

Equip'Hôtel 2010

Renewed dynamism at the key hospitality industry event, signalling a real upturn in the market

Over five days, the 50th Equip'Hôtel brought together the entire hotel and catering industry to discover the latest trends in this fast-changing sector.



« Equip'Hôtel 2010 was an excellent session that confirmed the importance of this uniquely positioned international exhibition which brings together the entire hospitality industry in Paris. Equip'Hôtel's renewed dynamism gave horeca professionals a chance to glean ideas from all the different sectors relevant to their business, and signalled a real upturn in the market. We are proud to have made this exhibition a must-attend industry event once again, supported by all the trade organisations », says **Corinne MENEGAUX, Exhibition Manager and Director of the Hotel & Catering Division.**



« EQUIP'HÔTEL 2010. This crucial show is more impressive than ever! 2010 was a great year. Despite the lingering difficulties in the French economy, the show has gone from strength to strength. There was a real sense of teamwork and synergy between the organisers, exhibitors and visitors, resulting in this great event that we all know and love! » said **Thierry BRENER, Chairman of the Equip'Hôtel Strategic Committee and President of Syneg.**



On Thursday 18 November the show was visited by **Frédéric Lefebvre, the newly appointed French Secretary of State for Tourism**, whose policies have a strong investment focus. This was his first official encounter with the hotel and catering sector.

Key figures...

- **107 091** trade visitors at Equip'Hôtel 2010
- **17.6 %** international visitors
- **1,450** exhibitors, **26%** international from **29** countries
- More than **500** French and international speakers, chefs and architects/designers
- **350** journalists

Highlights of Equip'Hôtel 2010



TRANS GOURMET MARKET: A RESOUNDING SUCCESS!

With 4,000 m² of exhibition space and more than 200 brands represented, the return of the food industry to Equip'Hôtel in the form of **Transgourmet Market** was recognised by everyone as an out-and-out success.

« The general feeling among our visitors was that TransGourmet Market, the new area dedicated to the food industry, has given fresh impetus to Equip'Hôtel. We at TransGourmet are proud, alongside our industrial partners, to have been the architects of this. This first session has been a real success for TransGourmet, both commercially and image-wise » says **Jean-Christophe Adouritz - Managing Director of TransGourmet.**



Nicolas St Jean

BAR LOUNGE: A PARTY ATMOSPHERE IN EQUIP'HÔTEL'S NEW NIGHTLIFE AREA

The nightlife industry presented some inspirational ideas for night-time venues, with demos and dedicated workshops.

All eyes were on the Barman/Chef/DJ trios who wowed audiences with their spectacular demonstrations: Nicolas St Jean (Flair world champion), Ugo Jobin, Nir and Yann Daniel

worked with chefs Jacques Pourcel, Patrice Hardy, Jean Francois Rouquette, Gilles Choukroun and Alberto Herraiz, with DJ Zita Spagiari, DJ Maïa K, DJ Uncle Jim's, DJ Tom Tom, and the celebrated music lounge DJ Stéphane Pompougnac.

This area, designed by the architects' firm Knoll, was sponsored by Jacques and Laurent Pourcel, and organised by Infosbar.com and Ugo & Spirits.

Note: the involvement and support of the **Mairie de Paris with the Nightlife Forum**, and the involvement of **Jean Bernard Bros - Deputy Mayor of Paris, in charge of Tourism and New Local Media.**

EXPERIENCE EQUIP'HÔTEL 2010!

A major new feature of this session, the Equip'Hôtel 'Experiences' stirred visitors' imaginations with some brand new events.

Experience Cuisine

A SHOWCASE FOR CHEFS' CREATIVITY, LIVE AT EQUIP'HÔTEL 2010 , WITH 3 MAJOR EVENTS!

Chefs' Stories: more than twenty French and international chefs illustrated the latest catering trends over five days.

Top chefs held the audience spellbound with personal experiences and demonstrations; the line-up included: Alexandre Bourdas, Jean Marie Baudic, Yves Camdeborde, Meryem Cherkaoui, Guillaume Delage, Cathy and Cédric Denaux, Michel Dusseau, Mehmet Gürs, Benoit Majorel, Flora Mikula, Dina Nikolaou, Michel Roth, Jacques Pourcel, Ana Ros, Didier Thévenet and Dominique Valadier.



Jacques Pourcel



Yves Camdeborde



Michel Roth



Flora Mikula



Didier Thévenet



Alexandre Bourdas

The Chefs' Restaurant: a unique experience! A demo kitchen open to the public serving 100 covers a day, with live commentary, revealed the secret world of five Michelin-starred chefs: Jérôme Nutile, Lionel Hénaff, Thierry Schartz, Laurent Saudeau and Philippe Arrambide.



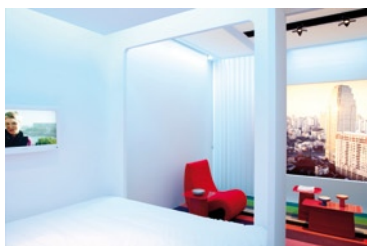
The Chefs' World Cup, organised by the CCC (group catering coordination committee) and hosted by Bruno Berthier, is a competition to find the best group catering chefs from around the world. First prize went to France, represented by Gilbert Gracia from the École des Officiers de la Gendarmerie (police officers' college) in Melun (77) for his menu, which consisted of chicken breast wrapped in a cep mushroom jacket, crèmesquis and mushroom cannelloni with a Côteaux de la Drôme wine sauce, followed by a coconut croustillant with vanilla-flavoured tropical fruits.

Experience Deco

The Studio, designed this year by **Elizabeth Leriche** and **Vasken Yégahian**, confirmed its role as a hub of ideas and trends for the hospitality sector.

This area, more popular than ever with visitors, served as a springboard for discussion. A clearly presented showcase for the key lifestyle trends emerging in the hotel and catering sector.

Three different atmospheres were presented, allowing visitors to imagine themselves in the space and visualise the proposed solutions:



City Easy: Hotel solutions embracing an inexpensive, even budget attitude which doesn't compromise on comfort.



Green Therapy: In favour of a truly eco-friendly approach to hospitality.

New Elegance: A bold, eclectic new style of urban luxury.



More than 80 partners were involved in this flagship event.



The Equip’Hôtel Architects’ Club, designed by Jean Philippe Nuel, a monumental cylindrical space with an urban exterior; the hotel lobby-like interior space was lent a touch of offbeat humour by a frieze of Ingres’s Grande Odalisque. The Architects’ Club this year hosted the Export programme dedicated to international visitors with daily debate-café on subjects of major topical interest in the international hotel industry.



The Chefs’ Restaurant, devised by Sébastien d’Evry of Simone & Hug, put art in the spotlight, with a ‘live’ performance by 5 recognised street artists: Spray La Rue, Da Cruz, FKDL, Shaka One and Shuck One, who created a giant, 10-metre long ‘pop-up’ mural.

Exception by Equip’Hôtel: The luxury hotel segment was a focus for the first time, with 30+ exhibitors presenting solutions aimed at architects and designers specialised in this area.

Experience Media

The TV studio talks: The latest industry developments analysed by more than 300 speakers, all leading experts from the hospitality sector.

Highlights:

Brand is the word! Is change needed in the hotel marketing world? Presented by MKG Group, with notable contributions from Mercedes Erra (Executive Vice President, Euro RSCG Monde), Hubert Joly (Chairman and CEO, Carlson Hotels) and Yann Caillère (COO, Accor Group).

The direct management group catering forum, with presentations by group catering associations and organisations (CENA, ANDRM, APASP, AJI, etc.) on topical issues: “What will the future serve up for small and medium-sized groups” and “The challenge of identifying consumer needs”.



The Bulle Spa: for 5 days, 25 workshops were held, on themes dedicated to the offer spa.

Highlights: lecture of Philippe Coulibaly, General Director of Ritz Health Club on the topic **"The Spa or the antidote against crisis"** and a **Spotlight on deluxe Spas:** an insight into the wonderful world of imperial Spa. Also invited **Katia Schaffhauser** Manager of the Spa Imperial Hôtel du Palais Biarritz gave a tour of the 5 storeys high Spa and explained the importance of signature Spa as a feature of deluxe Spa.



EQUIP'INNOV

Equip'Innov, a high-potential concept: The third Equip'Innov, with 137 innovations shortlisted, is the most important innovation showcase for the entire hotel and catering industry.

What's up : Around 15 establishments that stand out for their innovation in the area of accommodation or catering will be selected by Equip'Hôtel and Paris City Council to feature in a special Paris City Council promotion. In association with Leaders Club, Synhorcat and RestoVisio.com.

Finally, this year EQUIP'HOTEL also brought together all the major horeca associations and trade organisations: CPIH, UMIH, CCC, Synhorcat, Syneg, Foblatex, FNB, Unifa, CICF, CSCAD, AGGH, ACEHF, SYNERPA, UPRT, SNRTC and the Mairie de Paris.

**NEXT SHOW: 11-15 NOVEMBER 2012
PARIS EXPO PORTE DE VERSAILLES**

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