



Press Kit

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Technical sheet

GUEXT 2024	
Organized by	IFEMA MADRID
Dates	October 18 to 21, 2024
Location	IFEMA MADRID (Av. del Partenón, 5, Barajas, 28042 Madrid)
Time	9:30 am to 6:30 pm
Edition	1ª, biennial frequency
Exhibitors	130
Spanish Exhibitors	113
International Exhibitors	17, from 7 countries
Area	1 Hall: Number 4
Sectorization	Equipment and machinery Facilities and infrastructures Design and interior design Hospitality services Technology and management
Sections	Innovation Gallery CoffeeXperience International Buyers Program 'Be My Guext'
Collaborates	FELAC (Federación Española de Asociaciones de Fabricantes de Maquinaria para Hostelería, Colectividades e Industrias Afines)



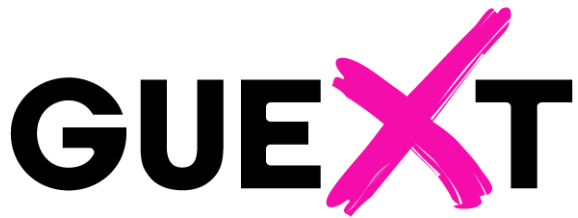
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More information and social media

ifema.es/guext
[linkedin.com/company/99952131](https://www.linkedin.com/company/99952131)
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The inaugural edition of Guext, a trade fair for hospitality suppliers and services, commences tomorrow. The event will host over 130 companies.

The event, organised by IFEMA MADRID in collaboration with FELAC, will take place from 18 to 21 October in Hall 4 of the Recinto Ferial.

GUEXT will bring together over 130 companies from across the *hospitality* value chain, representing seven countries, showcasing the international scope of this new project.

Madrid, 17 October 2024.- The inaugural edition of **GUEXT**, the International Exhibition of Suppliers and Services for the Hospitality Industry, is to be held in collaboration with **IFEMA MADRID** and **FELAC** (Spanish Federation of Associations of Equipment Manufacturers for the Hospitality and Related Industries) starting tomorrow, 18 October until Monday 21 October.

Guext 2024 will bring together more than **130 specialised companies** covering the entire *hospitality* value chain over the next four days. The event will adopt a professional approach and take place biennially. The event will provide professionals with the opportunity to discover the latest innovations in equipment and machinery, installations and infrastructures, design and interior design, services, technology and management, all connected with the distribution network and the end customer.

Furthermore, companies from **Italy, Portugal, France, Türkiye, Poland** and the **Czech Republic** will be participating, thereby reinforcing Guext's objective of consolidating its position as an international benchmark event within the sector.

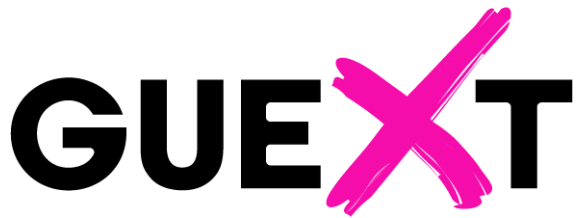
Guext: providing a specialised service in knowledge and innovation.

The new show has been developed with the objective of becoming a pivotal meeting point and business platform for the industry, as well as a forum for learning about the latest trends that are redefining the *hospitality* sector, discovering innovative solutions to boost business and establishing strategic alliances.

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To achieve this objective, GUEXT has established a partnership with the **Escuela de Hostelería y Turismo de Cámara de Madrid** to create the **Guext Forum**. This initiative will provide a platform for professionals to attend master lectures and participate in round table discussions on specific topics, such as distribution channels and installers, as well as address broader industry concerns through case studies of exhibiting companies.

A number of key topics will be analysed, including automation and the use of technology in hospitality management, new consumer expectations, Dual Vocational Training in Hospitality, the new demands of manufacturers and distributors, online reputation management and sustainable excellence. In addition, there will be opportunities to share success stories and best practices.

Guext will also serve as a platform for showcasing the sector's most innovative products and services. The **Innovation Gallery** will host the inaugural competition for the 'Hospitality 2024 Excellence in Innovation Award', with 13 solutions presented under one umbrella. The award, which assesses factors including innovation, applicability, commitment to sustainability and design, will be presented on Monday 21 October at 13:00 at the Guext Forum.

The Lifetime Achievement Award for Excellence in Hospitality Distribution will be presented on Saturday 19 October in recognition of the dedication and commitment of professionals in the distribution channel, who are a fundamental link in the value chain.

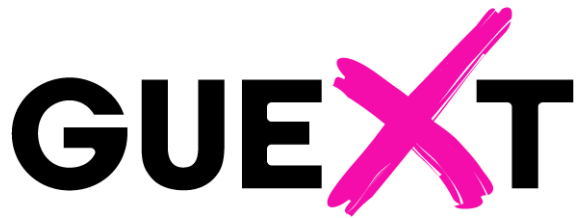
CoffeeXperience: the present and the future of coffee

One of the most notable additions to Guext will be the **CoffeeXperience**, a space dedicated exclusively to coffee. This area will demonstrate the growing importance of coffee in the hospitality industry. This area will host key industry players, including producers, importers, roasters and manufacturers of specialised equipment. They will be offering certifications for baristas in the Latte Art Grading System, as well as Latte Art Battles and filtered coffee tastings from a range of locations. This area is pleased to announce the collaboration of sectoral associations such as **Coffee Forum** and the **Spanish Coffee Association**, as well as coffee brands such as Grupo Brasiliano and Aromme, who will be guiding the coffee tastings. We are pleased to announce the participation of roasters such

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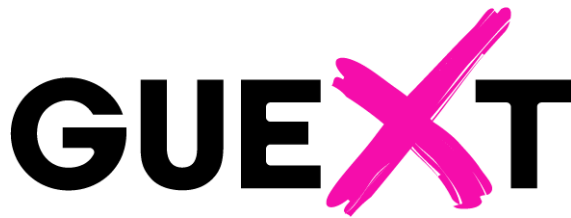
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as Cafés Baqué, El Tostadero and Café Dromedario in the Baristas School space. Furthermore, we are pleased to announce that brands such as **Calidad Pascual**, **Gaggia**, **Docriluc**, **Jemi**, **Lacor** and **Sammic** will be collaborating with us.

These proposals position **Guext** as a landmark event that will significantly impact the hospitality sector in Spain and internationally. The event will provide attendees with the chance to see the industry's latest developments, learn from leading figures and make connections that will shape the sector's future.

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FELAC and IFEMA Madrid join forces to organize GUEXT, the innovative international commercial platform for the Hospitality Industry

Today, The Guest Xperience Trade Show was presented, a fair designed to serve the entire value chain as the primary commercial and professional specialized instrument for driving the hospitality industry.

Its first edition will take place at the IFEMA Madrid Exhibition Center in October 2024, a key period for professional investment planning. With a global and international vision, the event will alternate its venues between Madrid and Latin America.

Madrid, March 16, 2023 - The momentum the hospitality sector is experiencing will have a new milestone starting in 2024, contributing to the dynamization of a strategic sector for the economy due to its significant contribution to job creation and GDP. This is **GUEXT, a new project that was presented today, created and driven by the Spanish Federation of Associations of Manufacturers of Machinery for Hospitality, Collectives, and Related Industries (FELAC), together with IFEMA MADRID, which will take place from October 18 to 21, 2024.** An innovative trade fair format aimed at sectors related to equipment, machinery, facilities, services, design and interior design, technology, and management, all connected to the hospitality industry and its relationship with the distribution network and end customers.

The Guest Xperience Trade Show - GUEXT - focuses on the demand and users of hospitality services, who currently require solutions that **enhance and generate customer service experiences and optimize their usage processes that affect the management of the establishment.** With the support of **FELAC**, GUEXT will showcase new trends, innovations, and concepts to establish itself as the reference commercial space for creating new connections throughout the value chain, **as well as the sectoral instrument serving the demand and the future of the hospitality industry.**

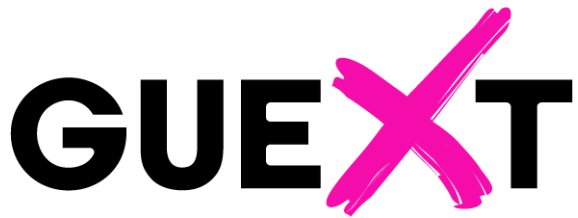
Significant Boost to the Sector

The launch of GUEXT, the professional trade show for equipment and services in the hospitality industry, aimed at marketing and the integrated distribution channel representing the entire value chain of the Horeca sector, represents a strategic alliance between IFEMA Madrid, one of the main European trade fair operators, and the Spanish

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association of hospitality equipment manufacturers, **FELAC**, which includes AFACO, the National Association of Manufacturers of Large Kitchens; AFMA, **the National Association of Manufacturers of Auxiliary Machinery for Hospitality, Collectives, and Related Industries**; AEFALTI, the **Spanish Association of Manufacturers of Machinery for Laundries and Dry Cleaners**; ACFEH, the **Catalan Association of Manufacturers of Equipment for Hospitality and Collectives**; MACAFE, the **Association of Manufacturers and Distributors of Spanish Coffee Machines and Similar**; and AFEHC, the **Association of Spanish Exporting Manufacturers of Hospitality and Collective Equipment**.

The Guest Xperience Trade Show has a **global** character and international orientation, aiming to be the reference event for both the Iberian Peninsula and Latin America, establishing a biennial celebration that alternates the Madrid edition in October of even-numbered years with an edition in odd-numbered years in Latin America, leveraging IFEMA Madrid's agreements with leading operators in the Latin American market. In this context, Mexico will be the guest country in its first edition, developing an important International Buyers Program under the name **"Be My Guext,"** which will feature significant commercial representation from buyers, operators, and distributors from around the world, especially from Latin America. This will lead to the largest **commercial and professional** meeting in the hospitality sector, **positioning it as a strategic sales and promotion tool for the B2B hospitality sector**.

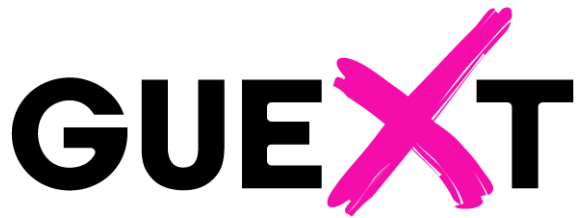
In statements by **Rafael Olmos**, President of FELAC, "The birth of GUEXT, the result of the alliance between FELAC and IFEMA Madrid, is an exciting project and a great opportunity to bring together the hospitality industry in a specialized fair for equipment and services for hospitality and collectives that will take place in even-numbered years in a privileged location like Madrid, connected to any point in the Iberian Peninsula, during a key month for investment planning by hospitality businesses, such as October. Moreover, its international vocation, which will take it to Latin America in odd-numbered years, along with its forward-looking approach focused on anticipating the future and presenting the latest trends, heralds a successful trade fair formula."

The incorporation of this event into the IFEMA MADRID calendar represents, according to its Business Director, **Arancha Priede**, "a further step in our goal of specialization and in our mission to support the development, expansion, and internationalization of various business sectors, in this case, a strategic industry for the economy. I am confident that GUEXT will fulfill its role as a dynamizer and catalyst for the entire value chain and as a lever for innovation in the hospitality sector."

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GUEXT will host all offerings related to the hospitality universe in five exhibition areas: **Guest Services, Building & Environment, Equipment & Machinery, Experiential Design, and Tech & Management, focusing on equipment, machinery, services, design and interior design, facilities and infrastructure, and technologies for automation and management.**

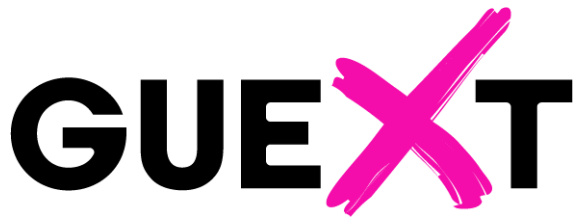
This specialized and innovative offering is aimed at profiles that shape the current demand in the hospitality sector, such as professionals related to accommodation, catering (both **commercial** and **collective** as well as for travelers), the contract **channel, distribution, consulting, or health and wellness**. This offering also addresses the new business formats incorporating hospitality solutions into distribution and retail.

The project is set to become the professional and commercial reference for Spain and Portugal, as well as for its entire commercial influence area and Latin America, thanks to its location in Madrid, equidistant with a vast communication network throughout the Iberian Peninsula, and its configuration as a hub with the Latin American market. It will be equipped with various tools for visibility and efficiency. Thus, all of this will be supported by the GUEXT professional community, which will have different tools and channels such as **GUEXT LIVEConnect**, which will help generate online professional **networking**; GUEXT Magazine, the **communication platform** to share news and trends; **GUEXT Events**, for the organization of various hybrid events throughout the year; and **GUEXT Summit**, the **congress** that will take place during the event.

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GUEXT establishes its organizing committee and convenes first meeting to outline key points for its upcoming edition

The International Trade Show for Suppliers and Services for the Hospitality Sector, which will be held at IFEMA MADRID from October 18 to 21, 2024, continues to define its key lines with the goal of becoming a major event for professionals across the industry

Madrid, September 14, 2023 – The International Trade Show for Suppliers and Services for the Hospitality Sector, GUEXT, organized by **IFEMA MADRID** in collaboration with **FELAC**, the Spanish Federation of Associations of Hospitality Equipment, Collectives, and Related Industries Manufacturers, has recently established its Organizing Committee. This committee is composed of leading companies in the sector, whose representatives participated in its first meeting aimed at advancing the organization and preparation of the trade show, which will take place from **October 18 to 21, 2024, at the IFEMA Fairgrounds**.

The GUEXT Organizing Committee, chaired by **Rafael Olmos**, president of **FELAC**, includes the following members: **Ignacio Astelarra**, Commercial Director of **Efficold**; **Francisco J. Ramón**, Commercial Director of **Infrico**; **Cristina Cerdón**, CEO of **ITV ICE Makers**; **Jesús Mora**, General Manager of **Jemi**; **Manuel Yebras**, Sales Director of **Josper**; **Francisco Romero**, CEO of **Muebles Romero**; Juan José Mach, General Manager of Quality Espresso; **Sergio Isabel**, Commercial Director of Repagas; Agustín Quesada, Commercial Director of **Sammic**; **Daniel Domènech**, General Manager of **Vollrath Pujadas**; **María José Claudio**, Director of **FELAC**; and **Mónica Bernabé**, Communications Director of **FELAC**.

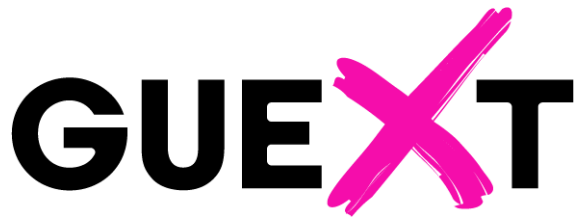
GUEXT stands out for its **pioneering focus on innovation as a differentiating factor** in the hospitality sector. GUEXT 2024 aims to break new ground and revolutionize the industry by serving as a launch platform for the latest trends, cutting-edge **technologies**, and **groundbreaking design concepts** that are transforming the hospitality experience.

This trade show will address the growing demand for solutions and services in the hospitality world, offering a specialized and innovative selection across five main sectors: **equipment and machinery; facilities and infrastructure; design and interior design; hospitality services; and technology and management**.

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Positioning itself as a major event with an innovative format, **GUEXT** has already made available a form for **companies interested in participating**, allowing them to contact the commercial team of the trade show to evaluate the best participation options. Additionally, to efficiently address questions and inquiries from companies regarding participation in the event, a dedicated section for frequently asked questions is available on the website.

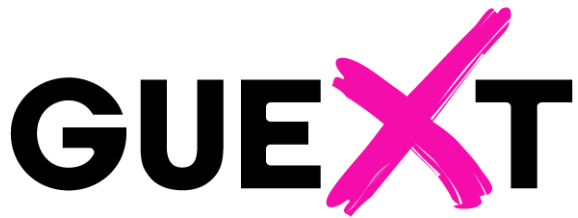
The trade show has also launched new social media channels—Facebook, Instagram, LinkedIn, and Twitter—where all interested parties can stay updated on the latest news and access exclusive content.

GUEXT will be held from October 18 to 21, 2024, at IFEMA MADRID, aiming to address the needs of a rapidly growing sector and become the benchmark trade event for all companies and professionals in the hospitality industry.

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GuexTour 2023 starts its presentation sessions to promote the new trade show that will shape the future of Hospitality

Under the slogan **#GuexTour**, the trade show will travel to different Spanish cities to promote this new event, organized by **IFEMA MADRID** and **FELAC**, which will take place from **October 18 to 21, 2024**, and will showcase all the latest innovations and opportunities in the hospitality sector.

Madrid, November 3, 2023 - **GUEXT**, the International Trade Show for Suppliers and Services for the Hospitality Sector, organized by **IFEMA MADRID** in collaboration with **FELAC** (the Spanish Federation of Hospitality, Collectives, and Related Industries Manufacturers), is launching **#GuexTour**, a national **tour of presentations**. These sessions aim to promote and provide in-depth insight into the **upcoming edition** of this new trade show. Additionally, these sectoral meetings will be the perfect place to **discover the trends and innovations** that are reshaping the hospitality industry and enhancing the customer experience.

#GuexTour will begin in **Barcelona** on November 22, followed by **Valencia** on November 28. It will then move on to **San Sebastián** on January 16 and **Lucena**, Córdoba, on March 12—four key locations for the hospitality industry. Through these presentations, the trade show aims to **bring together key sector stakeholders in each region and showcase the unique objectives of the event, as well as the new opportunities that GUEXT will offer as a specialized event for the hospitality sector.**

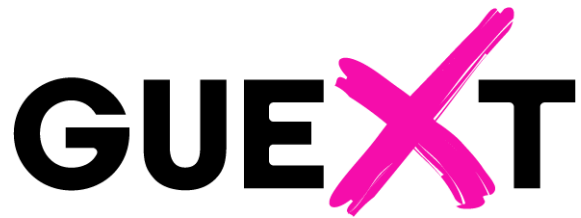
In this way, companies, **professionals, and stakeholders** attending these presentations will have the opportunity to learn about this innovative proposal tailored to the current needs of the industry, discover current trends and innovations, and engage in networking, where they can share experiences on the industry's current state or learn from various industry leaders with **examples of transformative success stories.**

The sessions will begin with a **presentation of GUEXT**, followed by a **keynote speech addressing topics and concepts relevant to the sector**. A **roundtable discussion** will follow, exploring trends, challenges, and analysis of the industry's present and future, with the participation of all players in the hospitality value chain, including manufacturers, distributors, and hotel and restaurant establishments. These **#GuexTour presentations will also provide an opportunity to take the pulse of the sector**, gathering insights into

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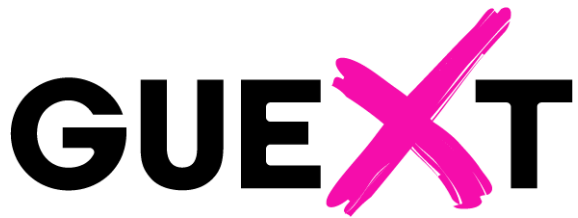
the main concerns and needs of the industry's key players. This feedback will help build a platform that connects various professionals with innovative solutions at the trade show.

GUEXT will feature a specialized offering focused on sectors such as **equipment and machinery, facilities and infrastructure, design and interior design, hospitality services, and technology and management.**

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IFEMA MADRID and FELAC present in Barcelona GUEXT, the new event for the Hospitality industry

The trade show will kick off its #GuexTour in Barcelona on November 22, traveling to several cities across the country with the aim of promoting this new fair in various strategic locations for the sector.

Organized by IFEMA MADRID and the Spanish Federation of Associations of Manufacturers of Machinery for Hospitality, Collectives, and Related Industries (FELAC), the trade show will take place from October 18 to 21, 2024, bringing together the entire hospitality sector.

Madrid, November 17, 2023 – GUEXT, the **International Trade Show for Suppliers and Services for the Hospitality Sector**, jointly organized by IFEMA MADRID and FELAC, the Spanish Federation of Associations of Manufacturers of Machinery for Hospitality, Collectives, and Related Industries, is arriving in **Barcelona** as part of **the #GuexTour to introduce this new project, supported by the leading association in the sector, to companies and professionals in the industry. This event will take place on November 22 at the Barceló Sants Hotel, starting at 12:00 PM.**

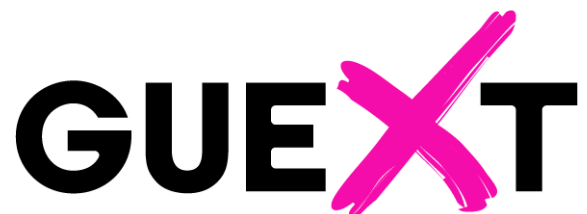
During the meeting, FELAC President Rafael Olmos and IFEMA MADRID Business Development Director Lola González will present the key points and commercial opportunities that **GUEXT 2024** offers to encourage business participation in this new project. Additionally, a keynote speech on **Circular Hospitality** will be given by Elena Badia from the consulting firm Inèdit, discussing strategies and opportunities for circular economy in the decarbonization and sustainable transformation of businesses. Following this, there will be a **roundtable** discussion on the **"Present and Future of Hospitality,"** featuring various players from the entire value chain. As a manufacturer, **Jordi Muñoz, Chief Commercial Officer of MYCHEF**, will join, and as a distributor, **Francesc Tomás, Vice President of the Intecno Group and Director of Tomás Llobet**, will discuss the current needs of the industry and explore trends and solutions that will shape the future of the sector.

The event is aimed at **companies and brands** in the hospitality industry, **including suppliers, distributors, consultants, and other specialists in hospitality**, as well as media outlets specialized in the sector. The goal is to provide detailed information about **GUEXT 2024**, the next major event at **IFEMA MADRID**.

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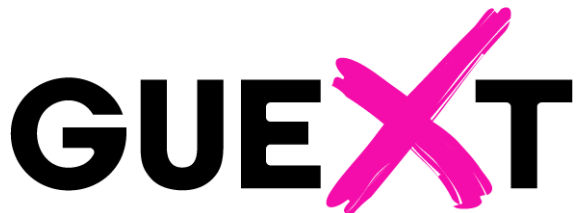
After this first stop, the **#GuexTour** will travel to **Valencia** on the 28th of the same month, followed by San Sebastián on January 16 and Lucena in Córdoba on March 12.

GUEXT will feature a specialized offering focused on the sectors of **equipment and machinery; facilities and infrastructure; design and interior design; hospitality services; and technology and management.**

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GUEXT arrives in Valencia to present the new fair promoted by IFEMA MADRID and FELAC

On November 28, #GuexTour will head to its next destination, continuing its journey through several cities in Spain with the aim of promoting this new fair in strategic locations for the sector.

Madrid, 21 de noviembre de 2023.- GUEXT, the International Trade Show for suppliers and services for the Hospitality sector, organized by **IFEMA MADRID** and **FELAC**, the Spanish **Federation of Associations of Hospitality Equipment Manufacturers**, will land in Valencia on November 28. This stop continues its promotional tour through various cities in Spain as part of **#GuexTour**, to reveal all the details and opportunities that the first edition of the fair will offer, as well as to highlight the trends and innovations reshaping the hospitality sector and customer experience.

This event in Valencia will take place on **Tuesday, November 28, starting at 12:00 p.m. at the SH Valencia Palace Hotel.**

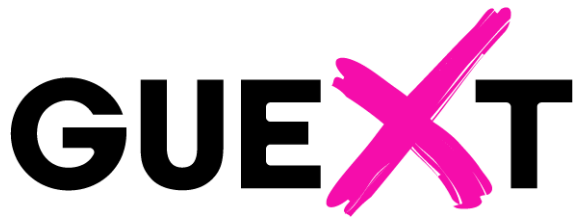
The program for the day will begin with the presentation of **GUEXT 2024**, followed by a keynote talk by **Alejandro Diz Soler**, Project Department Director at Vondom, titled "Design and Sustainability in Hospitality." This talk will discuss the role of design and sustainability in outdoor furniture and lighting for the contract sector. Afterward, a roundtable discussion on the "Present and Future of Hospitality" will be held, featuring various players from the value chain, including manufacturers like **Francisco Romero**, Board Member of Muebles Romero, and **Cristina Cordón**, CEO of ITV Ice Makers. Also participating from the design and hospitality segment will be **María Rubio**, Interior Designer at María Rubio Interiorismo, and **Ángela Cocera**, Space Director at Gourmet Catering.

Following this second stop of **#GuexTour** in Valencia, the fair will travel to San Sebastián on January 16, 2024, and to Lucena, Córdoba, on March 12, 2024.

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GUEXT arrives in San Sebastián to present the new trade Fair promoted by IFEMA MADRID and FELAC

On January 16, the #GuexTour continues its promotional journey for the first edition of the new fair in key locations for the Hospitality sector.

Madrid, December 21, 2023 – GUEXT 2024, organized by **IFEMA MADRID** and **FELAC** (the Spanish Federation of Associations of Manufacturers of Hospitality Equipment and Related Industries), continues its promotional route, #GuexTour, across various cities in Spain. It will kick off 2024 in **San Sebastián on January 16** at the Hotel Silken Amara Plaza at 12:00 PM.

The International Exhibition for Suppliers and Services for the Hospitality Sector, created to serve as a specialized commercial and professional platform to boost the entire industry, arrives in **San Sebastián** to present the opportunities that the first edition of GUEXT will offer, as well as to showcase the trends and innovations that are redefining the hospitality and customer experience sectors.

The program for this event will begin with the presentation of **GUEXT 2024 by IFEMA MADRID**, followed by the keynote talk "**Gastronomy and Sustainability**" by chef **Javi Rivero**. Next, there will be a roundtable discussion on the "**Present and Future of Hospitality**," moderated by **Rafael Olmos**, president of **FELAC**, with representation from the manufacturing companies Sammic and Lacor, and the hospitality industry with Javi Rivero from the AMA Restaurant in Tolosa. The event will conclude with a cocktail and networking session.

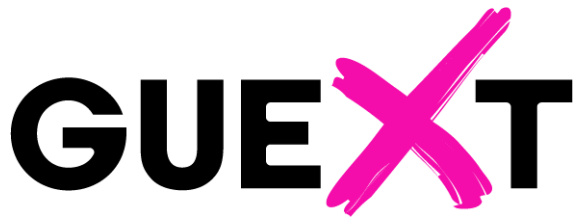
After this stop, the #GuexTour will head to the city of Lucena, Córdoba, on March 12.

GUEXT will take place from **October 18 to 21 at IFEMA MADRID** and will feature a specialized offering focused on sectors such as **equipment and machinery, installations and infrastructure, design and interior design, hospitality services, and technology and management.**

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GUEXT arrives in Lucena to present the new fair promoted by IFEMA MADRID and FELAC in Andalusia

On March 12, #GuexTour continues its promotional tour for the first edition of the new fair in strategic locations for the Hospitality sector.

GUEXT, organized by IFEMA MADRID and FELAC, will be held from October 18 to 21, 2024, bringing together the entire industry.

Madrid, March 5, 2024.- GUEXT 2024, organized by **IFEMA MADRID** and **FELAC**, the Spanish Federation of Associations of Hospitality Equipment Manufacturers, continues its promotional **#GuexTour across various cities in Spain**, arriving in Lucena (Córdoba) on March 12.

The event, held in collaboration with and supported by **AFAR, the Andalusian Refrigeration Manufacturers Association**, will take place at the Príncipe Felipe Business Park, at the **IAT Technology Center** in the city at 11:30 a.m. It will feature institutional representation and an exciting program with expert speakers to discuss hospitality and the trends and innovations that are redefining the sector.

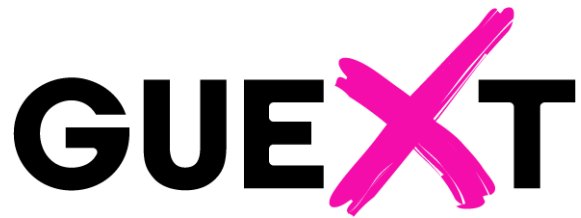
The program will begin with an institutional welcome from **Cristóbal Sánchez Morales**, Secretary General of Industry of the Andalusian Government; **Aurelio Fernández García**, Mayor of Lucena; **Joaquín Alberto Peñalver**, President of AFAR; **Rafael Olmos**, President of FELAC and Chair of the GUEXT Organizing Committee, and **Lola González**, Director of Business Development and Innovation at IFEMA MADRID.

After **IFEMA Madrid's** presentation of the fair, a keynote talk on "Gastronomy and Sustainability" will be delivered by **Pedro Aguilera**, chef at the restaurant "**Mesón Sabor Andaluz**" in Alcalá del Valle (Cádiz). Finally, a roundtable discussion on the "**Present and Future of Hospitality**" will be moderated by Rafael Olmos and feature representatives from leading companies in the refrigeration sector, including Joaquín Alberto Peñalver, CEO of Coreco; **Ignacio Astelarra**, Deputy CEO of Efficold; José María Torres, CEO of Infrico; and José María Raya, CEO of Intarcon, along with Pedro Aguilera, chef at Mesón Sabor Andaluz.

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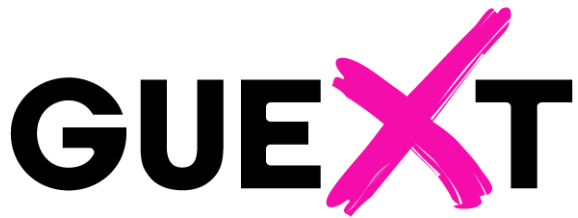
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After this stop, **#GuexTour** will travel to Madrid on May 30 to present GUEXT, which will hold its first edition from **October 18 to 21 at IFEMA MADRID**. The event will feature a specialized offering focused on the sectors of equipment and machinery, installations and infrastructure, design and interior design, hospitality services, and technology and management.

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GUEXT concludes its promotional tour in Madrid to present the new fair launched by IFEMA MADRID and FELAC.

On May 30, #GuexTour will hold its final stop before the first edition of GUEXT takes place from October 18 to 21.

More than one hundred leading manufacturing and supplying companies in the hospitality sector are already part of this major event specialized in hospitality equipment.

Madrid, May 13, 2024. GUEXT 2024, organized by **IFEMA MADRID** and **FELAC**, the Spanish Federation of Associations of Hospitality Equipment Manufacturers, will conclude its promotional tour, **#GuexTour**, on May 30 in Madrid after having already visited Barcelona, Valencia, San Sebastián, and Lucena (Córdoba), all key locations for the Hospitality sector.

Thus, on **May 30 at 12:00 p.m. at IFEMA MADRID**, the new trade show for suppliers and services in the Hospitality sector **will bring together industry experts and organize an exciting program** to explore the trends, innovations, and challenges that are redefining hospitality and the customer experience.

The day will begin with a welcome and presentation of **GUEXT by IFEMA MADRID**. This new project, born from within the supplier industry itself, aims to become a specialized commercial and professional tool to support the growth of the entire Hospitality industry.

After the opening session, there will be a keynote talk on the custom kitchen and hospitality equipment project at the new **Santiago Bernabéu Stadium**, delivered by **Fernando Moreno**, EMEA Business Development Manager at Pilsa. This company has led the renovation of the culinary experience at the new sports venue, equipping 84 gastronomic spaces, 58 bars, and 26 state-of-the-art kitchens in VIP boxes and the Stadium Museum area with innovative designs, raising hospitality standards.

Finally, a roundtable discussion titled **"Present and Future of Hospitality"** will be moderated by **Rafael Olmos**, President of FELAC and the GUEXT Organizing Committee. The discussion will feature representatives from leading companies in the sector and future GUEXT exhibitors, including **Sergio Isabel**, Sales Director at Repagas; Daniel Domènech, CEO of Pujadas; **Juan José Mach**, CEO of Quality Espresso; **Raúl Sanz**, CEO of Fricosmos; and José Manuel Cassinello, CEO of Pilsa. They will debate current Hospitality trends and the key challenges the industry faces.

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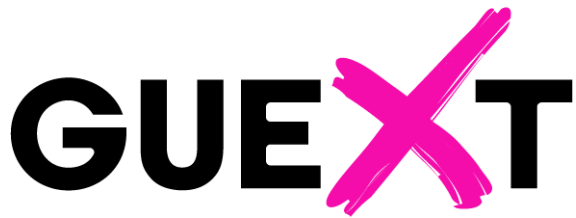
More than 100 companies confirm their participation in GUEXT

GUEXT, which will hold its first edition from **October 18 to 21, 2024**, at **IFEMA MADRID**, already has nearly one hundred leading companies from sectors such as **equipment and machinery, installations and infrastructure, design and interior design, hospitality services, and technology and management**. Through these core sectors and with an innovative format, the event will bring together a comprehensive offering of suppliers and services for the Hospitality industry, showcasing the entire value chain and connecting the distribution network with the end customer.

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GUEXT confirms strong reception from the sector with the presence of key players in Hospitality for its first edition

Eight months ahead of the launch of the new International Trade Show for suppliers and services for the Hospitality sector, expectations are high following the first allocation of exhibition spaces and the confirmation of major manufacturing companies.

This announcement comes ahead of the next stop of #GuexTour on March 12 in Lucena (Córdoba).

Madrid, February 15, 2024. GUEXT, the International Trade Show for suppliers and services in the Hospitality sector, organized by **IFEMA MADRID** in collaboration with **FELAC**, the Spanish Federation of Associations of Hospitality Equipment Manufacturers, confirms positive expectations for its first edition following the initial allocation of exhibition spaces. With more than eight months to go, **GUEXT** has already secured the participation of key industry players and major manufacturers.

GUEXT, which will hold its first edition from **October 18 to 21 at IFEMA MADRID**, is designed to be a commercial and professional tool aimed at driving the growth of the Hospitality industry. It is organized around five sectors that connect the distribution network with the end customer: **equipment and machinery, installations and infrastructure, design and interior design, services, and technology and management.**

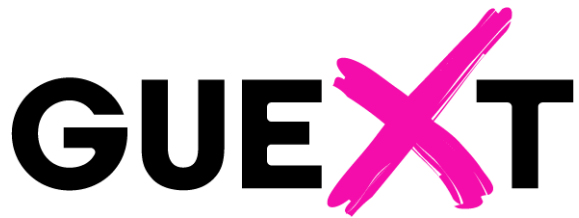
GUEXT has already confirmed the participation of some of the main companies in the hospitality equipment industry, specializing in sectors such as cooking, refrigeration, dishwashing, tableware, furniture, ventilation and air conditioning, and laundry equipment. These include companies like **AMC Artículos de Menaje para Colectividades, Arilex, Climahostelería, Coreco, Docriluc, Edenox, Infrico, ITV Ice Makers, Jemi, Josper, Mainho, Morgui Clima, MP Diclesa-Tecnitramo, Muebles Romero, Pujadas, Repagas, Sammic, Winterhalter Ibérica, and Zummo.**

The positive expectations and the sector's enthusiastic response to GUEXT are reflected by its participating companies, who emphasize the need and excitement for this new event that will bring the entire industry together:

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Xabier Goenaga, Sales Director at Sammic, states: "With this event, we are bringing back an international-level trade show dedicated to the hospitality sector in Spain, and we believe it will be the ideal place to strengthen ties. GUEXT represents an exceptional opportunity to showcase the latest innovations, focused on standardizing and optimizing kitchen processes. We are excited to participate, share experiences, and return with new ideas that will propel our sector forward."

Francisco Romero, Managing Director of Muebles Romero, adds: "Exhibiting at GUEXT is a unique opportunity. It allows us to connect with the key players in the hospitality sector, showcase our latest creations, and contribute to the evolution of furniture. As members of FELAC, we are delighted to participate in this event that promotes innovation and excellence, helping to professionalize the industry."

Antonio Mendoza, Marketing Director at Infrico, highlights that "GUEXT is a much-needed trade show. Spain has a significant industrial hub of hospitality equipment manufacturers that merits a strong and leading event in the sector. Moreover, the timing is fantastic, in October of even-numbered years, and Madrid's central location and excellent transportation links will make it easy to attend."

GUEXT, a firm commitment to content and innovation

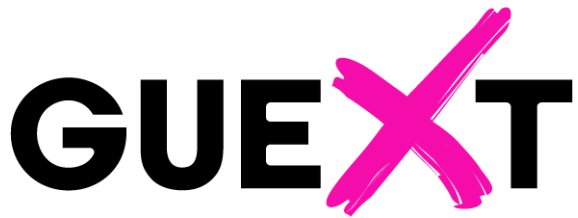
In addition to the product and solution exhibitions, professional visitors will find a comprehensive **program of content including forums, keynote talks, roundtables, and masterclasses**. Furthering its commitment to innovation, **GUEXT** will launch its first edition of the **Innovation Gallery**, aimed at promoting research, development, and innovation, while showcasing how these can contribute to the advancement of the sector.

Finally, **GUEXT** will feature the International Buyers Program "**Be My Guext**," which will attract a significant international representation of **buyers, operators, distributors, and other key industry players**.

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The Guext Innovation Gallery highlights 13 cutting-edge equipment solutions for the hospitality sector

The products are eligible for the 'GUEXT Award for Excellence in Hospitality Innovation 2024' which will be announced during the first edition of the show, to be held from 18 to 21 October in Hall 4 of IFEMA MADRID.

Madrid, 30 September 2024 - The latest equipment for the hospitality sector arrives at the **Guext Innovation Gallery**, whose first edition is being hosted at **IFEMA MADRID** from **18 to 21 October** in collaboration with **FELAC** (Spanish Federation of Associations of Equipment Manufacturers for the Hospitality and Related Industries). In total, **13 solutions** developed by leading companies in the sector and Guext exhibitors are competing for the '**GUEXT Award for Excellence in Hospitality Innovation 2024**', which will assess their degree of innovation and originality, their applicability and usefulness, commitment to sustainability, and design and aesthetics.

Specifically, the Innovation Gallery will showcase products from **Coreco, Corequip Catering Equipment, GC International Brands, Hendi Horeca, Infrico, Iniciaserveis, ITV Ice Makers, Lotus, Mainho, Nuevas Técnicas del Gas, Unox, Vollrath Pujadas** and **Wondercool**.

The submitted equipment designs includes a blast chiller, a stainless steel air fryer, a frozen food processor, a line for keeping food warm, a reach-in refrigerator, a kitchen utensil cleaning system, an ice-transport robot, a modular industrial cooking line, cooking griddles, gas burners, combi ovens and a technology to prevent food and beverages from freezing.

DESCRIPTION OF THE CANDIDATE PRODUCTS

Company: CORECO | STAND 4C02

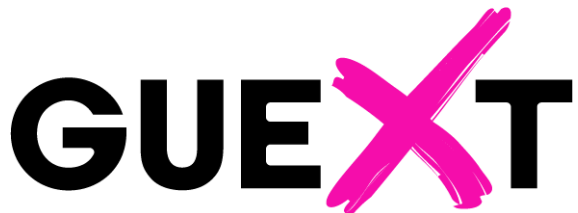
Product name: A15N

15-tray blast chiller, compliant with F-Gas (EU) 2024/573. Its applicability in the hospitality sector is extremely valuable as it achieves positive and negative blast chilling. In addition,

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it complies with the F-Gas 2024/573 standard, which ensures that the product is environmentally responsible.

Company: COREQUIP CATERING EQUIPMENT | STAND 4C06

Product name: SUPERFRY N9FRE20HPF

AISI 304 stainless steel air fryer featuring a compact design with a depth of 73 centimetres and a Y-shaped tank with rounded corners for easy cleaning, cold zone to capture waste and large diameter oil drain to simplify emptying. It is also remarkable due to its advanced technology, smart controls and efficiency in the use of oil, remote monitoring systems, calculation of energy consumption per recipe and how device cleaning is managed.

Company: GC INTERNATIONAL BRANDS | STAND 4D06

Product name: MOUSSE CHEF

Mousse Chef frozen food processor that grinds and emulsifies without producing waste. This product allows you to process all types of portions, as well as to keep the remaining portions frozen to optimise the ingredients. It also features advanced technology, pre-set programmes for ease of use, various modes for easy cleaning, high quality accessories and a pump to inject air into your recipes, creating soft and light textures.

Company: HENDI HORECA | STAND 4B28

Product name: UNIQ CHAFING DISH

Created by Dutch designer Robert Bronwasser, it showcases the UNIQ Buffet line to keep food warm during service, with a tempered glass lid and an insulated handle. Available in four colours, they are made from AISI 304 stainless steel, making them durable and easy to clean, and feature a double-walled lid for improved energy efficiency. It is also equipped with a digital control panel to adjust the temperature and a built-in sensor that monitors the water level.

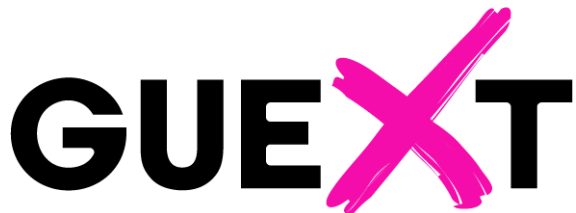
Company: INFRICO | STAND 4C10

Product name: AGB 701 A

Reach-in refrigerator with a 560-litre capacity covering a temperature range between -2º C and 8º C. It has a monoblock cooling system, hot gas defrost (BT), electronic fans, ventilated condensation and forced evaporation system and evaporator tray without electrical resistance for greater energy efficiency. The doors feature an integrated double-

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grip handle, pivoting hinge with lock-open function and flush inner door with 'cleanless' flat door seal and digital touch controller.

Company: INICIASERVEIS | STAND 4E03

Product name: INICIASYSTEMS

Innovative immersion cleaning system for kitchen utensils which, combined with biodegradable chemical products, offers optimum results with minimum effort and maximum economic savings. When removing them, simply rinse them with sufficient water pressure to remove any remaining dirt and remove the chemical solution from the utensils.

Company: ITV ICE MAKERS | STAND 4C04

Product name: STEWARD

Robot that optimises the customer experience in hotels by automating the supply of up to 5 kilos of ice in the room, guaranteeing sustainability and energy efficiency. It is equipped with optical and acoustic sensors to move around the hotel.

Company: LOTUS | STAND 4C07

Product name: MODULAR 90 DIGITAL LINE

Made of stainless steel, the modular industrial kitchen line is available in gas and electric versions, with a robust and flexible design to suit a variety of needs. It features advanced technology with precise control and two of its flagship products, the Fry-Top and the pasta cooker, equipped with core probes so that you can precisely control the internal temperature of the food.

Company: MAINHO | STAND 4C07

Product name: MAX GRIDDLES

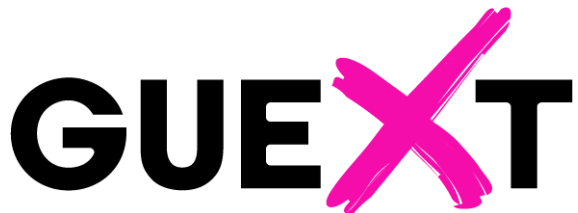
They include a removable tray for easy maintenance without disassembly, and they distribute heat evenly thanks to efficient burners, with hard chrome or 15mm steel griddles. Their design optimises energy use, reducing losses during cooking and prolonging the life of components and reducing consumption. The line has 12 models, gas or electric, in sizes from 40 to 100 cm.

Company: NEW GAS TECHNIQUES | STAND 4C18

Product name: DIGITALCHEFS EH004 AND EP31 PROGRAMMABLE BURNERS

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Digitally controlled gas burners that standardise the cooking of complex dishes, adjusting key factors such as broth, time or flame intensity. They improve productivity and reduce costs, allowing the cook to supervise 15-20 hobs, save up to 30% on broth and 50% on gas, thus reducing the carbon footprint. They are also programmable via an app and can be operated in manual or automatic modes.

Company: UNOX | STAND 4D19

Product name: CHEFTOP-X AND BAKERTOP-X

New eco-conscious combi ovens that redesign chefs' interactions with their cooking equipment and can align their performance with chefs' expectations and tastes through cooking feedback requests and by automatically starting the correct cooking programmes. They include visual food recognition thanks to the implementation of artificial intelligence.

Company: VOLLRATH PUJADAS | STAND 4C08

Product name: COCKTAIL CART

Mobile cocktail station with an innovative and versatile design, as well as a sturdy structure that adds warmth and elegance. It has multiple storage spaces, a large working area, ice cube trays, liquid emptying area, speed rails for bottles, rails for hanging glasses and a condiment box. An ideal product for hotels, restaurants, bars, events and catering.

Company: WONDERCOOL | STAND 4A12

Product name: WONDERCOOL SUPERCOOLERS

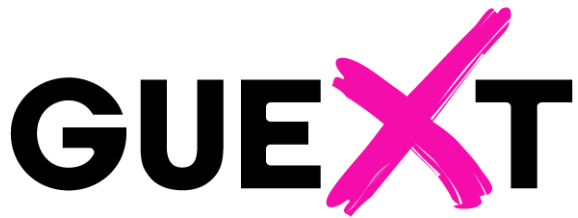
Technology that prevents drinks and food from freezing, even at sub-zero temperatures. After years of research, they have successfully implemented this product in hospitality equipment, offering an innovative solution for the hospitality industry. With rapid cooling, food preservation and no freezing, this system has proven to increase sales in establishments that use it.

Consult the details and images of all the products in the Innovation Gallery:
<https://www.ifema.es/guext/galeria-innovacion>

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CoffeeXperience will be the main hub for the coffee industry during GUEXT

The coffee area at Guext will host activities such as tastings, hands-on barista workshops, latte art competitions and more.

Madrid, 20 June 2024 - GUEXT, the new **International Exhibition of suppliers and services for the hospitality industry** organised by **IFEMA MADRID** in collaboration with **FELAC**, presents **CoffeeXperience**, a specialised space that will place the spotlight on the coffee sector. This innovative area, which is open to the public from **18 to 21 October**, will allow visitors to discover the latest trends in coffee consumption and brewing thanks to the presence of all the main players in the sector.

From coffee producers, importers, roasters, manufacturers of equipment, coffee machines, grinders, roasting machines and accessories for coffee making, to specialised establishments and meetings with other industry experts, **CoffeeXperience** will be the professional hub where you can discover all that this product has to offer.

Furthermore, as a reflection of the growing importance and variety of coffee within the hospitality industry, **CoffeeXperience** will dedicate several areas to coffee-related activities that will allow visitors to learn about and enjoy the latest developments in coffee.

Different spaces to explore the coffee sector

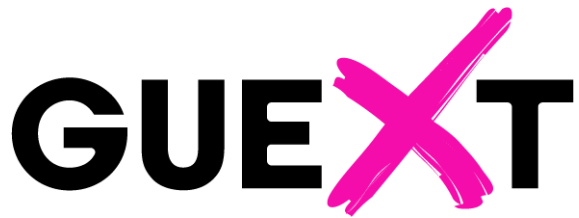
Among the activities that this space will host is the **Cupping Area** where attendees will be able to participate in "guided tasting sessions" by producers and importers of green coffee. It will be an opportunity to explore and taste different varieties of coffee, and learn to appreciate its different flavours.

The **Latte Art & Barista Zone** will be a multifunctional space hosting three types of activities. Firstly, the technical skills and creativity of baristas in latte art will be assessed in order to award the **Official Certifications of Latte Art Grading System**. This area will also host **Latte Art "Battles"** between professional baristas who will show their skills and creativity in the preparation of coffee drinks. Finally, **Barista Pills** will offer masterclasses

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by professional baristas on best practices in the use of equipment and accessories for the preparation and achievement of best results when brewing the best coffee.

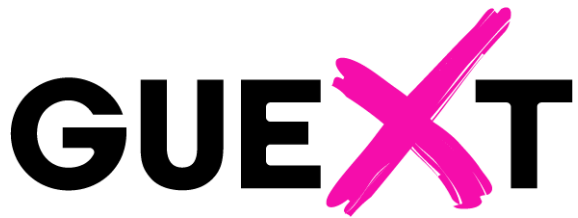
The Barista School will also bring together hotel and catering schools so that students can enjoy an experience directly related to coffee making with expert baristas.

CoffeeXperience at **GUEXT**, the international meeting for the hospitality industry, created and promoted by **IFEMA MADRID** together with **FELAC**, Spanish Federation of Associations of Equipment Manufacturers for the Hospitality and Related Industries, is part of the wide range of products that **GUEXT, from 18 to 21 October**, will offer attendees, together with the innovative proposals of the main participating companies and professionals in the hospitality industry.

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The Forum Café association collaborates in the first edition of Guext

Its presence at the fair highlights the importance of the coffee sector within the hospitality industry

Madrid, 23 September 2024 - GUEXT, the International Exhibition of Suppliers and Services for the *Hospitality* sector will involve the participation of **Fórum del Café**, one of the most important associations of the coffee sector in Spain. Their collaboration within the specialised area of the fair, **CoffeeXperience**, will highlight the relevance of the coffee industry and its influence throughout the value chain. **Forum del Café** is thus due to take part in activities focused on promoting the culture of coffee and its careful preparation. What's more, they will address current production and consumption trends that influence all professionals in the sector, from producers, roasters, importers to machinery manufacturers and baristas.

CoffeeXperience, held within the Guext framework, will be the epicentre for coffee and hospitality professionals. **Tastings headed up** by producers and importers of green coffee, **Latte Art Grading System Official Certifications** - [enrolments](#) now open - **Latte Art "Battles"** or **master classes** by professional baristas are just some of the activities to be held in this space.

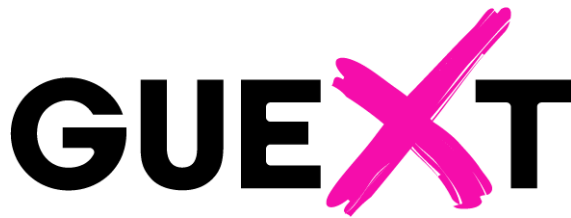
Guext, organised by IFEMA MADRID together with the Spanish Federation of Associations of Manufacturers of Machinery for the Hospitality, Collectivities and Related Industries (FELAC), will be held from **18 to 21 October** in **Pavilion 4** of the Exhibition Centre.

Latte **Art "Battles"** o **clases magistrales** de baristas profesionales, serán algunas de las actividades que acogerá este espacio.

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The GUEXT Forum will serve as the primary hub for knowledge sharing in the Hospitality sector

The space located in Hall 4 of IFEMA MADRID will host a series of conferences and round tables with industry experts from 18 to 21 October. The events will address key issues such as innovation, sustainability and the sector's future.

Madrid, 03 October 2024.- The inaugural edition of **GUEXT**, the International Exhibition of Suppliers and Services for the Hospitality Industry, is to be held in collaboration with **IFEMA MADRID** and **FELAC** (Spanish Federation of Associations of Equipment Manufacturers for the Hospitality and Related Industries). It will feature a dedicated area for knowledge exchange. From 18 to 21 October, the **GUEXT Forum** will host a series of keynote speeches and roundtable discussions on topics relevant to the hospitality sector, open to professionals from across the industry.

Over the four days, GUEXT will present a comprehensive and diverse programme of conferences developed in collaboration with the **Escuela de Hostelería y Turismo de Cámara de Madrid**. These conferences contribute to the professionalisation of the hospitality sector by providing training for workers seeking specialisation and excellence. Specialised experts will provide their insights on the trends that are influencing the present and future of the hospitality industry. Professionals will have the opportunity to attend conferences tailored to specific segments, such as the distribution channel or the commercial refrigeration installer, as well as lectures delivered by exhibitor companies.

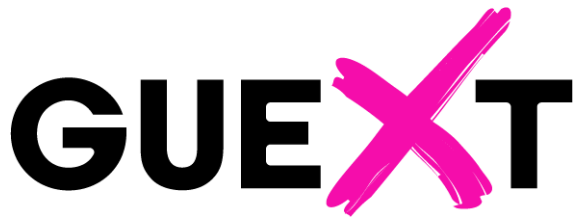
Presentations Programme at the GUEXT Forum ([link](#) for further details)

The presentations programme will start on **Friday 18 October** with a subject-specific block dedicated to **innovation and technology**. This will include discussions on robotics and automation, AI, Machine Learning and the Internet of Things (IoT). The event will conclude with a round table on digital transformation in the sector. Subsequently, the focus will shift to **sustainability and social responsibility**, with a conference dedicated to exploring sustainable practices and the circular economy. The **Circular Hospitality Guide**, promoted by FELAC in collaboration with Inèdit and with the support of the Waste Agency of Catalonia, will also be presented. It is designed to facilitate the application of eco-design,

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new business models and circular economy strategies in the hospitality equipment industry.

To conclude the first day, there will be several sessions focusing on the significance of **customer experience**. These sessions will present tools to enhance and improve customer experience, strategies for personalising services, and an analysis of the evolving expectations and demands of consumers.

The morning of **Saturday 19 October** will commence with a conference targeting the **distribution channel**, organised in collaboration with Mab Hosteler, a specialised media outlet. The event will be attended by leading manufacturers such as Mychef, Scotsman and Retigo, as well as prominent distributors including Grupo Intecno, Serhs and Kitchen Consult. The experts will address key issues, including technical and commercial training for distributors, collaboration between manufacturers and distributors, and the importance of continuous training. The presentation of the **'Lifetime Achievement Award for Distribution in the Hospitality Sector'** will follow. The afternoon will be dedicated to the block on **talent management and human resources**. This will include a talk on the motivations, advantages and challenges of Dual Vocational Training in hospitality, as well as a round table discussion on the use of continuous training as a strategy to maintain and motivate employees.

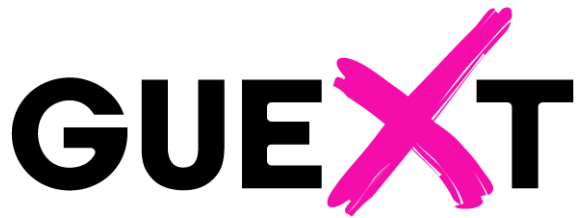
On **Sunday, 20 October**, various exhibitors will be holding their own technical days. **Intarcon** will open with a showcase of R290 propane as a significant refrigerant option, due to its low global warming potential. On the exhibitor side, **Wondercool** will be showcasing its innovative supercooling technology, which enables the cooling of a liquid below its freezing point without it freezing. **Purever Coldkit** will be presenting its cutting-edge refrigeration panels, which guarantee quality, energy savings and food safety.

The final day of the event, **Monday 21 October**, will commence with a roundtable discussion targeting commercial refrigeration installers. The roundtable will be hosted by **AEFYT** (Spanish Association of Refrigeration Companies and their Technologies) and will feature leading industry specialists, including **Infrico** and **Efficold**. The day's proceedings will continue with presentations from various leaders, who will share their experiences of success and best practice, with the participation of **Life Gourmet** and **Rosi La Loca World**. To conclude the four-day event, we will examine the prevailing trends and outlook of the

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sector. This will include an in-depth discussion on revenue management and a roundtable discussion on marketing strategies and online reputation management.

Awards Ceremony

SATURDAY, 19TH OCTOBER

LIFETIME ACHIEVEMENT AWARD FOR EXCELLENCE IN HOSPITALITY DISTRIBUTION

Presented by: GUEXT

Location: GUEXT Forum Hall 4

Time: 12:20 PM

MONDAY, 21ST OCTOBER

GUEXT AWARD FOR EXCELLENCE IN HOSPITALITY INNOVATION

Presented by: GUEXT

Location: GUEXT Forum Hall 4

Time: 1:00 PM

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Press Kit

Presentations at stands

FRIDAY, 18TH OCTOBER

SHOW COOKING DIGITAL CHEFS BY NTGAS. STANDARDIZATION OF COOKING WITH PROGRAMMABLE BURNERS

Organized by: NTGAS

Stand: 4C18

Time: 11:30-18:00

SHOW COOKING AND TASTING OF A VARIED MENU OF PRODUCTS PREPARED WITH THE NEW CHEFMATE MBM OVEN

Organized by: ARILEX

Stand: 4B17

Time: 12:00 / 14:00 / 16:00

BARTENDER DEMONSTRATION ON THE ERGONOMICS OF REFRIGERATED SHAKERS

Organized by: Eratos

Stand: 4B17

Time: 12-12:30

DEMONSTRATION OF COOKING AND HOT CONSERVATION WITH THE SPEED-X + EVEREO COLUMN

Organized by: UNOX

Stand: 4D19

Time: All day

DEMONSTRATION OF INVERTER TECHNOLOGY

Organized by: INFRICO

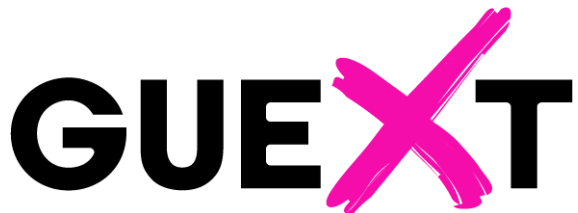
Stand: 4C10

Time: All day

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SATURDAY, 19TH OCTOBER

SHOW COOKING DIGITAL CHEFS BY NTGAS. ESTANDARIZACIÓN DE LAS COCCIONES CON QUEMADORES PROGRAMABLES

Organized by: NTGAS

Stand: 4C18

Time: 11:30-18:00

SHOW COOKING Y DEGUSTACIÓN DE UNA VARIADA CARTA DE PRODUCTOS ELABORADOS CON EL NUEVO HORNO CHEFMATE MBM

Organized by: ARILEX

Stand: 4B17

Time: 12:00 / 14:00 / 16:00

DEMOSTRACIÓN BARTENDER DE LA ERGONOMÍA DE LAS COCTELERAS REFRIGERADAS

Organized by: Eratos

Stand: 4B17

Time: 12-12:30

DEMOSTRACIÓN DE COCCIÓN Y CONSERVACIÓN EN CALIENTE CON LA COLUMNA SPEED-X™ + EVEREO®

Organized by: UNOX

Stand: 4D19

Time: All day

DEMOSTRACIÓN DE LA TECNOLOGÍA INVERTER

Organized by: INFRICO

Stand: 4C10

Time: All day

SUNDAY, 20TH OCTOBER

SHOW COOKING DIGITAL CHEFS BY NTGAS. STANDARDIZATION OF COOKING WITH PROGRAMMABLE BURNERS

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Organized by: NTGAS

Stand: 4C18

Time: 11:30-18:00

SHOW COOKING AND TASTING OF A VARIED MENU OF PRODUCTS PREPARED WITH THE NEW CHEFMATE MBM OVEN

Organized by: ARILEX

Stand: 4B17

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BARTENDER DEMONSTRATION ON THE ERGONOMICS OF REFRIGERATED SHAKERS

Organized by: Eratos

Stand: 4B17

Time: 12-12:30

DEMONSTRATION OF COOKING AND HOT CONSERVATION WITH THE SPEED-X™ + EVEREO® COLUMN

Organized by: UNOX

Stand: 4D19

Time: All day

DEMOSTRACIÓN DE LA TECNOLOGÍA INVERTER

Organized by: INFRICO

Stand: 4C10

Time: All day

MONDAY, 21TH OCTOBER

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SHOW COOKING Y DEGUSTACIÓN DE UNA VARIADA CARTA DE PRODUCTOS ELABORADOS CON EL NUEVO HORNO CHEFMATE MBM

Organized by: ARILEX

Stand: 4B17

Time: 12:00 / 14:00 / 16:00

DEMOSTRACIÓN DE COCCIÓN Y CONSERVACIÓN EN CALIENTE CON LA COLUMNA SPEED-X + EVEREO

Organized by: UNOX

Stand: 4D19

Time: Todo el día

DEMOSTRACIÓN DE LA TECNOLOGÍA INVERTER

Organized by: INFRICO

Stand: 4C10

Time: Todo el día

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Exhibitor News from the 1st Edition of Guext

ALMISON (4D04)

This Spanish manufacturer of professional hospitality equipment will introduce numerous innovations: a new look for the commercial refrigeration steel elements, featuring redesigned grills and fronts for tables and cabinets; a new range of blenders with power options from 280W to 650W, and arm lengths ranging from 300 to 500mm; a new range of meat slicers with cutting discs from 220 to 300mm, featuring aluminum handling elements and legs; a new agreement for the national distribution of the professional kitchen brand Olis; a new agreement for the national distribution of the Euromatic vacuum sealer brand; new refrigeration and freezer cabinets, with and without drawers, in 400- and 600-liter capacities; a new series of display cases for preservation and pastry; and a new line of hygiene products for the professional and community sectors.

AMC (4B05)

Since 1999, AMC has been offering design, production, and national and international distribution of cookware and trays for collective catering and the HORECA sector, always catering to customer needs and requirements. At their stand, you will find a wide range of glasses, cups, pitchers, plates, bowls, serving dishes, trays, trolleys, and auxiliary accessories, along with their new eco-friendly line and isothermal products, ensuring each dish maintains its optimal temperature during transport while preserving all its properties, ensuring the contents arrive in perfect condition.

ARAVEN (4D01)

At the first edition of Guext, Araven will showcase the durability, ease of use, and sustainability of its catalog, with more than 700 references. Additionally, they are introducing a new range of dough fermentation trays. This innovative line is specially designed for the preparation, preservation, and transportation of products without altering their properties, featuring three stacking systems.

ARILEX (4B17)

A leader in refrigeration solutions for the hospitality sector, Arilex is unveiling its new Vision Sushi showcase at GUEXT. This revolutionary option for preserving and displaying sushi, seafood, fish, and similar items combines cutting-edge technology with elegant presentation. It features a superior preservation system and an attractive glass design that offers product visibility from any angle. The structure includes a triple evaporator system and uniform cold distribution to ensure quality and freshness, avoiding hot spots and maintaining optimal conservation conditions.

ARRIS CATERING EQUIPMENT (4A16)

This company, known for its grills that achieve a perfect roast with a crispy exterior and juicy interior, is presenting its GRILLVAPOR® technology at GUEXT 2024. At the first edition of the show, Arris is showcasing its Overgrill® family, available with 304 stainless steel racks or plates. This system combines double electric cooking with 20% humidity, adaptable for foods up to 50

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mm thick, and includes a core probe. It offers cooking 50% faster, energy savings, and easy cleaning. Visit their stand and take your kitchen to a new level of excellence!

ASTORAL (4A25)

This technical design and production company, with its own aluminum foundry in Istanbul, specializes in sustainable and environmentally friendly products that blend modern design with traditional Anatolian motifs, ideal for interior designers, architects, and outdoor enthusiasts. Discover Guext's designs, focused on maximum functionality with minimal material use, designed to be disassembled to optimize production and logistics.

CAFF (4C20)

Celebrating 40 years in the industry, this company has a long history of designing, manufacturing, and supplying accessories and components to major manufacturers and installers of equipment for the HORECA channel and refrigeration chambers. Their commitment to providing state-of-the-art products will be showcased at their stand, including their new mini faucet range, retractable faucets, glass rinsing trays, and low-energy LED lights for extractor hoods.

CONVA (4B07)

Conva brings a variety of outdoor furniture and parasols to its stand, featuring innovative and personalized products designed to transform hospitality spaces. The selection includes parasols, teak and pine furniture, sustainable fabrics, and wooden beach walkways. Among the new offerings will be the Vía parasol, now with an improved push-up system and various sizes, teak and pine furniture for outdoor spaces, new fabrics, and wooden walkways that improve accessibility in beach and garden areas.

CORECO (4C02)

With over 35 years of experience in manufacturing refrigerated furniture for the Horeca sector, Coreco will present its range of blast chillers at the first edition of GUEXT, adapted to the newly published EU Regulation 2024/573 for compact refrigeration equipment, known as F-gas. Among the highlights is the official market launch of their self-contained blast chiller with a capacity for 15 trays, the A15N, which complies with the requirements of the 2024/573 directive on greenhouse gas refrigerants.

COREQUIP (4C06)

A leading company in industrial equipment, Corequip will surprise visitors at GUEXT with a catalog of innovative solutions. They will showcase a new range of Gastronorm food preservation and maintenance equipment, featuring entirely AISI 304 stainless steel construction, tropicalized compressors, large, sophisticated control thermostats, R290a refrigerant, polyurethane insulation, and automation systems. In commercial heating, Corequip offers vertical toasters and heated trolleys. Additionally, they will present advanced dish-drying and washing solutions, including the Vento CT-1 air dryer and the new generation of the Electron range.

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ECOFROG (4A09)

Focused on eco-friendly cleaning solutions, Ecofrog, a brand of Servipro 2.0, S.L., arrives at GUEXT with its innovative ozone-in-water technology. This solution responds to the growing demand for cleaning systems that are effective while also environmentally friendly and safe for users. Through a chemical-free process that generates no plastic waste, the company offers deep, sustainable cleaning, recommended for both professional and domestic use. With this approach, the brand will present a planet-friendly, efficient alternative at the show.

ERATOS (4B17)

Specializing in the design and manufacture of stainless-steel neutral furniture for industrial kitchens and catering equipment, Eratos is presenting the new LYNX modular and reconfigurable bar range at GUEXT. They are expanding their Drop-in range and launching new Smart Buffet and Take Away modules, offering a concept filled with accessories to meet the demands of customers looking for great design at a great price. As a highlight, they will showcase the most anticipated restyling of their buffet modules, aligned with current trends, and exclusively launch their 2025 catalog.

GC INTERNETIONAL BRAND (4D06)

GC International Brands brings together various brands to offer tailored solutions for each client's specific needs. Their stand will feature a variety of products, including the new MyCook Pro, a kitchen robot designed for chefs, notable for its advanced induction cooking technology, superior energy efficiency, precise temperature control, and a 3.75-liter capacity. They will also present Mousse Chef, a frozen food processor that blends and emulsifies without losses, including accessories like a carrying jug, a lid, a rinsing ring, and cleaning tools.

GICO (4A05)

Italian company, founded in 1971, specialising in the creation of professional kitchens. It is part of the Talenta division of the Somec Group. With over half a century of know-how in design and steel working, we study layouts and create kitchens that meet the needs of every location and client: prestigious historical buildings, starred chefs, hotellerie, small and large catering. We are at the service of those who do not want to limit their creativity, but dream of a customised professional kitchen. Visit its stand to look H+ Modular Range and the exclusive Fusion Line.

GRUPO GSF (4D20)

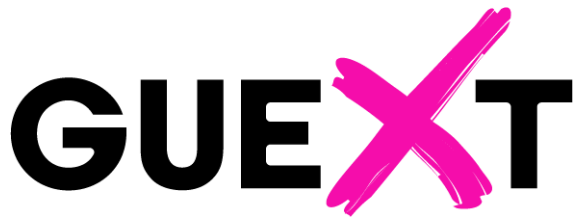
With a 77-square-meter stand, Grupo GSF will participate in the first edition of GUEXT 2024, showcasing its Cool Solutions, refrigeration solutions for the hospitality, food, and habitat sectors. These solutions, designed by their Technical Department under strict efficiency and guarantee standards, include machinery and components from the best and most prestigious brands in the sector, such as Danfoss, Tecumseh, AKO, Rivacold, Embraco, and more.

HOSTELPRO (4E06)

A leading magazine in hospitality and catering industry, Hostelpro features the latest trends in design and interior design, with a special focus on the equipment used in these sectors. It adds

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value through analyses by industry professionals. For the GUEXT celebration, they are bringing the latest industry trends in their Special Equipment issue.

ITV ICE MAKERS (4C04)

ITV Ice Makers introduces new solutions and products, such as the NG 2CUBE ice machine that produces a perfect 2"x2" 90-gram cube with a wide variety of uses in hospitality. Additionally, it incorporates the innovative R290 gas cooling system, which enhances the machine's efficiency, and a front IN-OUT ventilation system that allows built-in installation. The brand will also showcase IQ under-counter and modular machines equipped with the latest electronics and present the evolution of the SPIKA MS range's electronics. Their participation in GUEXT reflects their continued commitment to innovation and constant product improvement for the sector.

INCIASERVEIS (4E03)

Inciasystems® industrial degreasing utensil washers are designed to clean industrial kitchen tools, such as gastronorm (GN) trays, pots, pans, hood filters, rotisserie skewers and hooks, and pastry or bakery trays, among others. Whether for deep cleaning or daily use, these machines are automatic, disinfecting and washing even the most embedded grease with just one water load, thanks to biodegradable thermoactive liquids. They offer significant water, energy, and cleaning staff savings while being environmentally sustainable.

INFRICO (4C10)

At GUEXT, Infrico will showcase cutting-edge products and solutions made possible by their investment in R&D. Among them is their Supercooling technology, which can cool a liquid to below freezing (between 0°C and -10°C) in less than two hours. They are also working to adapt refrigeration solutions to Inverter technology, where they are pioneers, aiming for greater equipment efficiency that leads to quick payback and longer machine lifespan.

INHOSPAN (4D07)

Inhospan will showcase some equipment physically at their stand, while other machines will be shown through virtual reality. This unique experience allows visitors to explore their larger machines, demonstrating their innovation and quality. In a 3D environment, professionals can operate the machines, input food, and program them via PLC screens. Inhospan's equipment features touch screens for automated control, data logging, and process management. Their website offers an extensive product catalog, including standout items like the continuous fryer and tilting pan/skillet.

LOUIS TELLIER (4B04)

Louis Tellier designs and manufactures kitchen tools in France under the Louis Tellier brand, and pastry utensils under the Gobel brand. As the inventor of the first vegetable mill and professional mandoline, they are specialists in culinary preparation with a wide range of productive, innovative, and creative equipment for both indoor and outdoor cooking (raclette, braseros, wood-fired ovens, etc.). Through their Gobel brand, they also offer pastry utensils and molds sold to professionals in over 90 countries

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MAVILOP (4A18A)

Valencian family business Mavilop specializes in interior and exterior furniture and will showcase its new model at the fair: the Hug chair. This indoor-outdoor option combines ecological design and functionality, using post-consumer industrial recycled materials. Made from recycled post-consumer polyethylene, the chair features a balanced, rounded design with distinctive striped detailing between the seat and back, providing comfort and aesthetics. Mavilop will showcase this and other tailored solutions for industry professionals over the three-day event.

MERAL EQUIPAMIENTO HOSTELERO (4D16)

A newly established company, Meral Equipamiento Hostelero will debut at GUEXT. Their mission is to offer professional installers a product portfolio tailored to their clients' needs, focusing on the best value for money while providing comprehensive service across Spain via 19 sales points. During the event, they will present their Ice and Professional Washing lines with Italian technology, their Commercial Refrigeration range (cold tables, professional cabinets, showcases, walls, etc.), and their cooking section, which offers solutions for professional kitchens (fryers, grills, ovens, pizza ovens, etc.). They also have a wide range of auxiliary machinery (meat slicers, blenders, juice machines, etc.).

MIZUMO (4B02)

An expert in the manufacture and distribution of professional juicers, Mizumo is pleased to present the Easy-Pro Z Custom at GUEXT 2024. This innovative model, specifically designed for orange juice extraction, offers complete customization with 216 RAL Classic colors. With its efficiency, sleek design, and easy maintenance, the Easy-Pro Z sets a new market standard. Visit their stand 4B02 in Pavilion 4 to discover all its benefits.

MORGUI CLIMA S.L (4B11)

Morgui Clima S.L will showcase its new corporate image at GUEXT, introducing an extractor hood with a new finish: black mirror-effect AISI 304 stainless steel. This equipment highlights the brand's ability to offer custom finishes. Additionally, they will display two models of 400^º/2 h certified ventilation boxes: the UNIC 400 from Morgui and the ruck MPS, with reaction blades and a folding damper for easy cleaning and maintenance. Lastly, new versions of frequency converters regulating extraction boxes and new HVAC control and automation devices will be presented.

NTGAS (4C18)

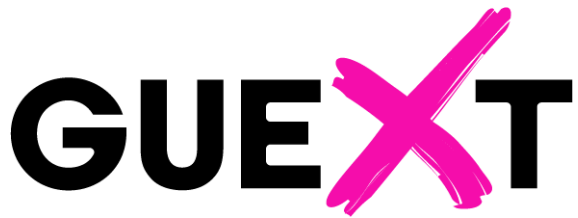
NTGAS's DigitalChefs equipment offers innovative solutions to meet the increasing demand for efficiency in professional kitchens amid the shortage of chefs. These programmable devices maximize productivity by optimizing cost control and labor. With the ability to standardize and automate recipe cooking, they ensure consistent and high-quality results, enabling anyone to prepare recipes identically every time while attending to other kitchen tasks.

PUREVER COLDKIT ESPAÑA (4D30)

Specialists in insulation solutions for refrigerated chambers, Purever Coldkit España participates in the first edition of this professional event. With over 35 years of history, the

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brand presents equipment such as the Coldkit Matrix, a redesigned product with new finishes, floor options, and the incorporation of a modular interactive window. Another option on display is the Coldkit Optima, a mini-chamber developed for smaller spaces that allows for easy and quick installation. They also offer modular shelving and refrigerated doors.

RETIGO (4A08)

From the Czech Republic, this company specializes in the manufacture, development, and sale of high-quality combi steam ovens. They will be present at the fair showcasing the latest in their models. The available lines include the Orange Vision, Orange Vision Plus, and Blue Vision. They will also feature the Deli Master, a high-end oven used in bakeries and patisseries. The highlight of their offering will be the limited black version of the Blue model, which features a special finish that stands out in establishments with open kitchens. These devices can steam, fry, roast, bake, smoke, pasteurize, dry, or cook sous-vide, providing significant multifunctional capabilities.

SISTEMA PROJECT (4A06)

Industrial dishwashers and washing solutions with a variety of customized systems. These devices will be present at the professional meeting with Sistema Project Italia, which combines reliability and simplicity with the quality of a completely Italian product. In this regard, the brand capable of conceiving, designing, and manufacturing these devices according to specific needs will exhibit, among other innovations, its osmotic washing system along with a new concept of washing baskets featuring a patented design that allows for superior water flow to enhance hygiene levels.

TECNITRAMO (4B09)

Innovation and quality are the characteristics that differentiate the products Tecnitramo will showcase at GUEXT. Emerging from cutting-edge technology and sustainability, their range of SHT Dryers is designed with one of the lowest consumptions on the market. They ensure a new drying experience with features such as touch control to register the traceability of the entire process, intelligent control of the laundry weighing movement, humidity control, durable rolling systems, different customized programs, and ultimately, greater efficiency and ergonomics with minimal consumption.

UNOX (4D19)

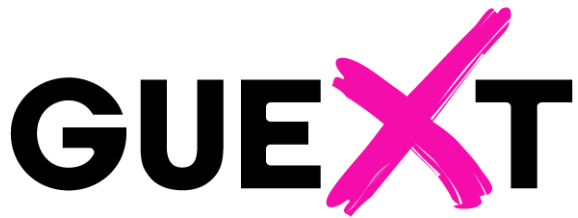
This company presents the mixed oven CHEFTOP-X™, designed to redefine the concept of smart cooking. It is equipped with the most advanced operating system on the market and, powered by AI, offers an unprecedented level of chef-machine interaction through requests for feedback on cooking and a visual food recognition sensor accessory, transforming operations in kitchens and bakeries. Additionally, it promotes energy efficiency, achieving up to 38.6% more savings compared to ovens without ENERGY STAR® certification.

VITRINAS GÓMEZ (4A18)

Manufacturers of showcases for hospitality and restoration, Vitrina Gómez showcases its wide range of refrigerated, heated, and neutral display cases at GUEXT. They also present one of

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their major innovations for 2024: the new 24V COB LED lighting available in 2700k or 6000k. Their experience in the sector allows them to manufacture any display case from their catalog tailored to the specific needs of each client, ensuring a functional product with a novel and quality design.

WINTERHALTER (4C21)

The brand displays the new MT Series washing train, an innovative solution that offers a wide range of possibilities due to its modular architecture. Each zone and component of the MT Series can be flexibly and customizably combined according to each client's specific needs, with options for future updates without complications. Designed to minimize water, energy, and chemical consumption, the MT Series guarantees the highest hygiene standards, as well as energy savings. With this technology, the equipment grows alongside the business to ensure an efficient and secure investment.

WONDERCOOL (4A12)

The brand manufactures and sells supercoolers for commercial refrigeration using cutting-edge technology. Their system is based on a physical phenomenon known as supercooling. This phenomenon involves cooling a liquid below its freezing point without it freezing, remaining in a stable liquid state. Their proposal, which professionals at GUEXT will discover, offers multiple advantages such as a differential experience for the customer, immediacy and quality in cooling, adaptability to new business models, and maximizing sales in businesses equipped with a Wondercool unit.

ZUMMO (4C17)

Recognized for its advanced juicing technology, Zummo presents its latest innovations such as Isla, an advanced fruit peeler and cutter designed to maximize efficiency in the preparation of fresh food, and Viva, a compact juicer ideal for cafes and restaurants looking to offer fresh juice quickly and with quality. Among other innovations, the Z40 model, a high-power juicer designed to meet the demands of hotels and establishments with high production volume, will stand out, ensuring consistent performance and exceptional capacity to serve a large number of customers.

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