

Invitation to the online event **The Future of Hospitality: New ways to inspire guests** on 8 May 2024



Dear Exhibitor,

What will the restaurant of the future look like? Do we need more high tech or more high touch? What role will new catering concepts and sustainability play for professional hosts? Industry insiders and design experts **Viki Kitzig** and **Benjamin Calleja** will provide answers in the first online event organised by Messe Frankfurt's consumer goods fairs this year.

Under the title *Ambivalent - From the Magical World to the Reality of Hospitality*, interior design expert Viki Kitzig will take participants on a quest for design options for the hotel industry in the business and leisure sector, playing with new and traditional possibilities.

Benjamin Calleja, founder and Chief Experience Officer of Livit Design, will provide insights into a restaurant landscape in motion under the title *Global Trends and Insights into the Future of the Hospitality Industry*.

Join us and feel free to pass this invitation on to your customers and colleagues. Participation is free of charge. You can follow the presentations in German and English.

When will it take place? On 08 May 2024, 10.00 a.m. CET

Where? Click here to register: consumergoods.digital.messefrankfurt.com.

The new 2024 event series will once again offer in-depth expert knowledge, inspiring food for thought and practical tips every two months throughout the year.

News from the consumer goods trade fairs

Interested in how you can advertise your company and products on our digital platform? You may find some information on advertising opportunities via this link:

<https://consumergoods.messefrankfurt.com/frankfurt/en/digital-academy.html#advertising>.

Feel free to contact us.

With kind regards

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