



MÁLAGA 3 / 4 / 5 FEB 2025	FYCMA TRADE FAIR AND CONGRESS CENTER OF MÁLAGA
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## **H&T CALLS ON COMPANIES AND SUPPLIERS OF EQUIPMENT AND GASTRONOMY FOR ITS 2025 EDITION, TO BE HELD FROM 3 TO 5 FEBRUARY AT FYCMA**

**H&T, Innovation Summit for the Hospitality Industry, is already working on a comprehensive proposal to maximise business opportunities for the hospitality, hotel, and tourism industries in its next edition, which will be held from 3 to 5 February 2025 at FYCMA (Trade Fairs and Congress Center of Málaga). The deadline to reserve space in the exhibition area for suppliers of equipment, services, and gastronomic products is now open, progressing at a good commercialisation pace and consolidating a key professional event for these strategic sectors**

*Málaga, 28 June 2024* - H&T, Innovation Summit for the Hospitality Industry, confirms the celebration of its twenty-seventh edition from 3 to 5 February 2025 at FYCMA (Trade Fairs and Congress Center of Málaga) with a global content proposal to enhance business opportunities for professionals and companies in the hospitality, hotel, and tourism industries. In this regard, the fair is already advancing in the commercialisation of its exhibition space, the reservation period of which is now open for suppliers of equipment, services, technology, and gastronomic products, with a high demand for participation.

H&T 2025 will once again feature three main interconnected pavilions that will allow the specialisation of spaces for greater visibility of participating companies and entities, as well as to promote direct contact with sector professionals, -more than 18,000 of whom attended the last edition with high purchasing decision capacity-, and with international markets. In fact, more than 65 percent of the professionals who attended in 2024 closed some commercial agreement.

Hand in hand with leading firms in equipment and gastronomy, H&T annually presents technological and sustainable solutions for all industry segments through a comprehensive offering of products and services. It is the sector's benchmark meeting to incorporate innovation into all processes that improve the customer experience.

### **Programme of lectures, workshops, and specialised calls**

In addition, H&T will develop a specialised content programme to address current sector issues, analyse them, and offer cutting-edge approaches to content aimed at a demanding professional audience in constant adaptation and retraining. This programme will be developed in areas such as the 'Main Stage', dedicated to innovation; the 'Kitchen Lab', the gastronomic laboratory; or the 'Tasting Room'. The content will be completed with the sixth edition of the 'H&T Awards', the eighth 'Best Wines of H&T Award', as well as other parallel events such as forums and sector assemblies that will bring together the most relevant industry agents.

H&T is organised by FYCMA (Trade Fairs and Congress Center of Málaga), part of Málaga City Council. Sector promoters include the Association of Beach Entrepreneurs of the Province of Málaga - Costa del Sol (Aeplayas), the Association of Hoteliers of Málaga (Mahos), and the Association of Hotel Entrepreneurs of the Costa del Sol (Aehcos).

All the information about this event can be found at [www.salonhyt.com](http://www.salonhyt.com), and on [Facebook](#), [Instagram](#), [X](#) and [LinkedIn](#) profiles.