

Igeho 2025: Successful Anniversary Edition with Special Highlights

From 15 to 19 November, Igeho 2025 took place in the halls of Messe Basel. With more than 100 program items, Igeho offered a diverse and inspiring experience that impressively demonstrated the innovative strength of the industry. The successful anniversary edition once again confirms Igeho's central role as a source of inspiration and a key meeting place for professionals from the restaurant, hotel and institutional catering sectors.

More than 400 exhibitors and partners participated in this year's anniversary edition. The industry gathering attracted 42,500 visitors from Switzerland and abroad. Alongside the trade fair, an extensive supporting program featuring 100 events was offered. The strong presence of associations, leading companies, and the startup community highlights one thing clearly: Igeho is an indispensable platform for the industry—offering exchange, inspiration, and business development opportunities. With its successful 60th anniversary, Igeho impressively reaffirms its position as the most important hub of the Swiss hospitality world—while also setting strong signals for the future.

A strong signal from the industry and a clear mandate for the future

“For the entire team and myself, it was a great pleasure to finally open the doors of Igeho 2025 again after a two-year break,” explains Benjamin Eulau, Exhibition Director of Igeho. “Igeho 2025 impressively demonstrates how strong and innovative our industry is. In a time of major change, it offers exactly what the hospitality sector needs today: an independent meeting place for a wide range of stakeholders—a place that provides orientation, consolidates knowledge, and showcases new solutions to current challenges,” Eulau continues.

The insights gained from the anniversary edition will flow directly into the preparations for Igeho 2027, where Lefa will once again be represented as its own sector. Together with exhibitors, partners, and associations, the event's positioning will be further refined with the aim of tailoring the fair even more precisely to the needs of the Swiss industry and strengthening its relevance.



Highlights of the anniversary edition

Beyond the exhibition, which spanned halls 1.0 and 1.1 of Messe Basel, the program offered numerous highlights. In the cooking arena, visitors were able to look over the shoulders of chefs such as Dominik Sato, Patrick Mahler, André Kneubühler, and Elif Oskan—and taste their dishes. Numerous talks addressed current topics such as promoting young talent, the future of hospitality and gastronomy, and the role of artificial intelligence.

A particular highlight was the panel discussion with Esther Lüscher, President of the Hotel & Gastro Union, Martin von Moos, President of HotellerieSuisse, and Beat Imhof, President of GastroSuisse, on the future of hospitality. At the special exhibition *Hotel Utopia*, visitors experienced robotics, AI, virtual reality, and the latest technologies in the interaction zone, while the special area *Barbesuch* focused entirely on the bar community from Switzerland and neighboring countries.

Associations, organizations and networks

Igeho 2025 was supported by numerous associations, organizations, and networks. Beat Imhof, President of GastroSuisse, draws the following conclusion: “For us, personal dialogue and direct feedback from restaurateurs were of great importance. Over five days, the professional community gathers in Basel, and we succeeded in positioning ourselves as an association exactly where we want to be: accessible and close to our members.” The Hotel & Gastro Union, GastroSuisse, the Swiss Association for Hospital, Home and Institutional Catering, the Swiss Chefs’ Association, HotellerieSuisse, CafetierSuisse, the Swiss Food & Nutrition Valley, FCSI Switzerland, the Swiss Barkeeper Union and the German Barkeeper Union, the Swiss Bar and Club Commission, Basel BarTender, the Baden-Württemberg Bar Network, and FoodHack Basel were also active contributors to Igeho 2025. Their engagement ensured a vibrant and multifaceted industry meeting place.



Media Contact

Lucia Uebersax, Group Communications & Corporate Affairs | lucia.uebersax@mch-group.com |
+41 58 206 22 43

About MCH Group

MCH Group, headquartered in Basel (Switzerland), is a globally active experience marketing company with a comprehensive network of services for global clients. Its core business includes unique community platforms such as the Art Basel shows in Basel, Hong Kong, Paris, Miami Beach and Qatar, as well as major national exhibitions such as Swissbau and Giardina. The Live Marketing Solutions division, with the brands MCH Global, MC2, and Expomobilia, offers individual experience marketing solutions from strategy to creation and implementation. MCH Group also operates the Basel Exhibition and Congress Center and Messe Zürich. The company employs over 800 people, around half of them in Switzerland and the USA.