

New location 2020: Hall H,  
CCH – Congress Center Hamburg



# 39<sup>th</sup> International Foodservice-Forum

INTERNORGA

Europe's biggest conference  
for professional food services

## Oxygen for the future

Tomorrow's professional food services: Consumption trends.  
Success factors. Market chances.

From 09.00 hrs Warm up with Coffee & Co.

### Opening

Bernd Aufderheide, Hamburg Messe, and Gretel Weiß speak on behalf of the organisers.

### 1. Signposts for growth

- 2019: the top 100 foodservice players
- Innovation, trends & driving forces
- Market potential and lessons for 2020+

Speaker: **Gretel Weiß**, foodservice, Frankfurt a.M.

### 2. Digital leadership that inspires

- Timetable for the digital transformation of companies
- New tools for efficient collaboration and greater motivation

Speaker: **Ibrahim Evsan**, Connected Leadership, Munich

### 3. Delivery platforms – an indispensable service?

- Hyper-dynamism in the value-chain network
- Lieferando: Gamechanger. Sales bringer. Juggernaut.

Speaker: **Jörg Gerbig**, Takeaway.com, Berlin

12.00 hrs Break: chat, eat & drink

Thursday, 12 March 2020,

10.00 - 18.00 hrs

CCH – Congress Center  
Hamburg, Hall H

Attractive  
Early bird  
price!

UNTIL 23.02.2020

### 4. Thinking big with strawberries

- Karls adventure villages and more
- Six adjectives of an East German success story

Speaker: **Robert Dahl**, KarlsTourismus, Rövershagen

### 5. The next hamburger giant?

- Five Guys: fresh, premium priced, no franchising
- Europe & Germany: opportunities and challenges for the US Brand

Speaker: **John Eckbert**, Five Guys, London/UK

### 6. Strong people, strong companies

- How to make staff and managers strong?
- What is the energetical mindset of the future?

Speaker: **Boris Grundl**, Personality Developer/Grundl-Institut, Trossingen

14.40 hrs Break: chat, eat & drink



Ibrahim Evsan



Jörg Gerbig



Gretel Weiß



Robert Dahl



John Eckbert



Boris Grundl



Gamze Cizreli



Christopher C. Muller



Boris Tomic



Oliver Tissot

## 7. To go from strength to strength

- Ankara – the start of Big Chefs' world journey
  - Frankfurt – Levantine kitchen & public livingroom-design
  - My Project: from our female farmers to your table
- Speaker: **Gamze Cizreli**, Big Chefs, Istanbul/Türkei

## 8. 2025 – The roadmap for staying successful

- What do you control: software, hardware, high tech, low tech?
  - Planning for the fast approaching restaurant future
- Speaker: **Prof. Dr. Christopher C. Muller**, Boston University, Boston/USA

## 9. Eating & interests

- Theses of a stand-up comedian
  - Highly intellectual with depth and profundity in top
- Speaker: **Dr. Oliver Tissot**, cabaret artist, Nuremberg

**Moderation:** **Boris Tomic**, *foodservice*, Frankfurt a.M.

## 17.20 hrs Forum Finish Drinks

The conference language is German with a simultaneous translation into English.  
Programme subject to change without notice!

## A do-not-miss event for

Owners, start-ups, franchisees, senior executives and F&B managers from quick service to fine dining including butchery and bakery chains, service station shops and event catering, managers in the food, beverage and equipment industries, marketing specialists and business consultants.

## Masterclass

In addition to the forum the Masterclass for „International Growth: Financing & Franchising“ takes place for the second time. Two specialists in international expansion and franchising convey their knowledge.

Participants: **Mario C. Bauer & Babette Märzheuser-Wood**

The congress language is English.

Friday, 13 March 2020 · 9.30 – 13.30 hrs

HMC · Central Entrance · 2nd floor

Room St. Petersburg

Program / registration at:

[INTERNORGA.com/masterclass](http://INTERNORGA.com/masterclass)



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## Get your tickets now!

Early bird price until 23.02.2020

1st and 2nd person	585 €
3rd person from a company	315 €

Later bookings from 24.02.2020

1st and 2nd person	605 €
3rd person from a company	325 €
Students	325 €

Masterclass Standard-Ticket p.P. 350 €

Masterclass Package p.P. 790 €

(Participation Forum & Masterclass)

VAT will be added to all prices at the statutory rate (19%). The participation fee includes refreshments during breaks, INTERNORGA two-day admission ticket, and catalogue. For more information, call us on (0)40 3250 9230 or [internorga@interplan.de](mailto:internorga@interplan.de)

## F&B Mall

Professional foodservice suppliers make presentations on over 1,000 square metres of exhibition space at the F&B Mall. They not only offer information about their latest products, bestsellers and service packages but also provide refreshments during the breaks.

## Organisers

For the 39<sup>th</sup> time in partnership: INTERNORGA, Hamburg Messe und Congress GmbH (HMC) and the trade magazines *foodservice* and *foodservice Europe & Middle East*, dfv media group, Frankfurt a. M.. 2,000 participants are expected at this annual power day.

## Arrival and departure

The CCH – Congress Center Hamburg is conveniently located in the heart of the Hansestadt.

**By public transport:** The CCH – Congress Center Hamburg connects you to all areas of Hamburg via bus and train. Train stations are within walking distance: Dammtor station, for Intercity and commuter trains, is immediately accessible by foot. The Stephansplatz (Oper/CCH) and Gänsemarkt underground stations are conveniently nearby – just a 10-minute stroll through the city and a park.

**By car:** Parking is available at Heiligengeistfeld. Simply enter in your GPS device: Glacischaussee. Signs show the entrance. We offer a shuttle service from the Heiligengeistfeld carpark to the Planten un Blomen park entrance from the start (8.30 a.m. to 10.30 a.m.) to the end (5 p.m. to 7 p.m.) of the congress. A mostly covered footpath leads to Hall H (CCH).

**By taxi:** About 30 min. from the airport.