



**LAUNCH OF eh! ONLINE:  
THE 1ST DIGITAL  
SOURCING AND EXCHANGE PLATFORM  
TO ACCOMPANY HOSPITALITY AND FOODSERVICE PROFESSIONALS  
ON A DAILY BASIS**

**April 15, 2021** - With the prospect of an imminent recovery, professionals in the Hospitality and Foodservice sector are expressing a strong need for reconnection, discussion, exchange and support. Even if the exhibition medium remains a priority for reviving the sectors, the Hospitality & Food division of Reed Expositions France, which organises the EquipHotel, Sandwich & Snack Show and Parizza trade shows, is responding to this demand and launching its digital platform: **eh! ONLINE**, which provides continuous access to products and services from French and international suppliers as well as exclusive industry content.

**The official opening of this platform is scheduled for 3 May 2021.**

**The only digital platform that accompanies and supports a sector in the throes of change**

As the restaurant industry accelerates its digitalisation and converts to new modes of consumption, the hotel industry is reinventing itself and becoming more responsible, more digital while remaining human and experiential. In response to these changes, **eh! ONLINE** is designed for professionals in all sectors of the Hospitality and Foodservice industries, all year round, beyond the physical trade shows. This new digital platform accompanies them in France and abroad, from the discovery of the product to the design of their project.

Organised around 3 key dynamics, **eh! ONLINE** offers: a directory of international suppliers, the online presentation of their most innovative products and solutions, as well as a programme of exclusive, regular content in response to the current concerns of professionals.

**A permanent link between professionals in the Hospitality and Foodservice sector**

With free access for professionals, **eh! ONLINE**'s objective is to allow hoteliers, restaurateurs and specifiers in the sector to connect with their suppliers throughout the year and thus strengthen their visibility. The platform has been designed to facilitate the user experience. Equipped with a search engine for fluid and intuitive browsing, the various headings and nomenclatures correspond to the Hospitality and Foodservice value chain according to 5 main areas: **Foodservice, Renovation & Design, Technology, Wellness and Franchise & Services.**

Each supplier has a complete personalised profile (contact details, company description, visuals & product sheets, news) which makes it easy to make contact.

**A 365 media, source of inspiration and a networking tool**

**eh! ONLINE** is also designed as a source of inspiration and a tool for dialogue, exchange of ideas and best practices between professionals.

Thus, the **eh! Daily** section will regularly offer free access to a series of contents in French and English, referring to one or several sectors of the Hospitality industry: **Foodservice, Renovation & Design, Technology, Wellness and Franchise & Services**. Conceived as a 365 medium, eh! Daily offers in collaboration with a selection of partners:

- **eh! Talks**, a monthly video programme recorded on TV sets where experts highlight current issues
- **Word of an expert**, presenting the views of key players in the sector
- **Hot Spot**, highlighting new Parisian establishments, focus on professional know-how, new concepts, innovations and services...
- **Selections**, made by industry prescribers the first selection/trend will be presented by Oscar Lucien architect and interior designer.
- **Interviews with key players of the sector and white papers** deciphering societal evolutions.

[Click here for a first overview of the eh! ONLINE platform](#)

### **Reminder of the next Hospitality events:**

**May 3, 2021:** Launch of eh! ONLINE

**October 13-14, 2021:** Sandwich&Snack Show and Parizza – Paris Porte de Versailles

**November 6-10, 2022:** EquipHotel – Paris Porte de Versailles

### **About REED EXPOSITIONS FRANCE**

Present in 18 industry sectors, with 40 leading events -including Batimat, EquipHotel, IFTM Top Resa, Expoprotection, Pollutec, SITL, Maison&Objet\*, FIAC, Paris Photo - and 45 websites and blogs, Reed Expositions delivers contacts, content and communities with the power to transform our customers' business. More than 18,600 companies and 1.08 million buyers, from France and abroad, are customers of our events.

Reed Expositions is a member of the Reed Exhibitions Group, a leading global events business, operating in the French market with more than 60 events and 2 subsidiaries: Reed Expositions France and Reed Midem.

\*organised by the SAFI, a subsidiary of Reed Expositions and Ateliers d'Art de France  
[www.reedexpo.fr](http://www.reedexpo.fr)

### **About EquipHotel**

EquipHotel is an event organised by Reed Expositions France, the leading trade show organiser. EquipHotel Paris is the leading BtoB meeting place for the Hospitality and Foodservice sector every two years in Paris. The event brings together over 1,500 exhibiting companies, 40% of which are international, in 5 major areas: Foodservice, Renovation & Design, Wellness, Technology, and Franchise & Services. This unique offer is the most comprehensive of all international Hospitality and Foodservice trade shows. It presents French and international companies that are leaders in their sector as well as young innovative companies that are imagining the hotel and restaurant experiences of tomorrow. The event attracts 113,000 decision-makers from the hospitality industry: chefs, restaurant owners, hoteliers, architects, decorators, investors, cafe owners, brewers, community managers, design offices and installers. For 5 days, these professionals have the opportunity to meet new suppliers and discover their new products. EquipHotel is also the hub for trends and innovations in the hospitality industry. Ephemeral hotels and restaurants, showrooms, studios, conferences, master classes and renowned competitions... are staged by the best architects and experts.

EquipHotel from 6 to 10 November 2022

[www.equiphotel.com](http://www.equiphotel.com)

## **About Sandwich & Snack Show and Parizza**

The Sandwich & Snack Show and Parizza are trade shows organised by Reed Expositions France, a leader in the organisation of professional exhibitions.

The two shows are held together and offer a leading BtoB meeting place for the snacking and Italian gastronomy sectors.

The event brings together 300 suppliers and 9,500 professionals (commercial and collective catering, food industry, distribution, wholesalers, etc.).

Sandwich & Snack Show and Parizza help buyers to develop, upgrade or relaunch their business thanks to new snacking trends and concepts, and suppliers to highlight their innovations in terms of products, solutions, equipment and technologies.

Sandwich & Snack Show and Parizza in a few figures :

3 competitions

3 award ceremonies

200 innovations

90 speakers / 16 conferences

Sandwich & Snack Show and Parizza from 13 to 14 October 2021

[www.sandwichshows.com](http://www.sandwichshows.com)

## **PRESS CONTACTS**

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