a wide range of exhibitions. Visitors can expect redesigned departments and an innovative supporting programme. Relevant industry associations, such as GastroSuisse, the Schweizer Verband für Spital, Heim- und Gemeinschaftsgastronomie (SVG), the Hotel & Gastro Union and others are involved as long-term partners at Igeho.

Novelties at Igeho 2023

With the new pricing strategy featuring early-bird rates and various participation packages, the digital lead package and the adjusted cancellation modalities for more flexibility, Igeho is responding to the industry's changing needs. The continued development of the specialist areas and the creation of new special presentations, such as the Innovation Area or the Micro Roastery captures the spirit of our times. The Igeho Rising Star offers founders and young companies a stage to present fresh and innovative ideas for the hospitality industry.

From trade fair to digital industry platform

Under the leadership of Judith Krepper, who joined Igeho as Brand Director in 2020, the Igeho team is striving toward the transformation from trade fair to eventful live marketing platform. In addition to streaming various highlights of the exciting supporting programme, half-day master classes for managers are now also on the menu. Starting in January 2023, a digital community platform with innovative profiling- and interaction options as well as efficient matchmaking functions will be introduced. It supports the undertaking to expand Igeho into a 360° brand that offers the hospitality industry relevant content 365 days a year.

"Igeho is THE meeting place for gastronomy. We at Saviva are delighted to be supporting Igeho 2023 as a Power Partner!"

Roger Juon, Member of the Executive Board, Saviva AG

We are really excited about our big "Appenzell" presence at Igeho 2023! Together with the long-standing Igeho exhibitors from the Appenzell region, we will be running a large festival where culinary specialties can be savoured. But culture and customs will also play an important role in the attraction.»

Guido Buob, Managing Director, Appenzellerland Tourismus AI

Lefa as a further development of Mefa: New meeting place for the food processing industry

Following the 2017 edition of Mefa, the trade fair for the meat industry, the MCH Group has complied with the wide-ranging desire of exhibitors and visitors to further join forces and to merge not only meat processing but also other food processing with catering and accommodation at Igeho. That is why the Lefa was launched as the central meeting place for the Swiss food processing industry. It will take place from the 18th to 22nd of November 2023 together with Igeho 2023.

Igeho Congress communal catering: September 28th 2022 in the Umwelt Arena Schweiz in Spreitenbach

The first edition of the new congress format "Igeho Congress" focuses on the current topics of community catering. It is aimed specifically at decision-makers in the community catering industry. 15 national and international experts from science and practice make up the top-class programme of presentations and workshops. They will be providing methods, best practice recommendations and exciting solutions that enable restaurateurs to respond to growing customer demands and remain successful. The areas of care, business, education and energy efficiency are addressed in depth in parallel sessions. Gastro expert Andrin Willi will guide you through the day.

Igeho 2023 at a glance

Opening hours	Saturday to Wednesday, 18 th to 22 nd November 2023, from 9 a.m. to 6 p.m
Venue	Messe Basel, Halls 1.0 and 1.1
Specialist areas	<ul style="list-style-type: none"> • Kitchen Technology • Food & Beverage • Interior & Shopfitting • Coffee & Tea • IT & Digital • Table Top
2023 Highlights	<ul style="list-style-type: none"> • Cooking Arena (Kocharena) • Cheminée Chats • Master classes • Innovation Area • Micro Roastery Area • Igeho Rising Star • Lefa • Food Truck Area (Street Food)
Target group	<ul style="list-style-type: none"> • Gastronomy & hotel industry • Care institutions • Wholesale and retail trade • Food production and industry • Bakery • Butchers • Service and consulting companies • Universities and technical schools, institutes

Wordcount: 722

Characters including spaces: 4729

Your contact person:

Alexander Däppen, Marketing & Communications Manager Igeho, MCH Messe Basel,

T +41 58 206 58 60, alexander.daeppen@messe.ch

www.igeho.ch