

# MÉXICO HOSPITALITY EXPO

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**HOSTELCO**  
THE HOTEL & RESTAURANT TRADE SHOW



**The central Hub for  
hospitality professionals**

**May 06 - 08 2025**

**Expo Guadalajara | Jalisco, México**



# First Edition 2025



A meeting point specialized in the hotel, restaurant, hospital and coffee shop sector arrives in Mexico to promote and satisfy the demand of these areas in México, Central America and the Caribbean.

Backed by an alliance between Expo Guadalajara and Fira Barcelona, which, through HOSTELCO, will promote this meeting point.

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# Strategic alliance



It is the largest fairground (exhibition site) in Mexico, hosting 70% of the largest and most important exhibitions in Latin America.

- **90,000m<sup>2</sup>** of exhibition floor
- **2.1 million** visitors per year
- **32 rooms**
- **+600 events** during 2023
- **\$36.75** billion pesos in economic spillover

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Fira de Barcelona, officially founded in 1932, is a leader in the Spanish trade fair market and one of the most important trade fair organizations in Europe.

- **500,000m<sup>2</sup>** gross exhibition area on three venues
- **2.5 million** visitors per year
- **14 countries** with delegations and representatives in other regions of the world
- **+270** trade fairs, congresses and events held per year
- **4,700 M€** economic impact on Barcelona and its surroundings






# Data summary

In 2025, we will leverage our international synergies to grow hospitality businesses and create new opportunities for emerging entrepreneurs.




 **300**  
exhibiting companies

**20%**  
international

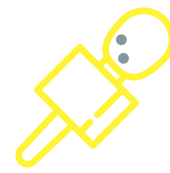
 **6,000**  
visitors

National and international specialized visitors from Central America and the Caribbean

 **16,000m<sup>2</sup>**  
gross exhibition area

 **+30**  
experts and specialized speakers

**35%**  
international

 **25**  
invited journalists

**10%**  
international

 **600**  
business meetings

 **+50**  
Activations, lectures and workshops

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# Guadalajara

Guadalajara is a Mexican city, capital of the state of Jalisco.

It is located in the western part of the country and is considered one of the most important political, economic, social, cultural and tourist centers in Mexico.

- There are more than **30 international air routes** in the city, and the operation of international passenger and cargo air routes is strong and stable.
- Annual airline passenger traffic is expected to reach **18 million people**.
- The annual cargo and mail traffic is expected to reach **200,000 tons**.



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# The Pulse of Tourism

Jalisco, Mexico's vibrant soul, combines tradition, modernity and incomparable hospitality. With more than 80,000 rooms and 3,000 tourist attractions, it invites you to explore landscapes, its cultural richness and experiences that reflect its unique essence.

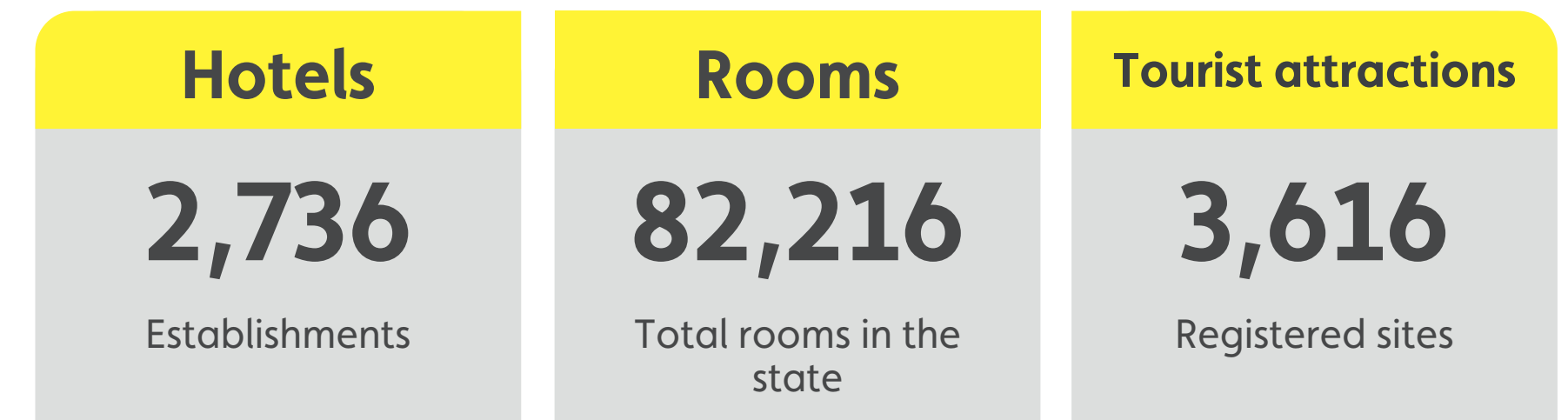
During 2024:



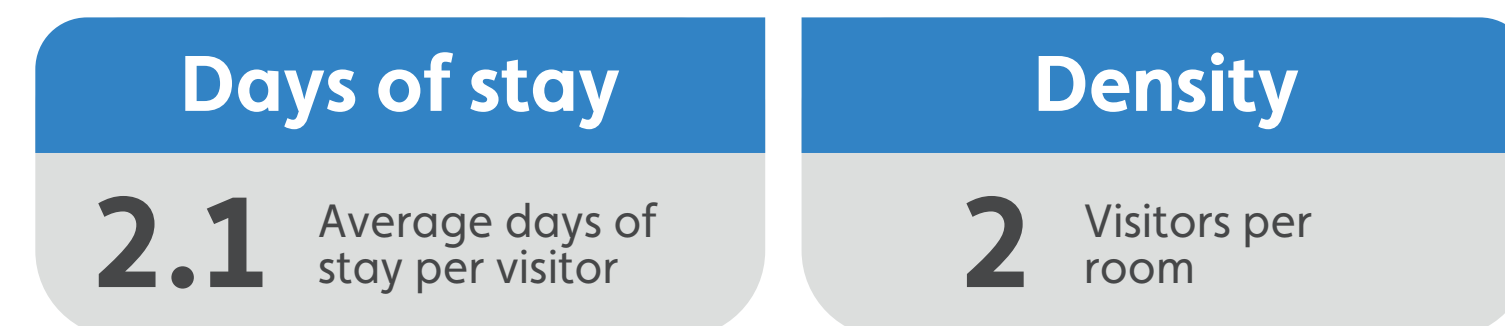
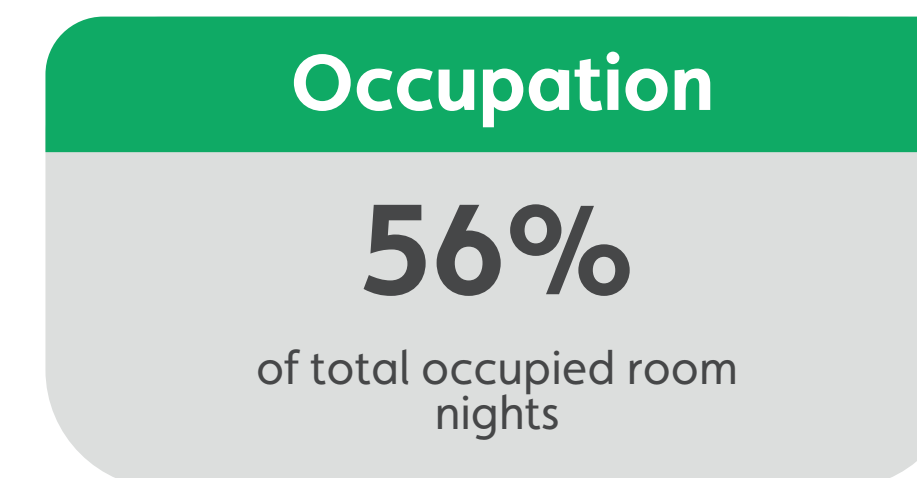
generating



In Jalisco there are



with



Source: Tourism Information System of the State of Jalisco. Ministry of Tourism of the Government of the State of Jalisco.

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# Jalisco, a strategic state

Jalisco has the infrastructure and strategic geographic location to become a key point for international meetings and for the organization of exhibitions and fairs.



Jalisco stands out due to its **consolidated infrastructure** and its **strategic position** in west-central Mexico. The state has a **robust ecosystem of tourism and hospitality services**, backed by a diverse offer of first-class event venues and convention centers.

In addition, **Jalisco is a benchmark for innovation and development in the healthcare sector**, providing an ideal environment for the convergence of professionals and companies in these areas. The combination of these factors ensures that Jalisco offers an **optimal environment for the success of an event of this magnitude**.

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# Strategic Pillars

Mexico Hospitality Expo  
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presents great  
opportunities for  
entrepreneurs and  
investors in the tourism  
sector.



**Business and  
internationalization**



**Innovation**



**Experience**

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# The most complete offer for:

- Hotels ■
- Restaurants ■
- Coffee shops ■
- Hospitals ■

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**FULLY EQUIPPED**  
Equipment, machinery and accessories



**ATMOSPHERE**  
Interior design, decoration, textile, furniture and wellness



**COFFEE, BAKERY & PASTRY**  
Coffee, bar, bakery, pastry, ice cream, and equipment



**DELIVERY, TRANSPORTATION & SERVICES**  
Transportation, professional services and outsourcing



**SETTING**  
Tableware and table service



**TECH & ENTERTAINMENT**  
Technology and entertainment



**FOOD & PROVISIONS**  
Food, beverages and supplies





# FULLY EQUIPPED

## Equipment, machinery and accessories

### The space for equipment, machinery and accessories

All the equipment, machinery and accessories for the hotel, restaurant, hospital and coffee shop industries will be present in this area.

#### Who exhibits?

- Kitchen equipment, such as stoves, refrigerators, ovens, dishwashers, smoke extraction, storage, water purification, waste disposal.
- Display cabinets.
- Ventilation and air conditioning.
- Stainless steel furniture.
- Others.

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# SETTING

## Tableware and table service

### Where the hospitality industry sits at the table

Find the essentials for creating  
hospitality experiences to  
deliver the perfect service.  
From creative tableware to  
alternatives for delivery and  
take-away services.

#### Who exhibits?

- Tableware and glassware.
- Table services and accessories.
- Kitchen, restaurant and hotel.
- Table styling.
- Plating.
- Others.

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# ATMOSPHERE

Interior design, decoration, textile, furniture and wellness

## The atmosphere generates business

The design of spaces is fundamental to create experiences and works as a differentiator by satisfying customer needs through details in decoration, furniture, interior design, textiles and wellness.

### Who exhibits?

- Furniture and lighting.
- Interior design and decoration.
- Uniforms and linens.
- Cleaning and hygiene.
- Wellness (amenities, well-being, spa, fitness).
- Equipment for the development of gyms and exercise spaces.
- Others.



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# TECH & ENTERTAINMENT

## Technology and entertainment

## Technology is here to stay

Technology is transforming the hospitality industry. Today, tools are used to save time and simplify processes to offer a satisfactory experience to all customers and workers in the sector.

### Who exhibits?

- Digital check-in.
- Telecommunications (Wi-Fi networks, telephones, computers).
- Digital guest registration.
- Security and access system.
- Entertainment.
- Augmented reality.
- Contactless payments and transactions.
- Robotization.
- Waste management system.
- Others.

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# COFFEE, BAKERY & PASTRY

## Coffee, bar, bakery, pastry, ice cream, and equipment

## The universe of coffee, bar, bakery, pastry and ice cream shops

By grouping together the equipment and product offer, this sector will unite the different actors that revolve around the world of Coffee, Bakery & Pastry with their potential customers.

### Who exhibits?

- Equipment and machinery for coffee shops.
- Points of sale.
- Refrigeration equipment.
- Water filters.
- Coffee.
- Bakeries.
- Cocktail bar.
- Vending, OCS (office coffee service).
- Pizzeria.
- Others.

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# FOOD & PROVISIONS

## Food, beverages and supplies

### A business nurtured by the best gastronomy

Food and supplies are essential components in the hotel, restaurant, hospital and coffee shop industries, influencing customer experience, competitive differentiation and market trends.

#### Who exhibits?

- Restaurant and hotel supplies.
- Banquet suppliers.
- Food supply providers.
- Food and beverages.
- Wines and distillates.

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# DELIVERY, TRANSPORTATION & SERVICES

## Transportation, professional services and outsourcing

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## Services in motion

Delivery, transportation and services are essential to ensure efficiency, quality and accuracy, boosting your company's competitiveness in the hospitality industry.

### Who exhibits?

- Refrigerated transportation and last mile logistics.
- Professional cleaning and disinfection services.
- Security solutions.
- Industrial laundry and waste management.
- Commercial vehicle rental.
- Outsourcing of operational personnel.
- Business consulting and training.
- Electromobility.



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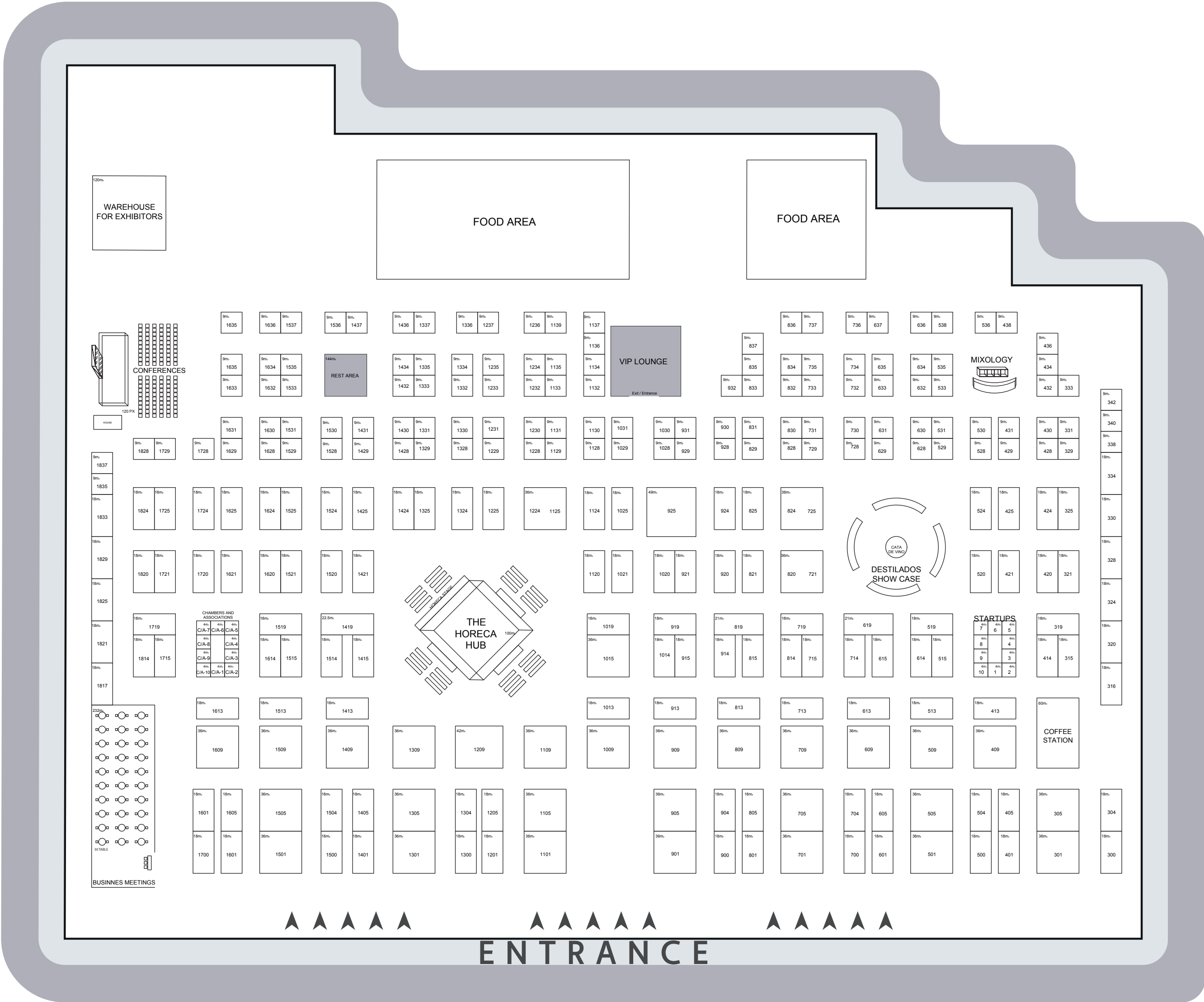
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# General Layout

## JALISCO HALL B, C & D

16,000m<sup>2</sup>





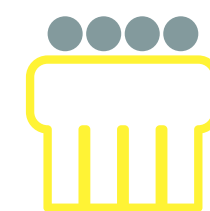
# Visitors with purchasing power

The event that hospitality professionals have been waiting for

Our visitors are decision makers

They decide to buy

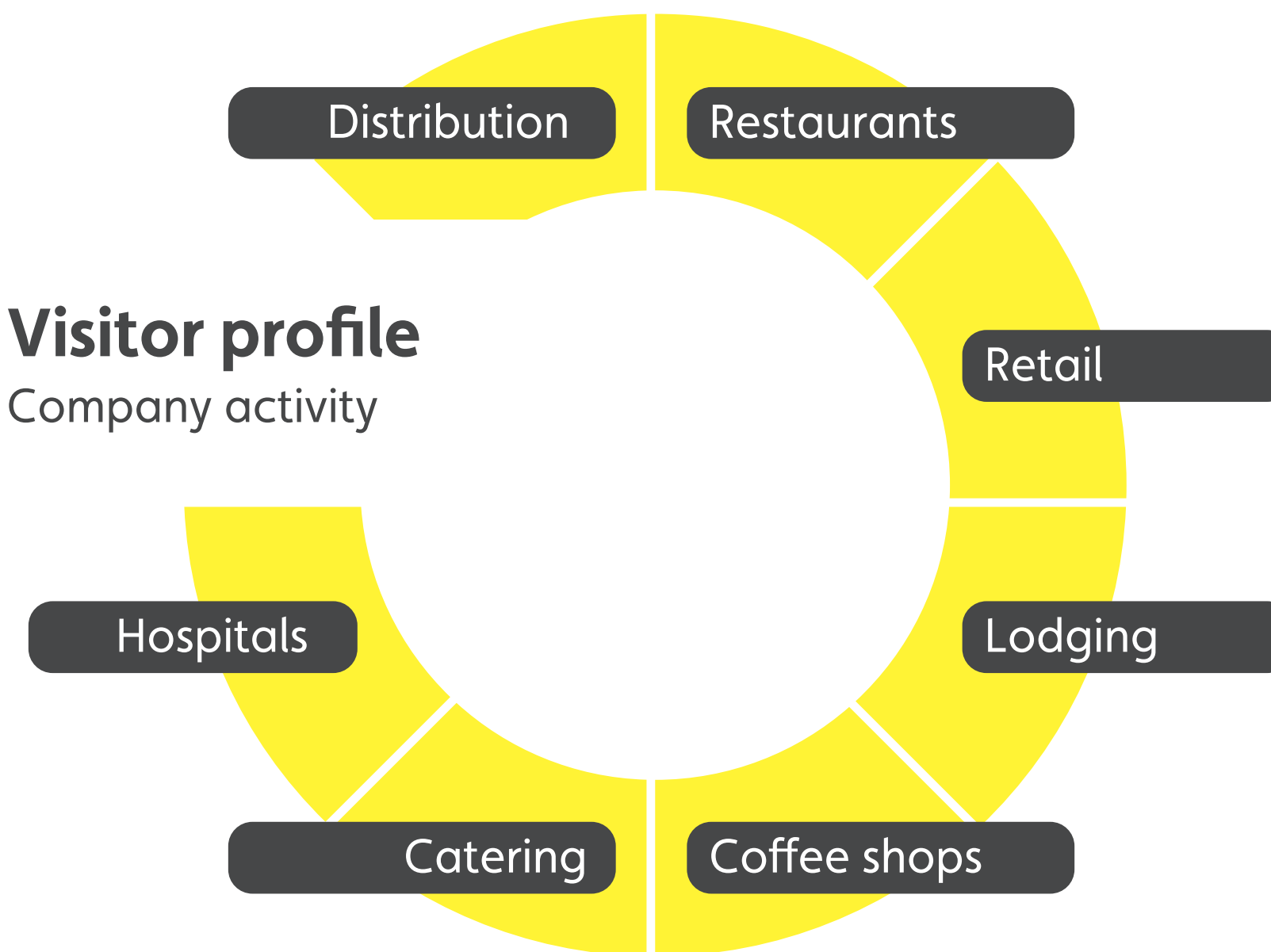
They are owners or managers



**6,000**  
visitors

National and international specialized visitors from Central America and the Caribbean

**Visitor profile**  
Company activity



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# Promoting a Sustainable Future



(Badge: Sustainable Exhibitor)



(Badge: Sustainable Product)

An exclusive recognition for exhibitors or products that demonstrate an exemplary commitment to the circular economy and sustainability. This badge highlights companies that implement innovative and responsible practices in general or in the manufacture of a specific product. Visitors will be able to easily identify these sustainability leaders, reaffirming our commitment to environmentally and economically conscious development.

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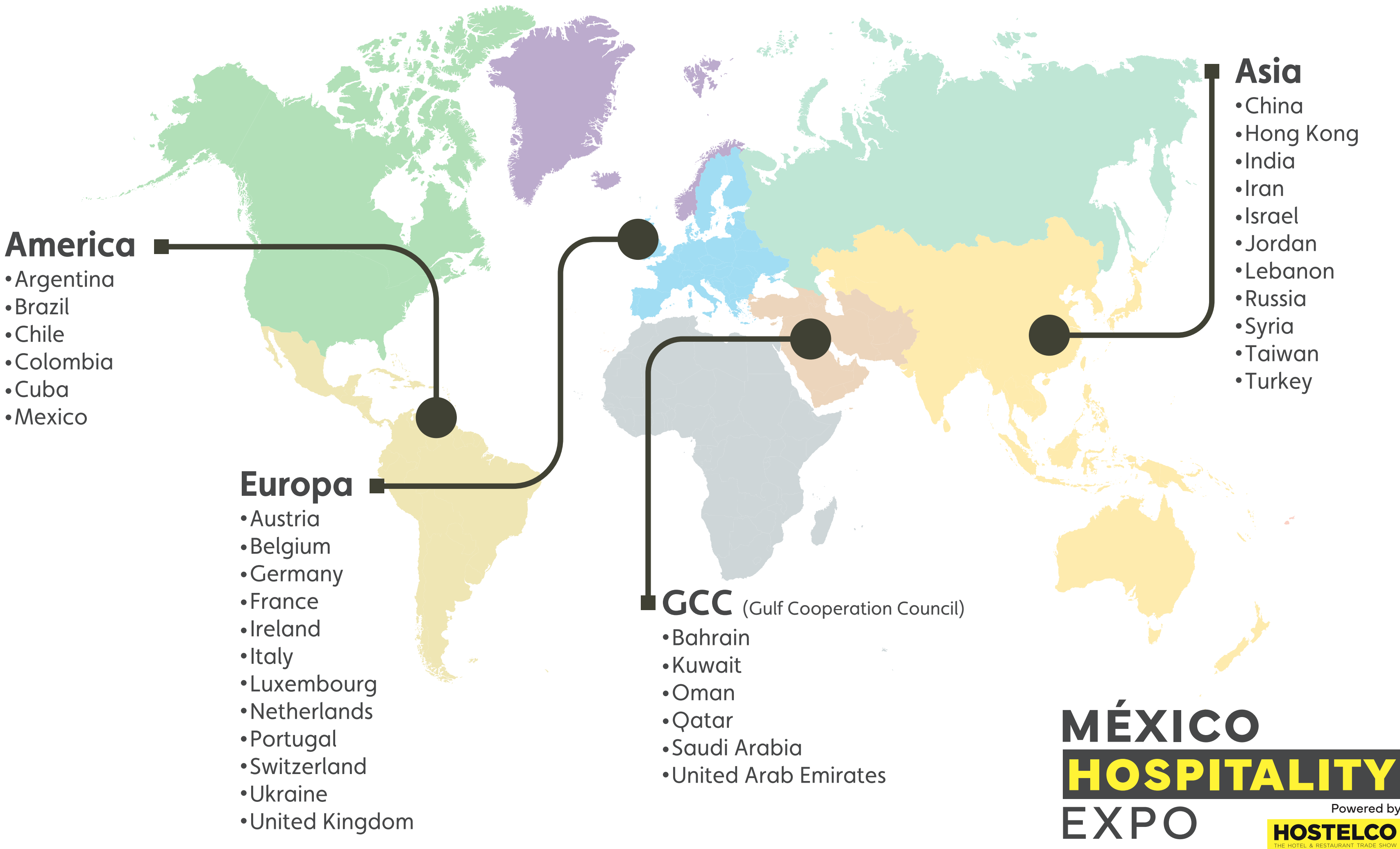


# An international space

Mexico Hospitality Expo  
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works to create an  
international meeting  
point where new  
investment opportunities  
can be found.

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## International Offices Fira Barcelona





# Generate business opportunities

We facilitate business opportunities both domestically and internationally among industry participants through internal programs and collaborations with stakeholders.

We focus on meeting exhibitor needs to ensure the presence of key leaders that impact your business.

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## Hosted & VIP Buyer Program

This program aims to invite high-level international professionals with purchasing power.

## Matchmaking system

Online platform to schedule business appointments with guest buyers.

## RECOMIENDA program

The exhibitor extends an invitation to its current or potential customers to join the Hosted & VIP Buyer program.



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# Maximizing results

Mexico Hospitality Expo  
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offers a presence in its  
digital media and makes  
its communication  
channels available to  
expand networking  
possibilities and increase  
the number of visitors.

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## DIGITAL TOOLS

### Digital exhibitor directory on the web

Connect with potential customers through a directory that is always at the fingertips of visitors to Mexico Hospitality Expo Powered by HOSTELCO.

### Social Media

A space to promote, share information and encourage interaction among the organizers, participants and followers of Mexico Hospitality Expo Powered by HOSTELCO.

### Claudia Cárdenas

Assistant Marketing Manager

ccardenas@expoguadalajara.mx  
(52) 33 1845 3596

## COMMUNICATION TOOLS

### Press and Communications Office

Create important alliances through the guests and business meetings that our Public Relations area has for you.

### Maria del Mar

Public Relations Manager

relacionespublicas@expoguadalajara.mx  
(52) 33 2629 2307

### Promotion and sponsorship opportunities

Place your brand in strategic points to increase your reach and consolidate your identity in a professional market.

### Daniel Beas

Visitor Attraction Coordinator

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# A boost for your business

In a sectoral, social and economic environment that is undergoing significant changes, we highlight innovations, new proposals, products and solutions that address today's challenges and empower businesses to face the future.

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## CONFERENCES

Mexico Hospitality Expo Powered by HOSTELCO will have space for conferences aimed at exhibitors and visitors, with topics related to current trends in hospitality, business management and sustainability.



## New businesses and StartUps

Discover new emerging ideas in a space designed for the growth and nurturing of talent based on the entrepreneurial ecosystem.

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# One fair, multiple activities

Experiential activities that inspire and provide knowledge to industry professionals, from the latest trends in the hospitality industry to practical demonstrations of innovative culinary techniques.

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## The Horeca Hub Live Solutions

A space that will bring together real-time cooking demonstrations, tastings and talks about the hospitality and restaurant industry.



## Coffee, Bakery & Pastry Taste & Talks

Workshops, demonstrations and conferences focused on the coffee, bakery and pastry industry professionals.

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# Brand Ambassadors

Get to know our allies, offices in charge of attracting specialized visitors and associations that are an important part of Mexico Hospitality Expo Powered by HOSTELCO, with the objective of creating a professional and effective environment for the hospitality sector.

## STRATEGIC ALLIES



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# Reasons to participate



## Brand positioning

Participating in Mexico Hospitality Expo Powered by HOSTELCO is an opportunity to position your brand in front of industry leaders in the sector.



## Increase business opportunities

Direct connection with the main national and international players in the industry.



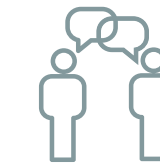
## Direct contact with current and potential customers

Schedule meetings with current suppliers, top industry experts and meet potential new ones.



## Innovation

Discover new and innovative products and market trends.



## Networking

To offer a space to establish commercial relationships with professionals, suppliers and potential collaborators in the industry.



## Activations

Activities of interest for different professional profiles through The HORECA Hub (Live Solutions) and Coffee, Bakery & Pastry (Taste & Talks). A space for learning, innovation and inspiration where market trends are known.



## International reach

To bring together the largest offer of products and national and international buyers in a single event.



## Mexico Hospitality Expo Powered by HOSTELCO Platform

The most important international event for the hotel, restaurant, hospital and coffee shop industry.

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# Mexican Gastronomy: Intangible Cultural Heritage of Humanity (UNESCO)

Mexico's traditional cuisine has been recognized by UNESCO as part of the Intangible Cultural Heritage of Humanity, highlighting its importance in the country's cultural identity.

This rich gastronomic offer not only enriches the culture, but also boosts the country's economy, with 515 thousand restaurants, three of which have been recognized among the best 50 in the world.



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# Mexico, a unique tourist experience

Hospitality in this country stands out for its warmth, making visitors feel at home from the moment they arrive. With a unique cultural richness and a variety of destinations, Mexico is among the top 10 destinations worldwide. According to the World Tourism Organization, it has 32 UNESCO World Heritage Sites and more than 45,000 archeological sites.



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# Commercial Network

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