

EQUIPHOTEL PARIS

HOTEL & RESTAURANT BUSINESS PLACE

15-19 NOV.2020

eh!

Press pack



FOODSERVICE/DESIGN/WELL-BEING/TECHNOLOGY/SERVICE



EQUIPHOTEL.COM

#EQUIPHOTEL #EH20



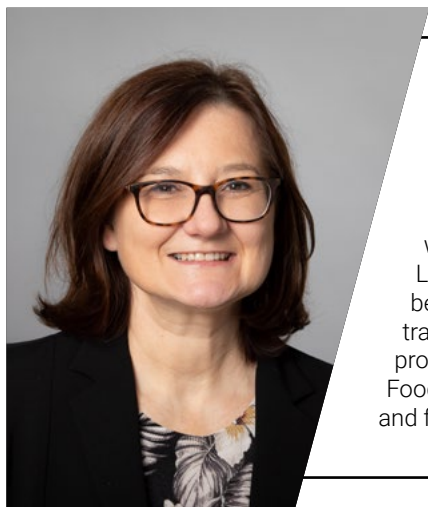
A FRESH START FOR EQUIPHOTEL

EquipHotel, the leading BtoB trade show for hotel and restaurant professionals, is innovating.

In 2020 it will shake things up and go off the beaten track.

Under the direction of Béatrice Gravier, the trade show aims to be a source of inspiration and a place for professionals to test out new experiences, while continuing to be a leading destination for sourcing.

**This year EquipHotel is getting a makeover.
Here's your sneak peak and all the details.**



BÉATRICE GRAVIER : THE PERFECT FIT TO OVERSEE EQUIPHOTEL

After graduating from ESC Bordeaux business school, Béatrice Gravier began her career working at a Burgundy wine importer in England that supplies the best restaurants in London. When she returned to France, she worked on international BtoB trade shows before joining Reed Exhibitions, where she managed sales for MIPIM (international trade show for real estate professionals) and MAPIC (international trade show for retail property). From January 2020 onwards, she has been heading up the Hospitality & Food Division at Reed Expositions France and overseeing the development of several hotel and food exhibitions, including EquipHotel.

How do you see the hotel and food industries in 2020?

B. G. : With the development of co-living and co-working, the sector is undergoing major changes and needs to adapt to these new behaviours, accommodation options, ways of travelling and dining, not to mention the way that clients are taking inspiration from hotels, bars and restaurants. They draw on the ideas from a hotel or open kitchen and apply them to their own apartment or house. They transfer an "experience" right into their own home, and with good reason. Hotels and restaurants have become showrooms for innovation. Guests and clients can try out a new spa, taste the latest cocktail creations, work, schedule a meeting or relax in a hotel lobby, the new hub of hotels. They don't just go to hotels to sleep anymore. They're looking for a journey filled with experience. When I worked in the real estate sector, I saw how hotels are the focal point in a business district, or in a vast urban planning project such as the Reinvent Paris project.

As for the food and restaurant industry, I believe in culinary concepts that create an atmosphere and unique experience. Cuisine reflects a restaurant's concept, and it is important to connect chefs and hotel professionals with partners that work with them in this endeavour. Local sourcing, CSR, and technology are also current areas of interest and EquipHotel has a responsibility to feature these innovations. The menu is no longer the only thing that draws people to a restaurant, neither is a sea view the reason to book a hotel room. We need to be offering experiential spaces.

How do you feel about your first EquipHotel?

B. G. : I hope that the 2020 edition of the trade show will be a real source of inspiration for professionals. EquipHotel needs to be a place where people can take in, feel and discover everything that's happening in the evolving hospitality industry

Why did you decide to use the "tribe" concept as the central theme for EquipHotel 2020?

B. G. : Because the "tribe" correlates with my current view of the hotel and restaurant sectors. It reflects the new ways of consuming, living and relaxing at hotels and restaurants. It's also a way to promote entrepreneurs who have dared to use new approaches to hotels and restaurants.

As a guest, what do you expect from a hotel and restaurant?

B. G. : I expect a change of scenery, innovation and new uses. I want to be surprised and go home with inspiring ideas, whether it's in tableware, decoration or cuisine. For example, I once saw a wine fridge at a restaurant and bought a mini one for two bottles that I use at home.

HOTELS AND RESTAURANTS: KEY FIGURES

HOTELS

In 2018, the hotel industry in France recorded **215 million** overnight stays, **38%** of which were foreign guests and **49%** business travellers. **46%** of rooms were owned by hotel chains (i.e. **21%** of hotels) and **24%** of France's hotels are located in Paris. Hotels in France have an average capacity of **37** rooms and chain hotels have an average capacity of **83** rooms.

Source: «L'industrie hôtelière française en 2019», annual survey carried out by KPMG.

CASE STUDY: FRANCE'S CAPITAL CITY

"In 2018, Paris region hotels recorded **35 million** guests, i.e. **3.6%** growth in one year. With over **2,460** hotels, **50%** of which are small establishments that have emerged within the urban landscape over the last 200 years, and **156,880** rooms, **2,317 of which are new, the Greater Paris area could be considered to have one of the highest number of hotel rooms in the world.** The regional occupancy rate was 79.2% for all hotel categories, up 3 points from 2017, and does not seem to be affected by the advent and recent expansion of paid community websites that enable people to rent and book private accommodation. With growing numbers and major international events on the horizon, the number of building permits to create new establishments has rapidly increased since 2001. According to the Atelier Parisien d'Urbanisme, there are over 150 projects in the pipeline (...)"

Translated from the book *Hôtel Métropole – Depuis 1818*, published by the Pavillon de l'Arsenal (October 2019) under the direction of Catherine Sabbah and Olivier Namias

FOOD AND RESTAURANT INDUSTRY

At the end of 2017, the food and restaurant industry in France had over **650,000 employees working in some 258,000 businesses, including 203,000 restaurants and mobile food service businesses, 15,000 caterers and 40,000 drinking establishments.** Restaurants, caterers and drinking establishments recorded **€70 billion** in sales in 2016, including **€52 billion** for restaurants and mobile food service businesses (traditional, cafeterias, self service, fast food, etc.).

Also, **three-quarters** of the industry is made up of independent businesses, and microbusinesses account for **90%** of the sector. Furthermore, over the last several years, commercial food services (traditional, fast food, drinking establishments, cafeterias and caterers) have witnessed the emergence of alternative food service options (fast food available in bakeries, delis, butchers, supermarkets, and online food delivery sites), which now account for **15%** of restaurant spending.

Source: French Directorate General for Enterprise (Direction générale des entreprises) / Ministry of Economy and Finance.



WHY THE HOTEL INDUSTRY NEEDS TO REINVENT ITSELF?

New expectations

In the age of vacation rental by owner sites, hyper-connected travellers, clients looking for tailored packages, social media networks that make, remake and break the online reputation of establishments, hotel professionals need to adapt. One solution that works is the idea of becoming more outward-looking to get people to consume onsite. This has been demonstrated in bars with guest or partner baristas, restaurants that invite local producers to make appearances, fun spaces created on rooftops, together with vegetable gardens, games rooms, "boules" pitches, cultural events and activities, and the sale of products from artists and designers.

Economic downturn

The economic downturn is combined with constrained purchasing power, forcing 3 and 4-star hotels to improve their value to become as attractive as possible. This includes hiring architects and interior decorators to create or renovate an establishment. Nowadays, these professionals mix second-hand furniture with designer pieces, painted surfaces with touches of colour, bespoke tiles with basic light switches, all to make hotels Instagram-ready.

The rush towards experience-based

According to an annual study by KPMG, L'industrie hôtelière française en 2019 (The French hotel industry in 2019), countryside and rural tourism accounts for nearly 30% of overnight stays, and coastal and mountain tourism (with the mountain hotel sector accounting for 20% of winter overnight stays) are attracting more and more travellers with offers to get away from it all, enjoy the slow life and reconnect with nature. This includes advertising targeting the under-25 age bracket, with modernised hostels, where sleeping in a dormitory is no longer a deal breaker and sharing a kitchen offers the chance to meet and talk with new people.

WHY ARE THERE SO MANY NEW CONCEPTS IN THE FOOD AND RESTAURANT INDUSTRY?

Less time at the table

Because people don't work the way they used to (home office, open spaces, co-working, self-employment, startups, etc.), because people travel differently (for some, the TGV long-distance speed train has become a commuter train) and because people use their lunch break to work out, go shopping, surf online or relax, we now only spend around thirty minutes at the table at lunch (source: Cabinet Gira). The result is that good food needs to look good, be locally made, offer great quality and especially be easy to pack, carry and transport so it can be consumed anywhere.

The snacking boom

According to a study published in March 2019 by CHD Expert during the Sandwich & Snack Show, snack food now accounts for 59% of lunches and dinners eaten outside the home. Combined, corner shops, bakeries, grocery stores and supermarkets make up around 94,000 points of sale in France, and there's no surprise that Paris has a much higher number than the national average. Millennials are big on snacking, but they're demanding. They want the best value for their money and to enjoy a healthy meal, even if that means eating on the go!! Sharing with friends is even better, and meals need to look as good as they taste, so they can be posted on social media.

Burgers outsell the traditional French ham and butter sandwich

French people eat around 1.5 billion burgers each year, and for good reason. They can be found anywhere, from fast food joints to Michelin starred restaurants. Today, burgers can be found on 85% of restaurant menus in France. As a result, according to the Gira firm, burgers now outsell the traditional ham and butter sandwich.

EQUIPHOTEL SHOWCASES ITALY IN A TOTALLY UNIQUE WAY

"Italy is one of most well-represented foreign countries at EquipHotel, in terms of both exhibitor and visitor numbers," says Béatrice Gravier. The country has **374 Michelin-starred restaurants** (2020 edition of the guide), and with no less than 50 women with stars in the famous red guidebook, it holds the record for the most female chefs with a Michelin star.

Italy also has a tourism sector that accounted for **13.2% of the country's GDP** in 2018, generating €232.2 billion in revenue and employing 14.9% of the job market, with **3.5 million people** working in the industry (source: Veille Info Tourisme, Ministry of Economy and Finance, August 2019).

Italy is also all about design, designers and furniture makers, and is a source of inspiration for hotel and restaurant professionals across the world. With all these in its favour, "it just made sense to invite Italy and give it carte blanche over the 5 days of the show," says the director of EquipHotel.

The Italian programme will include a design pavilion, conference sessions in partnership with ICE (the Italian Trade Agency), a visitor itinerary, a Milanese tribe, and more....



eh!

CREATING A NEW VISUAL IDENTITY

3 questions for **CÉDRIC MARTINEAUD**,
Creative Director of Agence 14 Septembre

Why did you create a new visual identity for the 2020 edition of EquipHôtel?

C. M. : The goal was to make the trade show reflect the image of today's hotel and restaurant industries. I therefore took on a new approach in terms of tone. The idea was to help EquipHotel shift towards an influencer role. To do so, the trade show needs to assert and express itself, by clarifying that the visible choices and stances made in the various pavilions at Porte de Versailles are in the interest of visitors.

How did "EH!" come to life?

C. M. : Initially, the teams who organise the show wanted two letters as a hashtag. I pushed the idea further. The interjection became a signature. It needs to engage people and spark curiosity, but still be perceived as reliable, a source of information they can count on. "Eh" is "Hey" In French, meaning "Come and see me because I've got things to show you and I know what I'm talking about."

How will this new visual identity be featured at the trade show?

C. M. : We want to avoid overkill! We plan on targeting the right places, the right times and the impactful traffic areas, to work like an event or demonstration associated with a real message from the trade show.



EQUIPHOTEL: 5 DAYS AND 5 TRIBES

When it comes to new additions, EquipHotel 2020, will feature five tribes, one for each day. They each have their own style, their own ways of working, ideas, priorities and teams. As key players in today's hospitality industry, the leaders of each tribe will speak at the trade show to talk, dialogue and share with visitors.

THE SOCIALLY ENGAGED: MOB HOTEL

MOB HOTEL
— OF —
THE PEOPLE

MOB HOTEL is committed to good, organic and local products, working with committed partners. They are human, deliberately imperfect, constantly experimenting, free, persevering and inclusive. These trailblazers set up business in neighbourhoods where people live and work together to create the new paradigms of tomorrow.

THE UNIFIERS: EXPERIMENTAL GROUP



Experimental Group works as a group of friends, achieving success by working together. Their bars and hotels are making waves from Paris to London, New York, Venice, Menorca and Verbier. People come to their establishments for the bohemian chic atmosphere, good drinks, good food, unique rooms, views, and spaces that unify and bring together a community.

THE GLOBE-TROTTERS: 25HOURS



25hours hotels cater to urban travellers, cosmopolitans, and connected nomads who work everywhere at any time, but who also want to enjoy a change of scenery and relax. Located in the heart of major cities across Europe, with new hotels set to open in Florence and Dubai in 2020, their establishments each have their own unique and striking personalities. The idea is to appeal to globe-trotters of the 21st Century and offer them a familiar place of retreat.

THE FAMILY-MINDED: MAISON ALBAR HOTELS



Maison Albar Hotels represents the fourth generation of a hotel dynasty, where French art of living and hospitality have been passed on seamlessly over the years. With locations in Paris, Nîmes, Porto, and soon in Nice, their warm and luxurious glitz-free and inconspicuous boutique hotels are places where the bar, spa and restaurant become destinations, remaining true to their family roots and attention to the utmost quality.

"LOCAL COLOURS": FABIO PISANI & ALESSANDRO NEGRINI - IL LUOGO DI AIMO E NADIA



"Il Luogo di Aimo e Nadia" in Milan, is the worldwide symbol of Italian gourmet identity. Chefs Alessandro Negrini and Fabio Pisani bring their modern flare to the tastes and flavours of their country. Every day, they draw inspiration from the best products from a market, vegetable garden, producer or wine-grower to share their passion for cooking. Their cuisine is modern, sustainable, healthy, refined and in line with Italy's rich gourmet heritage.



SPECIAL EVENTS AT THE 2020 EDITION

With a new organisation, new configuration, new displays and even more exhibitors, EquipHotel 2020 is set to be better than ever.

The trade show will feature around **1,600 exhibiting companies**, **40%** of which are from outside France, and will cover 5 major themes: Foodservice, Design, Well-being, Technology and Services.

Leading and well-known French and international brands, together with young innovative companies who are redefining the hotels and restaurants of tomorrow will all be at EquipHotel.

The event will attract around **113,000 professionals, decision-makers, and influencers from the hospitality sector**, including chefs, restaurant owners, hotel professionals, architects, interior decorators, café professionals, brewers, local authorities, design firms, and installers.

Over the 5 days of the show, these professionals will be able to meet new suppliers, discover a wide range of innovations and find out more about the sector through conference sessions, workshops, conversations, master classes, competitions, pop-up restaurants, displays, experiences and more.

PAVILION 3

/ The Suite by LAURENT MAUGOUST

The interior designer gives his insights on the modularity of Junior Suites and Apartment Suites that are collective spaces by day and private spaces by night.

Highlights : in 2019, Laurent Maugoust delivered various projects, including Hotel Roosevelt (4★★★★) in Nice, Victor Hugo Kléber (4★★★★) in Paris (16th *arrondissement*), Bowmann (5★★★★★) in Paris (8th *arrondissement*) and the Chairman Suite, Hyatt Place in Tokyo. His current projects include the MGallery by Sofitel (5★★★★★) in Troyes, Les Mille Roses (5★★★★★) in Carry-Le-Rouet, Pullman Montpellier Centre (4★★★★) and Sofitel Ajaccio (5★★★★★).

/ WELLWORKING space by KWERK

Highlights: Kwerk, a leader in Coworking spaces, is set to open Kwerk Madeleine, its 6th building in Paris, with a range of bespoke offices for major firms.

/ INTERIOR DESIGN talks

Overseen by the teams from **L'AMEUBLEMENT FRANCAIS**, this space will become a headquarters for architects, interior designers, designers, interior decorators, buyers, contracting partners, design firms, fitters, restaurant or hotel owners, etc., offering a place where they will all be able to meet up, talk, share ideas and start new projects.

/ SIGNATURE TEXTILE

This space gives pride of place to furniture fabric designers and features a bar designed by **LALLY & BERGER**.

Highlights : This pair of interior designers, who are responsible for the recent renovation of 32 rooms and the Suite Belle Etoile (Rooftop penthouse of the hotel) of Le Meurice Hotel (Dorchester Collection Group) in Paris (1st *arrondissement*), plan to continue their work at the palace hotel in 2020, with the renovation of 20 other rooms.

PAVILION 4

/ ERGONOMICS space

This space, designed by **la CRAMIF**, features an ergonomic kitchen with customised equipment. Assurance Maladie - Risques Professionnels wants to make social innovation a performance lever for businesses. Here, professionals are provided with concrete solutions so that they can see how improved working conditions are an important way to reduce absenteeism, staff turnover and other labour shortages.

/ CSR space

This space presents a range of pragmatic solutions for the CSR transition, helping independent hotel and restaurant professionals, as well as CSR and purchasing managers working for hotel and restaurant chains and groups.

/ WELLNESS talks

In 2020, gyms and fitness centres are upping their game. The rules are being bent, stretched and turned on their head to reinterpret the uses of sports equipment and furniture. Here the space is designed in partnership with **CHAMPION SPIRIT**.

/ ACCESSIBILITY space by Senses Room

Designed by **FRANCIS VAN DE WALLE**, this space offers solutions and equipment for people with disabilities with the goal of facilitating their access to hotels and making their experience even more enjoyable.

PAVILION 7.1

/ GREEN space

Landscape architects **CHRISTOPHE GAUTRAND** and **BENJAMIN DESHOULIERES** design “delicious plants” using innovative techniques showcased in an unexpected quirky and unique garden.

Highlights : In 2019, Christophe Gautrand & Associés delivered the terrace for the “Parisian Apartment” at the Mandarin Oriental in Paris (1st *arrondissement*), and created the setting for the Dior Couture reception at K2 Altitude in Courchevel 1850. His current projects include those at Hôtel Cœur de Megève and Hôtel Opéra Cadet (Steller group), a project for the Grand Hôtel du Château de Versailles (LOV group and Alain Ducasse) and the gardens of the Tour Cristal (Allianz group) in Paris (15th *arrondissement*).

PAVILION 7.2

/ RESTO DES CHEFS

Russian architects and designers **IRINA & OLGA SUNDUKOVY** have taken on the design of this unique restaurant. A pop-up restaurant with renowned chefs in the kitchen, nestled in an urban farm between hydroponics and horticultural lighting.

Highlights : In 2019, the Sundukovy sisters delivered the Monark club in Monaco, the Cosmos Café in Moscow, and Estiatorio Keia, a restaurant in Hong Kong. Their current projects include a MGallery Hotel by Sofitel in Plovdiv, a Sofitel in Cotonou, another MGallery in Nairobi, the model room for a Hotel Life in Paris, the lobby of a Novotel in London, and another model room for an Ibis hotel in Dubai. Irina & Olga Sundukovy also received the Designers of the Year 2019 award at the Gold Key Awards in New York for their work at the Pullman Hotel in Berlin.

/ BAR space

Interior designer **OSCAR LUCIEN** (for MAISONNUMERO20) has designed a “deco-shaker”-themed bar. The result is a neo-mixology, somewhere between intoxicating elixir and hidden sanctuary in a very exclusive hotel.

Highlights : In 2019, Oscar Lucien was responsible for the interior decorating of the Paradis Latin in Paris (5th *arrondissement*), Hotel Konti (4★★★★) in Bordeaux and the Derby Alma (4★★★★) in Paris (7th *arrondissement*). His current projects include the Champs-Élysées Plaza Hotel (5★★★★★) in Paris (8th *arrondissement*), MGallery by Sofitel La Défense (5★★★★★), Clichy-Batignolles (4★★★★) in Paris (17th *arrondissement*) and Tropical (4★★★★) in St Barts.

/ BATTLE stage

Like every year at EquipHotel, Michelin-starred chefs, young chefs, apprentices and restaurant professionals will go head to head in food and dining service competitions. Don't miss the Trophée Masse, the Trophée Jean Delaveyne and of course the Chefs en Or competitions.

/ BARISTA space

VICTOR DELPIERRE, world champion of the Coffee In Good Spirits championship has been given carte blanche to showcase the booming world of coffee and the work of baristas. The Studio Café will offer three spaces: Home Barista Inspiration, Coffee Bistronomie and the Coffee Shop Experience, featuring demonstrations, tastings, masterclasses and more.

PAVILION 7.3

/ HOSPITALITY & TECH talks

This is the place for debates, meetings, and sharing with representatives from the 5 tribes (see above). The “Socially Engaged”, “Unifiers”, “Globe-trotters”, “Family-minded” and “Local Colours” teams will speak on the advantages, strategies and other decisions in the hotel and restaurant industries on the cusp of the 2020s. The space will also offer a series of conference sessions on technology in the hospitality industry.

/ Main Stage

Here, various EquipHotel partners will take centre stage over the course of the 5-day trade show, starting 15 November 2020, for the final of the Meilleur Sommelier competition.

ESPACE T BY TRANSGOURMET IN 2020

SHARE THE BEST IN PRODUCTS, SERVICES AND SUSTAINABLE DEVELOPMENT

For the 6th time, Transgourmet invites all restaurant professionals to its huge bustling and inspiring marketplace. With a 5,800m² space in Pavilion 7.2, Transgourmet is once again bringing together over 80 exhibitors and 250 brands, sharing their high standards and taste for the finest and best.

Once again this year, **Espace T by Transgourmet** will feature heritage brands and various producers and farmers all committed to highest quality products.

Transgourmet will be at the heart of the trade show, letting visitors discover and taste products, while showcasing innovation and new products and presenting its convictions and commitments.

In 2020, visitors will enter a place where the group has decided to promote its commitments to sustainable development, with responsible offers and services oriented towards sustainable growth, including local, organic, certified and responsible products, together with anti-waste solutions! The company has even designed its pop-up spaces following an environmentally-friendly approach incorporating reuse and recycling.

"Each new edition gives us the opportunity to reflect on everything we've accomplished since the last time. Every two years, Transgourmet is proud to present what makes its products stand out and how our innovations are used by the restaurant professionals that we serve!"

Eric Decroix, CEO Transgourmet France.



DISCOVER THE TRANSGOURMET SPACES

/ THE FOOD COURT

Even bigger this year, the Food Court is the place to discover all the latest commercial foodservice trends.

/ TRANSGOURMET SOLUTIONS

Digital services and innovations to boost the performance of the restaurant sector.

/ THE PRODUCERS MARKET

The best place to find our producers' local and regional specialties.

/ THE FRESH MARKET

The essentials in fresh seafood, fruits and vegetables, butcher and charcuterie meats, chicken, duck and cheese.

/ THE CULINARY STAGE

The place for culinary shows and masterclasses

And of course Transgourmet invites visitors to the Competition Arena to watch **the international final of its Les Chefs en Or culinary competition :**

- / Up-and-coming chefs competition **on 15 November.**
- / Chefs competition **on 16 November.**

EXHIBITORS TO KEEP AN EYE OUT FOR...



DECORATING & DECOR

Morbern Europe, Mary & by mia collection (Greece), Artica (Hungary), Kalfire (Netherlands), Body dryer (Spain), Dedar, Kettal, Les irresitubs, Unopiu, Airborn...

LIGHTING

Concept verre, CVL Luminaires, Designheure, DCW, Maiori (Hong Kong).....

DESIGNER FABRICS AND WALL COVERINGS (SIGNATURE)

Arte France, Elitis, Farrow & Ball, Missoni Home, Texdecor - Casamance...

TABLEWARE

Bastide 1880, Cookplay Creative cuisine, Life Concept, Guy Degrenne, Villeroy & Boch, Bernardaud, Porland Porselen (Turkey).....

LAYOUT DESIGN & RENOVATION

Artepy/Bolon, Balsan, Ege Taepper France, Tarkett...

SPAS & WELLNESS

D lab, Labiomer, Decleor, Sothys Paris, Cinq Mondes...

TECH

Hospitality industrie club, Mews system, D-Edge, JDC, Oracle, Bose...

FOODSERVICE

« **Made in France** » : Matfer Bourgeat, Hobart, Tournus, Rosinox Friginox, Charvet, Cafés Richard...

« **Wow effect** » : Homarium, Wismer, Robot-Coupe, Jura, Alain Milliat, Eurocave, Santos, Nuova Simonelli – Gamme Victoria Arduino, Pacoclean...

« **Smart kitchen** » : Alto Shaam, Unox, Evereo Technology, 10 Vins, Cheftop Mind Maps, Halo Heat, Structured Air Technology, Winterhalter, E-Pack Hygiène...

See the list of current exhibitors on the back page.



CONTACTS AND OTHER INFORMATION

WHERE AND WHEN?

From 15 to 19 November 2020
Parc des Expositions de la Porte de Versailles
1, Place de la Porte de Versailles, 75015 PARIS

PRESS CONTACTS

Agence 14 Septembre

FRANCE

+33 (0)1 55 28 38 28

Lifestyle

Mélina Chiabaut

melinachiabaut@14septembre.com

Stéphanie Morlat

stephaniemorlat@14septembre.com

Taste & Travel

Emmanuelle Gillardo

emmanuellegillardo@14septembre.com

Sara Henrichs

sarahenrichs@14septembre.com

INTERNATIONAL

Italy

14 Septembre Milano

+39 02 35 999 293

Livia Grandi

livia@14septembre.fr

Ludovica Riboni

ludovicariboni@14septembre.fr

UK

14 Septembre London

+44 20 3701 7520

Rebecca Mitchell

rebeccamitchell@14septembre.com

EXHIBITORS

Download the list of exhibitors for 2020
<https://bit.ly/2GAnZBs>

TRADE SHOW

Download a map of the trade show
<https://bit.ly/2uNlesM>

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