

# INDEPENDENT

The business event  
for the European  
hotel community

# HOTEL

Plan your stay

# SHOW

A M S T E R D A M

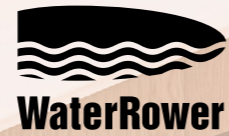
14 – 15 Mar 2023  
RAI Amsterdam

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[independenthotelshow.nl](https://independenthotelshow.nl)  
#IHA23 | IndHotelShowEU





# WELCOME TO THE INDEPENDENT HOTEL SHOW AMSTERDAM

I am delighted to invite you to join us this March as the Independent Hotel Show Amsterdam celebrates its third edition as Europe's best-loved and most comprehensive business event dedicated to the luxury, boutique, and independent hotel sector.

The overarching theme of the show this year will be a reflection on the 'The Five Senses of Hospitality' where together with help from our partners and suppliers, our guests will enjoy unique sensory experiences and leave equipped with new, innovative approaches to enhance the guest experience through the use of sensory stimulation.

Similar to the way you run your hotel business, with Independent Hotel Show every detail matters and we have carefully curated each element of the show to ensure we deliver a guest experience above and beyond that of the typical trade show. Whether you're looking for inspiration from our sublime designers, transformative hospitality tech that increases operational efficiency, to explore new trends or simply to discover a new product for your hotel, we're confident you'll find the solutions you are searching for!

This year's show blends a curated collection of 200 premium hotel suppliers, inspiring and educational seminar sessions, solution-filled HR & Energy Saving Quarters, plus a wealth of facilitated networking opportunities in the Social Business Space, hosted by Swiss Sense, all designed to satisfy the demands of hoteliers committed to improving their business.

We are excited to be launching the inaugural Independent Hotel Show Amsterdam Awards which will recognise the passion and successes of independently spirited hoteliers, hotels and suppliers who drive our sector forward.

The IHA Awards will take place during our late-night opening on day one of the show where our guests will be invited to stay for an extended celebratory evening filled with informal networking opportunities, live music, drinks and a few unexpected sensory experiences!

We can't wait to bring the industry together once again to discover beautiful designs, reconnect with peers, and explore new ways to engage the 5 Senses of Hospitality.

I look forward to welcoming you on 14 - 15 March 2023 at the RAI Amsterdam.

Very best, Hartelijke groet  
Mieke Berkers



EVENT MANAGER  
INDEPENDENT HOTEL SHOW  
AMSTERDAM



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register

Handgemaakte, functionele en duurzame fitnessapparatuur.  
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SHOWROOM ALLEEN OP AFSpraak OPEN NOORD 63, 2931 SJ KRIMPEN AAN DE LEK, NEDERLAND

# WHAT'S ON

## SEMINAR PROGRAMME

Hosted on the Hotel Innovation Stage, in partnership with HotelPartner, and Hotel Business Stage, in partnership with RoomRaccoon and designed by Riviera Maison, this year's seminars have been curated to offer qualified business solutions, trend forecasts, and expert advice to promote conversation around the trending topics we know are of the utmost importance to hoteliers today. View the programme on pages 8-11.

## SOCIAL BUSINESS SPACE

Exclusively for hoteliers, the Social Business Space, hosted by Swiss Sense, will host intimate, in-depth discussions to help you engineer methods to overcome the most pressing issues and topics impacting the hotel sector. This beautifully designed space offers an opportunity to network, connect and share ideas with industry experts and your peers. View the programme on page 12.

## THE MEMBERS SUITE

Our exclusive lounge offers complimentary hospitality to the Independent Hotel Show Members Club and their guests, hosted by HotelloTop. A stylish, comfortable haven of calm away from the busy show floor will provide a dedicated environment to host meetings, check emails, enjoy a drink or just stop to reflect on the day.

## 200+ CURATED EXHIBITORS

From luxury amenities and innovative hospitality tech to high-end design and delicious in-room F&B solutions, we have carefully designed a collection of hotel suppliers, promising to bring you fresh ideas, unique product solutions, and inspiration for your hotel. View the full exhibitor list on pages 28-29.

## HR & ENERGY SAVING QUARTERS

Two brand-new areas designed to offer support and tangible cost-effective solutions for two of the industry's biggest challenges - employee recruitment and rising energy costs. Here you can meet a hand-picked selection of leading suppliers and experts to help you meet your hotels' sustainability and recruitment goals.

## QL COLLEGE

Hosted by Quality Lodgings, this speed dating lounge will offer opportunities to meet a hand-picked collection of some of the best European hospitality training institutes. A one stop place to connect with hospitality schools, when seeking for young hospitality talent or to learn more about the latest talent programmes for students.

## IHS AMSTERDAM AWARDS

Launching for the first time in Amsterdam, the Independent Hotel Show Awards will recognise the passion and successes of independently spirited hoteliers, hotels and suppliers who drive our sector forward. View more on page 18.

## CIRCULAR LAB

Get ready to explore the origin and circular-movement of sustainable products. Discover eco-focused suppliers pushing the boundaries to make invaluable change to hotels of the future.

## THE LOBBY

Start your guest journey in The Lobby, presented by Mews; a beautifully designed sensory space by Ingrid van der Veen. Here you'll find our check-in concierge desk, a complimentary caffeine boost to enjoy and a relaxing area to sit and meet your colleagues and plan a successful stay with us.

## LATE NIGHT OPENING

Get ready for an extended evening of opportunity and celebrations during our late-night opening on Tuesday 14 March until 19:00! Filled with unique experiences, celebratory drinks, live music, networking, and a chance to raise a toast to the winners of the inaugural Independent Hotel Show Amsterdam Awards.

## Profit Maximisation, Staff Independence & Strategic Security

Ensure the long-term success of your hotel with the support of an experienced team, years of industry expertise and one of the most modern technologies in the field of revenue management and distribution.

More than 500 hoteliers already trust HotelPartner as a reliable service provider. **Find out why and request your personalised consultation today!**



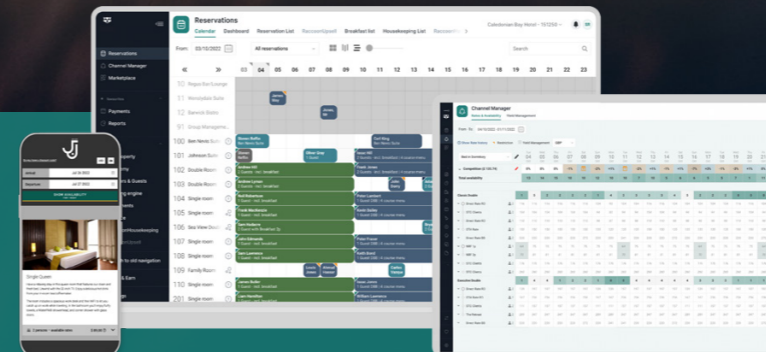
www.hotelpartner-ym.com



## RECEIVE €500 CREDIT WHEN YOU BOOK A PRODUCT DEMO AT IHS AMSTERDAM.

Meet us at stand C51 from 14-15 March 2023, and let's show you what RoomRaccoon can do!

Terms and conditions apply.



Get in touch with: [info@roomraccoon.com](mailto:info@roomraccoon.com)

- ✔ Save time with admin automation
- ✔ Up to 43% more direct bookings
- ✔ 100+ OTA connections
- ✔ Online payment processing
- ✔ Automated upselling



# INTERVIEW WITH ELENA DROZD, GENERAL MANAGER OF INDIGO HOTEL BRUSSELS CITY

In an exciting collaboration with Hoteliers.com, Independent Hotel Show Amsterdam has been on the hunt for unique personal stories and insights into what drives hoteliers to deliver top level performances every day.

Patrick Brand of Hoteliers.com met with Elena Drozd, General Manager of Hotel Indigo Brussels City, an upscale hotel right in the heart of the Belgian capital to hear about her extraordinary journey into her role.

In addition to having a successful career in high end hospitality, Elena has an inspiring story to tell as one of the millions of Ukrainians displaced by the war with Russia.

## HOW HAVE THE LAST TWO YEARS BEEN FOR YOU?

After a great career internationally, I came back to Kyiv with the plan to settle down. As a General Manager in a boutique hotel in a hipster and creative area, I was having a good time. But while I was on holiday in Sri Lanka, Russia invaded Ukraine from Belarus making the situation in Kyiv very dangerous. It was "all in the air" but nobody expected it.

2021 had been excellent. Covid was behind us and because there were few restrictions in Ukraine we could welcome lots of European guests. We heard reports in the news about threats of war but thought that with the dialogue and pressure from abroad a solution would come.

All flights were cancelled, and it was no longer possible to travel back, so I was stuck in Doha. It was a terrible time when I was managing the hotel in Kyiv from abroad and I was responsible for guests still staying at the hotel and staff who went missing.

Fortunately, some employees had not followed the news, so they came to the hotel. With the help of these brave colleagues, I was able to take care of everything from my laptop. What do you do in a situation like that? No one had any experience with something like this. Transport by car was the only means of transportation, but roads were closed and there were long traffic jams in western Ukraine.

The hotel was closed after a while, but we kept in touch with the staff to check they were safe and provided psychological support. It was important to be there for each other. Some staff were going into the army and others staying behind or fleeing the country. One of the worst moments of the war for me was having to stop paying out the salaries because the money in the bank account had run out. We had colleagues in the operation who had no savings and were hit hard by this. They lived from salary to salary and could not fall back on savings.

I ended up in Germany with the help of a friend, and from there I helped a number of refugees find jobs. After staying in several different places, I was able to stay in Hamburg, which I'm very grateful for.

It was a rollercoaster of emotions: some days you can't do anything, but because of the situation and feelings of guilt, you also develop a huge drive. The guilt comes from the fact that you are not in Ukraine fighting alongside your compatriots. Many people abroad feel this, this is the survival instinct. It's important to find your mission in life again, when you have lost what you have built and have no foundation to lean on. My car is still in the same place in Kyiv where I left it for my holiday.

My mission is to continue my career as a hotelier, and I have received a lot of support from people in the industry. This is helping life return to some normality and has given me structure and distraction.

Every refugee has their own story and background. Every refugee initially wants to return home. Just because they are in Europe does not make a dream come true. When I got the contract as a General Manager for Hotel Indigo in Brussels, I cried for half a day. Not because I wasn't happy about it, but because I realised, I wasn't going back home.

I want to say that we are deeply touched by all the reactions and actions of Europeans. People waited at the train station to take strangers home and include them in their family situations. I could cry about this kind of kindness in people. It's the positive thing that has come out of this: you see people in a different way. The response was just amazing!

This job was a story of three handshakes, through WhatsApp I was introduced through a friend and from there it went fast, and they wanted me as GM. I'm grateful for this opportunity and the risk they took, because at the time I still didn't have the right papers to work in Belgium. My team of 15 nationalities were very welcoming. It doesn't matter where you are from, we are all professionals.

## WHAT DO YOU PREDICT FOR 2023?

We have budgeted ambitiously for 2023 (26% growth) and the business in the books looks good. 2022 was an excellent year and the leisure business did very well from April onwards. I am cautious with predictions because you don't know how things are going with the current world situation. We will start mapping costs more precisely such as electricity, inflation and increase in salary costs.

For this, we have rigged a green KPI with a model through which we want to have a positive impact on the environment as well as financially. Better deals with suppliers, so more negotiations. In HR, the focus in the coming year will be on retaining and further developing talent.

My only personal wish is for the war to finish. It doesn't look good now, but I have the hope something will change in Russia with a change of leadership.

Magic moments will continue in life. I believe in faith and what doesn't kill you makes you stronger. My motto is to collect moments, not things. I came with a suitcase from Sri Lanka, all I had was myself, my memories, and my education.



To read the full interview, scan here.

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## HOTEL INNOVATION STAGE

IN PARTNERSHIP WITH **HotelPartner**  
YIELD MANAGEMENT

14 MAR 2023

15 MAR 2023

View the full seminar  
programme and  
speakers here.

## TRENDS TOUR WITH VINCENT VAN DIJK

10:30 - 11:00

CHAIRPERSON: Vincent van Dijk - Editor In Chief at Press for Champagne,  
Trend Forecaster and Partner, HBMEOJoin trend forecaster Vincent van Dijk for a trend tour around the show,  
featuring the most important hotel trends of the moment. From technological  
innovations to circular products that should not be missing in today's hotel room!MONETIZING THE FIVE SENSES  
THROUGH HOSPITALITY

11:00 - 11:30

CHAIRPERSON: Greg Naidoo - Chief Evangelist Officer, Mews  
SPEAKERS: Roel Ruijs - Director of Operations, The Dylan Amsterdam  
Marc Alofs - General Manager, Botanic Sanctuary Antwerp  
Sander Eijlenberg - Co-Founder / Chief experience, CabinerRefining the sensory touch-points throughout your guests' experience is not  
only exceptional service, but a source of revenue and brand extension. Mews  
explores these opportunities with hoteliers mastering sensory engagement.BODY LANGUAGE - REIMAGINING HOSPITALITY  
DESIGN

12:00 - 12:45

CHAIRPERSON: Hamish Kilburn - Editor, Hotel Designs  
SPEAKERS: Sofie Rockland - Founder, By Rockland  
Nicholas Oakwell - Founder, NO Uniform  
Robert Spijkers Suwarni - Manager Operations,  
OGER Corporate Fashion StatementsGone are the days where staff must be discreet and blend into the background,  
they are now a source of inspiration and style. Hear from high-end designers  
who are breaking the old rules and reinventing lacklustre uniforms into desirable  
brand statements.THE FUTURE OF TRAVEL, PRESENTED BY THE  
LUMINAIRE, CREATORS OF EXPERIENTIAL LUXURY

13:00 - 13:30

SPEAKER: Adam Sebba - CEO, The Luminaire

As experience hungry travellers continue to seek greater worldliness, hoteliers  
need to adapt and explore new opportunities to feed this hunger. Join a new  
breed of travel company, redefining the hotel landscape to deliver authentic and  
enriching adventures for each and every guest.

## HOTEL FORESIGHT - WATCH THE TRENDS

14:00 - 14:30

SPEAKERS: Vincent van Dijk - Editor In Chief at Press for Champagne,  
Trend Forecaster and Partner, HBMEO  
Mieke Berkers - Event Manager, Independent Hotel Show AmsterdamJoin our Ambassador Vincent van Dijk and Show Manager Mieke Berkers as  
they break down luxury and hospitality trends across the hotel market, with case  
studies and consumer insights, combined to help you understand and grasp  
business success in the years ahead.

## REVENUE MANAGEMENT MISBELIEFS UNCOVERED!

15:00 - 15:30

SPEAKER: Florian Augustin - Chief Commercial Officer, HotelPartner

From Autopilot to AI, are you set up for a secure future?

## HOW TO BE A GREAT LEADER

16:00 - 16:45

SPEAKER: Professor Bas Kodden - Management Author  
and Advisor, Leadership thinker"Forget everything you think you know about leadership, recruiting and selecting  
the right people for your business. Because it is more different than you know!"  
- Dr. Bas Kodden is Professor of Leadership & Management Development and  
Academic Director of several leadership programmes at Nyenrode Business  
Universiteit. His surprising findings of leadership research puts the present  
recruitment and selection procedures in a new perspective.

## IHA23 AWARDS

17:30 - 18:30

Launching for the first time in Amsterdam, the Independent Hotel Show Awards  
will recognise the passion of independently spirited hoteliers, hotels and  
suppliers who drive our sector forward. The awards will champion all that make  
independent hotels across the Benelux region and Germany such amazing  
places to stay and the suppliers that collaborate with the industry to enhance  
the hotel offering.

## PITCH LIVE

11:00 - 11:45

CHAIRPERSON: Keterina Albanese - Content Director, Independent Hotel  
Show Amsterdam  
JUDGES: Willem van der Zee - General Manager of The Hotel Brussels,  
Director of Operations, Pandox Belgium  
Vincent van Dijk - Editor In Chief at Press for Champagne,  
Trend Forecaster and Partner, HBMEO  
Gladys Camphuijsen - Vice President Sales & NBD- Europe & SAMEA  
at Preferred Hotels & Resorts, Owner of ZuyderJoin the finalists of Pitch Live on the Hotel Innovation Stage for a Dragons' Den-  
style pitching session of new and innovative products and services to be judged  
by top industry professionals and our hotelier audience.

## TRENDRWATCH - HOTEL DESIGN DISRUPTORS

12:00 - 12:30

SPEAKER: Hamish Kilburn - Editor, Hotel Designs,

Hamish Kilburn, podcast host and Editor of Hotel Designs shares his thoughts  
on what makes a hotel exceptional on the global hospitality map. From creating  
and nurturing robust and memorable spaces that reflect a unique brand identity,  
to injecting quirky design details that excite and make sense. This session will  
challenge the pre-conceptions around what a 'disruptor' is in today's world,  
while sharing tips on how designers and brands can stand out without having to  
inflate their ego.HOTEL INSPECTION: A PERFORMANCE UPDATE  
BY STR

12:45 - 13:15

SPEAKER: Samantha Mardkhah - Regional Manager Northern & Western  
Europe - Hotels, STR - Leader in Data benchmarking, analytics and  
marketplace insightsSamantha of STR will take you through the current state of affairs  
in hotel performance around Europe with a deep-dive into Benelux and  
Germany. She will cover the performance of independent hotels compared to  
branded properties, look at recovery in 2023 vs last year & 2020, as well as  
cover future occupancy on the books & performance projections.DRIVING CHANGE THROUGH YOUR BUSINESS -  
A BRANDING MASTERCLASS

13:30 - 14:00

SPEAKER: Ruben Beijer - Co-Founder at Local Heroes,  
Founder at NEEWChange requires effort, generates resistance and needs vision and leadership.  
But whether big or small, change can be the catalyst to business success.  
Ruben Beijer, Founder of creative agency NEEW delivers a masterclass to test  
how far you will go to seek greater opportunities.STATE OF THE ART TECHNOLOGY FOR HOTELS:  
WHAT'S POSSIBLE AND WHAT'S BEING  
DEVELOPED?

14:15 - 14:45

SPEAKER: Florian Augustin - Chief Commercial Officer, HotelPartner


From top-line to bottom-line revenue optimization – the current possibilities and  
some of the most recent developments in technology and service.DELFT HYPERLOOP - TRANSPORTATION  
REDEFINED: FROM AMSTERDAM TO PARIS  
IN LESS THAN 30 MINUTES

15:00 - 15:30

SPEAKER: Umika Bhagole - Team Captain, Delft Hyperloop

Transportation has not seen a revolution in over a hundred years. A group  
of students from the Delft University of Technology joined together and  
founded Delft Hyperloop in 2016. Delft Hyperloop is developing a climate-  
neutral, scalable hyperloop system, becoming the fifth mode of transportation  
by reaching speeds over 1000 km/h which is more energy efficient,  
environmentally friendly, and convenient than airplanes. Discover more about  
the future of travel with Team Captain Umika Bhagole.

# HOTEL BUSINESS STAGE

IN PARTNERSHIP WITH  ROOMRACCOON  
cloud hotel management

DESIGNED BY RIVIÈRA MAISON

14 MAR 2023

15 MAR 2023

View the full seminar  
programme and  
speakers here.



## HOSPITALITY WITH AN AUTHENTIC SMILE

10:30 - 11:00

**CHAIRPERSON:** Martijn van Eijk - Entrepreneur, Future Leadership,  
**SPEAKERS:** Jolanda Sadni - General Manager, INK Hotel Amsterdam  
Reinier de van der Schueren - Co-Founder, OOPKOP  
Natalia Alvarez Pereiro - Founder, TRIBE NL

Presenting the findings of our exclusive staff happiness survey, Martijn van Eijk speaks to a panel of hoteliers who truly understand what diversity and inclusion means to their communities. There is a corporate and social responsibility to be part of a bigger change, and it's time for actions to speak louder than words!

## ESG - WHAT'S IN IT FOR ME? HOW TO STOP WASTING FOOD, TIME, TALENT AND MONEY

11:30 - 12:00

**SPEAKER:** Stef Driessen - Sector Banker in Leisure,  
Travel & Hospitality, ABN AMRO,

New EU rules require Environmental, Social and Governance (ESG) reporting on a level never seen before. Operators must balance challenging requirements of energy use, carbon reporting and workforce diversity, as well as guests with growing expectations of ethical performance. During this session, Stef Driessen of ABN AMRO will address ESG - what to expect, where to start and what it yields.

## OTAs V's DIRECT BOOKING

12:30 - 13:00

**CHAIRPERSON:** Adam Clarke - VP of Sales and Marketing, RoomRaccoon  
**SPEAKERS:** Geert Buskes - Digital marketing strategist, Effecty  
Jamie de Jong - General Manager and Owner, Broeck Oudewater  
Patrick Brand - Co-Founder and Director of Business Development,  
Hoteliers.com  
Olivier Pernoud - Senior Director, Market Management EMEA,  
Expedia Group

With so many access points to book a room at your hotel, the control can sometimes feel out of your hands. Our panel of experts will provide practical tips on exactly how to present yourself online to maximise direct bookings and work with OTA's for full effectiveness. No confusion, nothing too techy, just brilliant intel to help you find the right market balance to improve your bottom line in 2023.

## HOTEL DYNASTIES

13:30 - 14:00

**CHAIRPERSON:** Sander Allegro - Owner at Allegro INN ovations  
Hospitality Consultancy, Chairman at QL Hotels & Restaurants  
**SPEAKERS:** Michelle Zandbergen - Owner, Hotel The Craftsmen  
Charline Kreusch - Manager, Hotel O Cathedral

There's no denying that family businesses carry with them a special essence, unique and distinct from competitors. So, whether you own a family-run hotel or not, make sure to be a part of the discussion, to get access to vital intel on how to create a family culture, gain trust and loyalty from your employees and build a strong company ethos.

## INDUSTRY PIONEER INTERVIEW - AN INDEPENDENT OPPORTUNITY WITH ROBERT-JAN WOLTERING

14:30 - 15:00

**CHAIRPERSON:** Sander Allegro - Owner, Allegro INNovations Hospitality  
Consultancy and Chairman, QL Hotels & Restaurants  
**SPEAKERS:** Robert - Jan Woltering - Managing Director, Hotel De L'Europe

"Back to my hometown and proud to lead the pearl of my city!" - With over 30 years of global experience in luxury hospitality, there isn't much Robert-Jan Woltering hasn't encountered. After prominent roles throughout his career for groups such as Fairmont and Accor, Woltering returns to Amsterdam to take the reins of the iconic and independent, De L'Europe Amsterdam. Don't miss what's bound to be an enlightening, and thoroughly inspiring conversation.

## PEOPLE FIRST - LESSONS FROM ANOTHER INDUSTRY

15:30 - 16:00

**HOST:** Sander Allegro - Owner, Allegro INNovations Hospitality  
Consultancy and Chairman, QL Hotels & Restaurants  
**SPEAKER:** Toon Borren - People Operations, Picnic

There are countless industries that look to hospitality for lessons to apply to their own operations, but the hotel industry can also learn from the successes and failures of sectors facing similar challenges. With record staff shortages and retention a growing concern, can the industry look for inspiration and a new strategy from elsewhere? Join our Ambassador Sander Allegro as he speaks to small business success story Picnic who've taken a new approach to people.... and its working.

## DELOITTE INDUSTRY INSIGHTS

10:30 - 11:00

**SPEAKER:** Fleurine Mijinke - Audit Partner | Travel Hospitality Leader,  
Deloitte

Join Fleurine Mijinke, Deloitte's Lead for travel & hospitality, as she uncovers data insights on the current state of the hotel industry with future forecasts and projections for market opportunities.

## DESTINATION GASTRONOMY - RE-DESIGNING AND RE-THINKING YOUR F&B OFFERING

11:30 - 12:00

**CHAIRPERSON:** Gijsbregt Brouwer - Leading expert on storytelling  
and trend-watching in food  
**SPEAKERS:** Laurens Jasperse - Executive Chef & Food Consultant,  
YUST Group  
Valerie Jongeneel - Owner - 'op Oost | Boutique hotel & restaurant het  
Kook Atelier  
Schilo van Coevorden - Executive Chef, The Set Collection

F&B in hotels has never had so many challenges, nor has it had so many exciting opportunities. As meal-times and dining options go into disarray, our experts are here to tingle your tastebuds with new solutions and concepts delivering profit from the kitchen.

## CEO PANEL - PROTECTING OUR INDUSTRY

12:30 - 13:00

People and planet - two vital resources worth protecting. Join leaders of the hotel industry to gain insight into how they intend to tackle two of the greatest obstacles transforming the future of hospitality. With shared lessons and learnings, inspirations and challenges, this is a gathering of influential heads not to be missed.

## HOW TO IMPROVE HOTEL BUSINESS PERFORMANCE IN 2023 WITH AUTOMATION

13:30 - 14:00

**SPEAKER:** Tymen van Dyl - CEO and Founder, RoomRaccoon Hotel Tech

With a future that's likely to see less staff and increased running costs, automation will play an increasingly important role in helping hotels remain competitive and maximise revenue despite uncertain economic times. Join RoomRaccoon CEO & Founder, Tymen van Dyl to discover how automation can help improve hotel operations and increase revenue in the face of adversity.

## THE EXPECTATIONS OF THE EVOLVING TRAVELLER, PRESENTED BY GOOGLE

14:30 - 15:00

**SPEAKER:** Tom van Gessel - Travel Lead, EMEA Partnerships, Google

Today's traveller differs from that of 2019. The pandemic has changed how they travel and their expectations, but how do these expectations reflect in their behaviours? In this session, Google reveals new research on the leisure traveller, going beyond their expectations to uncover the key motivations that drive them to plan and book their trips.

## GENERATIONAL INTELLIGENCE - UNPACKING ALL TALENTS OF ALL GENERATIONS

15:15 - 16:00

**SPEAKERS:** Wendy Naerebout - Happy Human Officer, Happy Millennials  
Viona Terleth - Happy Business Officer, Happy Millennials

This active session takes you on a tour of the differences in generations. How do they view life, how do they look at the world, how do they behave and how do they prefer to communicate? Prepare to grasp new tools and ideas to better understand generational differences and their surprising similarities.

# SOCIAL BUSINESS SPACE

HOSTED BY **SWISS•SENSE**  
BUSINESS

View the full seminar  
programme and  
speakers here.



14 MAR 2023

KONINKLIJKE HORECA NEDERLAND (KHN) | PRIVATE EVENT

10:30 - 13:00 | KHN AMSTERDAM HOTEL MEETING

## WOMEN IN HOSPITALITY - UNLOCKING BRILLIANCE AND ADVOCATING CHANGE

13:30 - 14:15

HOST: Nicky van Westenbrugge - van Boldrik, Founder - Bee Hospitality

Research by Korn Ferry reveals that 26% of senior executives in the hotel industry are female and until we reach 50%, these conversations are essential. We invite you to come and meet women from across the industry to share ideas, stories and plan how to smash the glass ceiling no matter what your career goals are! Men and Women are both warmly be invited to attend this session.

## INFLUENTIAL HEADS TOGETHER - THE BELGIAN CHAPTER

15:00 - 16:30

CHAIRPERSON: Willem van der Zee - General Manager of The Hotel Brussels, Director of Operations, Pandox Belgium  
SPEAKERS: Didier Boehlen - Owner, Hotel Rubens, President of Antwerp Hotel Association  
Martin Duchateau - Owner, Made in Hotels  
Pascal Smet - Secretary of State of the Brussels, Capital Region  
Samantha Mardkhah - Regional Manager Northern & Western Europe - Hotels, STR

We invite hoteliers to join Willem van der Zee for a deep-dive session into the Belgian market. With data presented by STR, this session encourages hoteliers to join collaborative conversations with peers and leave with new ideas and connections.

15 MAR 2023

## HOTEL INVESTMENT PROGRAMME | PRIVATE EVENT

10:00 - 11:30

SPEAKERS: Stef Driessen, Sector Banker in Leisure, Travel & Hospitality - ABN AMRO  
Bastiaan Driessen - Managing Partner, Invast Hotels

A gathering of hotel (property) owners, seeking for insights to help shape and drive their hospitality investment & financing strategies. The meeting gives you concrete insights and contacts that will assist you in raising more funds for less when realizing your ambitions.

## CHAMPIONING ECO-CONSCIOUSNESS

12:00 - 13:00

SPEAKER: Marco Lemmers - CEO, Conscious Hotels

Due to the nature of consumerism in the hospitality industry, sustainability is a broad and touchy subject. But as environmental concerns and popularity of eco-friendly practices lead guest decisions, these are conversations to be had. Explore the options for green initiatives - from aspirational to easily attainable - alongside hoteliers who've already put them into practice.

## WOMEN IN HOSPITALITY - UNLOCKING BRILLIANCE AND ADVOCATING CHANGE

13:15 - 14:00

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## THE CHALLENGES OF BEING AN INDEPENDENT HOTELIER

14:15 - 15:00

SPEAKER: Sander Allegro - Chairman at QL Hotels & Restaurants and Owner at Allegro INNovations Hospitality Consultancy

With big brands opening "un-chain" variants and competitive pricing on the rise, should independent hoteliers be worried moving forward? Hotelier is a job title that already covers a myriad of responsibilities so join us to learn how to future-proof against the challenges of operating in the independent hotel sector today.

## TRENDS TOUR WITH VINCENT VAN DIJK

15:00 - 15:30

CHAIRPERSON: Vincent van Dijk - Editor In Chief at Press for Champagne, Trend Forecaster and Partner, HBMEO

Join trend forecaster Vincent van Dijk for a trend tour around the show, featuring the most important hotel trends of the moment. From technological innovations to circular products that should not be missing in today's hotel room!

# We Light Up Life Anywhere

Exclusive outdoor solutions

Bezoek onze stand:  
**Standnummer F15**



# RECRUITMENT SPECIALIST KARIM AKHLAL OF RECROUT: RECRUITMENT IS ABOUT PEOPLE, NOT RESUMES

The problem these days is finding staff. How can technology help? We asked Karim Akhlal, founder of Recrout and expert on ATS.

## HOW DID YOU GET STARTED?

We started in 2015 in the proverbial attic room. First as a career platform for young professionals and eventually we evaluated through to become a provider of objective recruitment technology. This is what the world of recruitment also calls 'ATS'. Recrout contributes to a fair labour market in which people are assessed based on their talent, competencies and potential. We do this through our competency-driven recruitment system that allows employers to manage their entire recruitment process and predict the best matches based on personality profiles. Objectively and without prejudice.

## WHAT MAKES YOUR APPROACH DIFFERENT FROM OTHER RECRUITMENT SOFTWARE PROVIDERS?

Our approach is different from other recruitment systems because we use advanced technologies that allow employers to make the best matches objectively and data-supported. This gives employers access to a wider pool of qualified candidates and employees fairer opportunities in selection. This ensures that people who meet the competencies needed to be successful within hospitality are always selected. For us, it's not about the CV.

## WHAT MAKES RECRUITMENT IN HOSPITALITY DIFFERENT?

Recruitment for the hospitality sector requires specific knowledge and skills, but above all, it requires very specific competencies like customer friendliness, the ability to listen, attention to detail etc. And I understand that. I myself once started in the hospitality industry, my spouse worked in a hotel for many years. It remains one of the finest industries there is. But it's the people that make the experience special, not the bricks or the minibar.

## WHAT ARE THE CURRENT TRENDS IN RECRUITMENT?

Today's recruitment trends: diversity, employer branding and automation. Technology plays a big role in this. Anyway, many things like CV selection and assessments should no longer be done manually. But we should not forget that technology is a tool and not an end in itself. The profession should be about people again. Both recruiters and candidates. And 100% objective. Good technology makes that possible. Finally, there is an increasing focus on discrimination in the recruitment process. There will be a new law and if you do not comply with this then you can expect fines or even criminal prosecution. We know all about this and would be happy to update you at the Independent Hotel Show.

Recrout will be exhibiting at Stand B19 in the HR Quarter at Independent Hotel Show Amsterdam this March so be prepared with any HR questions ahead of the show!

→ [Recrout.com](https://www.recrout.com)



## Hoogwaardige gastbeleving in uw hotel dankzij LG Business Solutions

De hospitality oplossingen van LG geven uw gasten op maat gemaakte content op een eenvoudige en efficiënte manier. Zo bieden we gasten de veelgevraagde luxe om vanaf hun eigen apparaten te streamen naar de Hotel TV. Al onze hospitality tv-toestellen zijn standaard Ultra HD, en zijn voorzien van ons eigen slimme besturingssysteem WebOS. Wij bieden stand-alone mogelijkheden, maar met Pro:Centric ook mogelijkheden tot veelzijdig beheer van alle tv-toestellen. Onze oplossingen zijn geschikt voor alle netwerken, provider onafhankelijk en te koppelen aan elke hotelreservering en/of domotica systeem.

Meer weten? Ga naar [lgsolutions.nl/producten/hotel-tv/](https://lgsolutions.nl/producten/hotel-tv/)



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# PRODUCT SPOTLIGHT

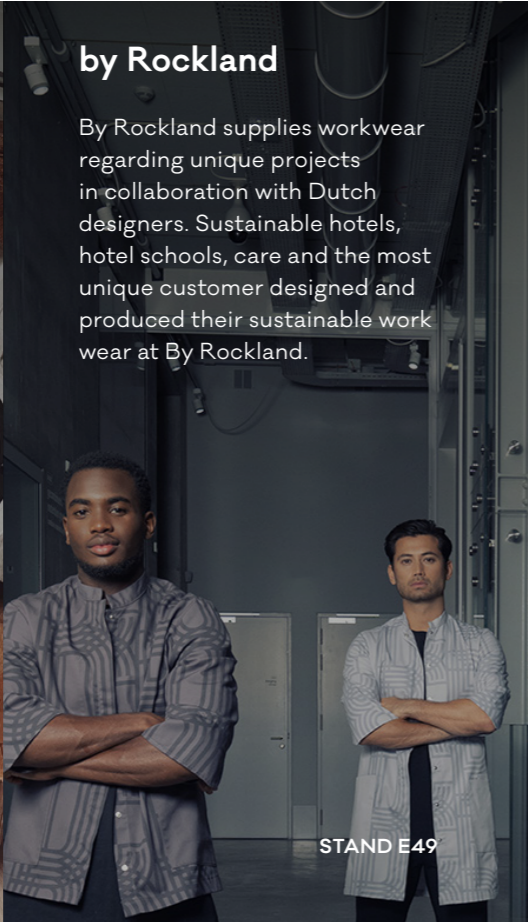
The Independent Hotel Show presents a curated collection of over 200 innovative and design-led products and service providers from across the hotel industry. Here is a small selection of companies to inspire you ahead of your visit.



**Devoonsound**

A mixture of cement, sand and water is cast into 3D printed moulds, to create the enclosure. The concrete material perfectly suits the sound quality due to its non-vibrating property. The hand-crafted process makes each DEVOON speaker unique; identical in shape and surface quality, but individual in terms of grain finish.

THE MEMBER'S SUITE



**by Rockland**

By Rockland supplies workwear regarding unique projects in collaboration with Dutch designers. Sustainable hotels, hotel schools, care and the most unique customer designed and produced their sustainable work wear at By Rockland.

STAND E49



**Sempergreen**

Sempergreen's mission is to create a green and liveable world for our generation and the next generations. With their innovative and sustainable green solutions, they counteract the consequences of climate change and environmental pollution.

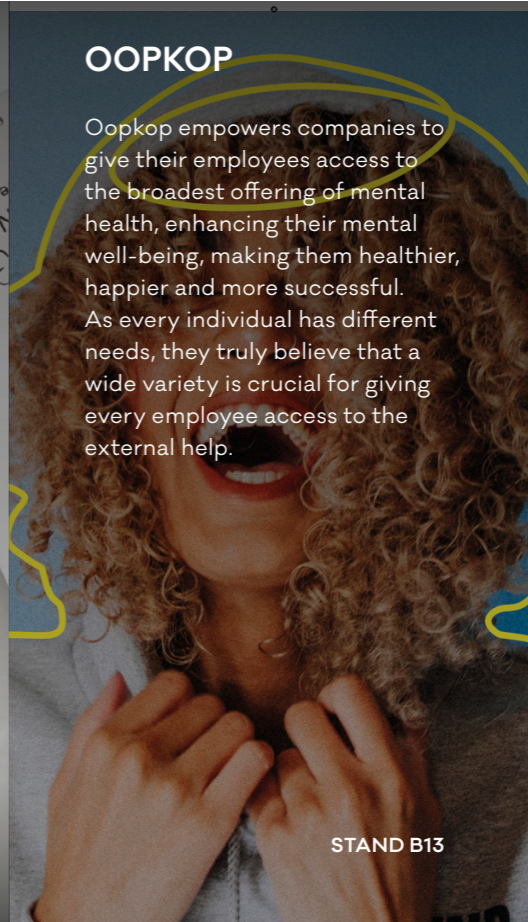
STAND J38



**Marie Stella Maris**

Marie-Stella-Maris is an Amsterdam-based social enterprise that believes everyone should have access to a source of clean drinking water. By offering natural care products and natural mineral water, They are dedicated to contribute.

STAND E41



**OOPKOP**

Oopkop empowers companies to give their employees access to the broadest offering of mental health, enhancing their mental well-being, making them healthier, happier and more successful. As every individual has different needs, they truly believe that a wide variety is crucial for giving every employee access to the external help.

STAND B13



**MyLounge Luxury Beds**

MyLounge Luxury Beds is a design and customization specialist in the field of beds and bedroom furnishings. For them, sleeping comfort goes hand in hand with high-quality materials and a high-end appearance.

STAND A39



**Textiles & More**

Textiles & More develops high-quality, innovative, and high-quality curtain and upholstery fabrics that are used in interior projects. In addition to woven fabrics, Textiles & More develops custom-made designs through digital / transfer sublimation printing of various fabrics for both large and small projects.

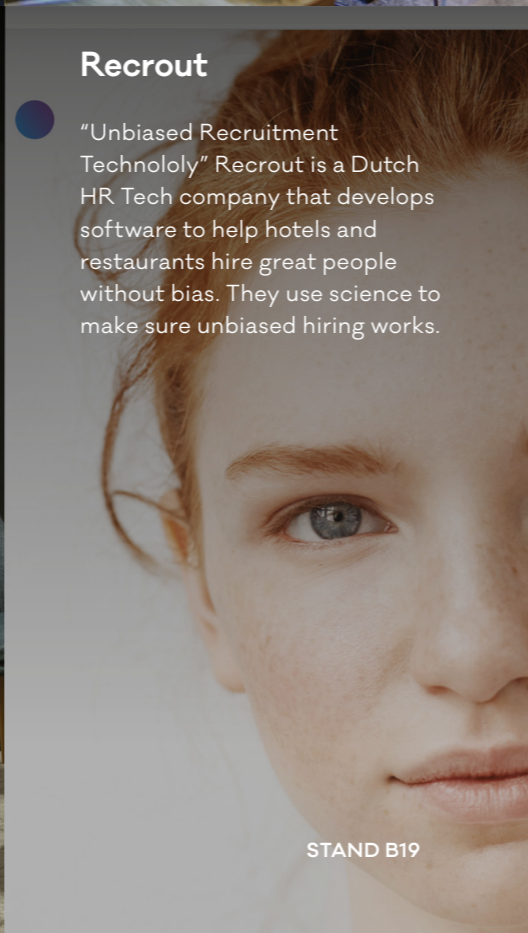
STAND E08



**ETTLIN LUX**

ETTLIN LUX® is a worldwide unique and patented textile that creates three-dimensional light lines from light sources placed behind the textile. Their products always have one thing in common: they fascinate the viewers.

STAND K31



**Recrout**

"Unbiased Recruitment Technologoly" Recrout is a Dutch HR Tech company that develops software to help hotels and restaurants hire great people without bias. They use science to make sure unbiased hiring works.

STAND B19



**Fine Dining & Living**

Fine Dining & Living brings together fine, contemporary and well thought out tableware for its hospitality brands Fine2Dine, Chic and Bonbistro. Each of these brands offers beautiful products that are based on innovation and creativity, while keeping the product needs of the user in mind.

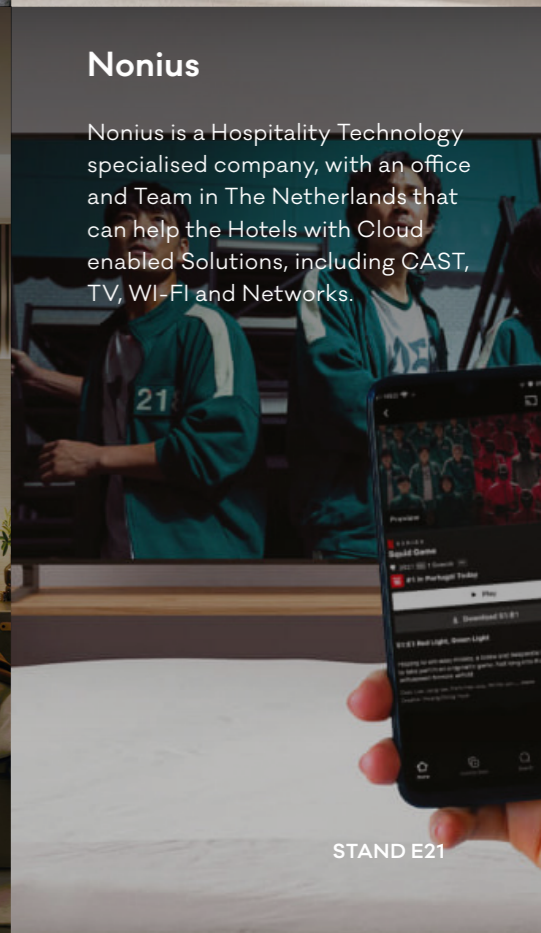
STAND C32



**Vecolux**

Vecolux is an importer of electrical, HVAC & energy solutions for installers, integrators, wholesalers, architects, engineering and construction companies. At Vecolux they will be happy to help you further in making customised hotel room automation.

STAND G30



**Nonius**

Nonius is a Hospitality Technology specialised company, with an office and Team in The Netherlands that can help the Hotels with Cloud enabled Solutions, including CAST, TV, WI-FI and Networks.

STAND E21



# INDEPENDENT HOTEL SHOW AMSTERDAM AWARDS 2023

TAKING PLACE  
Tuesday 14 March 2023 | 5:30pm

Launching for the first time in Amsterdam, the Independent Hotel Show Awards will recognise the passion of independently spirited hoteliers, hotels and suppliers who drive our sector forward. The awards will champion all that make independent hotels across the Benelux region and Germany such amazing places to stay and the suppliers that collaborate with the industry to enhance the hotel offering.

## MEET THE JURY



CHARLES VAN GOCH

CHIEF EMPOWERING OFFICER HOSPITALITY SYNERGY GROUP AND FOUNDER OF MISE EN PLACE



STEPHEN STOKKERMANS

MANAGING DIRECTOR GRAND HOTEL HUIS



PATRICK BRAND

CO-FOUNDER HOTELIERS.COM



VINCENT VAN DIJK

OWNER HBMEQ



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CHAIRMAN QUALITY LODGINGS



EVELINE DOORNHEGGE

REGIONAL MANAGER AMSTERDAM KONINKLIJKE NEDERLAND



REGINE VON STIEGLITZ

PRESIDENT HOTEL THE HAGUE



STEPHANIE VAN OORSCHOT

INDUSTRY RELATIONS OFFICER HOTEL MANAGEMENT SCHOOL



SEID DADO LJUMANOVIC

GROUP DIRECTOR, DIGITAL MEDIA & CRM, SIRCLE COLLECTION



JOOST KEUS

SALES DIRECTOR MEWS



IRIS KRANENBURG

CHIEF EDITOR ENTREE MAGAZINE



PAUL SPRAKEL

PUBLISHING DIRECTOR HOSPITALITY MANAGEMENT



ELVIRA WILTHAGEN

OWNER HEADS IN BEDS



RAVIANNE VAN VLIET

COPYWRITER STUDIO MOONFISH



LENNART MASS

FOUNDER DUTCH HOSPITALITY WEEK



TOM VAN GESSEL

TRAVEL INDUSTRY LEAD GOOGLE

## INDEPENDENT HOTELIER IN PARTNERSHIP WITH MEWS

The Independent Hotelier Award is presented to an individual, couple or business partners who have made a significant contribution to the independent hotel sector. An independently spirited pioneer, recognised for excellence, with a reputation for pushing boundaries and creating exceptional guest experiences. Above all, the winner is someone committed to the development of their team, the success of their establishment and the industry at large.

## HOTEL WEBSITE OF THE YEAR IN PARTNERSHIP WITH Hoteliers.com



This award is presented to the hotel which has the best converting, original and most user-friendly website.

## BEST HOTEL CONCEPT AWARD, IN PARTNERSHIP WITH ROOMRACCOON



This award recognises a unique, innovative concept within an independently spirited hotel, this could be awarded for a longstanding concept or rebrand to revive the hotel offering. The hotel concept should contribute to a better quality of service or enhanced customer experience that through innovation and creativity has truly pushed the boundaries of what a hotel should be.

## HOTEL PARTNERSHIP OF THE YEAR

This award is presented to a hotel supplier who has worked with one specific hotel to implement valuable change. This supplier will have collaborated with the hotel to introduce a new concept which has proven to demonstrate clear measurable benefits to the hotel through enhanced guest experience, time management, or ROI.

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## MEET & GREET

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# INTERVIEW: CHEF JORAM TIMMERMAN OF OP OOST

BOUTIQUE HOTEL & RESTAURANT HET KOOK ATELIER IN TEXEL

**PLEASE CAN YOU INTRODUCE YOURSELF AND TELL US ABOUT YOUR CURRENT ROLE AND LOCATION IN THE WORLD?**

My name is Joram Timmerman born in Texel, 43 years old and I am co-owner and executive chef of restaurant het Kook Atelier. Our restaurant is part of op Oost; a conscious gastronomic destination on the Wad on the wonderful island of Texel, in the Netherlands. op Oost consists of restaurant the Kook Atelier and twelve spacious suites, surrounded by an edible garden and only a stone's throw from the Wadden Sea, herb meadows and local farms.

**WHAT TYPE OF CUISINE DOES THE KOOK ATELIER CREATE? CAN YOU GIVE AN EXAMPLE OF YOUR FAVOURITE DISH AND HOW GUESTS REACT TO IT?**

We serve one menu in our restaurant called: Served by nature. It is a fifteen taste moments menu in which nature has the highest and the last word. In our Nordic & botanical cuisine, nature, growing, foraging and preserving are central. Where we make extensive use of game picking, various fermentation techniques and we proudly serve the salty herbs and vegetables grown by our farmer, as well as the meat and dairy from on East.

Our fish and shellfish can be found in our 'backyard', the Texel Mudflats and the sea around us. As much as possible up close, with every now and then a conscious and responsible trip to further away areas.

One of our signature dishes is a dish with the Texel Wadden Oyster and salty herbs, or our nut pâté that offers a conscious alternative to foie gras for those who like the specific taste.

**OP OOST HAS A UNIQUE LOCATION, ONE WHICH CULTIVATES EXCEPTIONAL GUEST EXPERIENCES. WHAT ARE SOME OF THE OPPORTUNITIES YOU HAVE CREATED FOR GUESTS TO CONNECT WITH THIS PART OF THE WORLD?**

We would like to create a nice place on Oost where peace, enjoyment and the connection with yourself and nature are central. In everything we do, we stay close to our own nature. And we always ask ourselves whether something can be done differently, better, closer or more consciously. In our hotel, in our restaurant the Kook Atelier and at our events. It is therefore also important for us to take our guests along in our thoughts and our green heart. And of course you can also enjoy it. Think of a salty adventure with our oyster man; collect oysters, taste them and in the meantime you will learn everything about the season, what grows and how you can collect your own salty herbs or oysters with respect. In addition, we offer a lot of information about foraging wild herbs and edible flowers, we put our suppliers and farmers in the spotlight by creating moments to visit them.

Guests can also book workshops during their stay next season that are linked to conscious gastronomy. Like; how can I make my own kombucha?

**IT'S NOT JUST THE GUESTS WHOM YOU HAVE CREATED EXPERIENCES FOR AT OP OOST, YOU LOOK INTERNALLY FOR GROWTH OPPORTUNITIES WITHIN YOUR TEAM. WHAT ARE SOME EXAMPLES OF HOW STAFF HAVE BEEN AFFORDED GREATER PURPOSE THAN THEIR JOB TITLE?**

We would like to offer a nice workplace for young talent. In this industry, long hours are often worked and the bar is high. We try to create a balance for our team between work and private life, but also between ambition and talent. And that is the starting point for their function. Not a tightly framed list of tasks, but a job that makes you happy. So you can be a sous chef with us and in the meantime go foraging and take the photos of the dishes. Or a receptionist with green fingers.

**WHAT SUGGESTIONS WOULD YOU HAVE FOR SOURCING LOCALLY YEAR-ROUND? ARE THERE ANY CHALLENGES TO SOURCING MORE LOCALLY THAT YOU'VE MANAGED TO OVERCOME?**

The goal of using purely local products is almost impossible to achieve. And by local I mean solely from the island of Texel. North Holland, or Dutch or just the Wadden Islands ... that would be more realistic. But either way, it's a big challenge. There are moments of abundance, but also many moments of scarcity. Continuous quality, availability and transport are also a challenge.

We therefore ferment a lot of vegetables when they are available. We work closely with the local farmers to create the best possible sowing and harvesting plan. In addition, we buy from local home gardeners and we use wild herbs that go with the season and can be found even in winter. One of our team members drives past all local suppliers twice a week to tackle the problem of transport. This way you make yourself more redemptive, more creative and you work every day with respect for nature, with nature.

**CAN YOU GIVE SOME ADVICE ON THE BEST WAYS TO COMMUNICATE TO CUSTOMERS YOUR CONSCIOUS EFFORTS AND CONSERVATION?**

We are always very open in what we stand for and what we do. We tell that at the table, at check-in, but especially online and in publications such as this. And that attracts the guests who embrace our philosophy. They want to know what they eat, what their bed in the hotel is made of and which brands we work with. When you really stand for something, you don't just fall for everything. And in a world where everything seems to be for sale; honesty, openness and authenticity are priceless. Our guests give us their most precious possession; their time. It is up to us to fill it in as beautifully as possible.

**FINALLY - OP OOST IS UNDER CONSTRUCTION FOR ITS NEW PERMANENT RESTAURANT. WHAT CAN WE EXPECT FROM THIS DESTINATION RESTAURANT AND IS THERE ANYTHING YOU WILL BE SOURCING AT THE INDEPENDENT HOTEL SHOW AMSTERDAM THIS MARCH?**

After a period of lockdowns and waiting, the time has finally come; we can dream and create again. The hotel is currently open on weekends and during holidays. But not our restaurant. This has now been opened in adapted form as an exclusive pop up in the center of den Burg. Thanks to our trade fair visit last year: a new reservation system for our hotel (MEWS) and restaurant (Formitable). At the moment, the preparations for the new menu are already being made. A new handmade tableware of colors and ingredients from the Texel nature, a completely new interior with authentic farm elements and fresh nordic design. Our test team is now busy creating new flavors.

In short; we can't wait to welcome you back this summer to our completely renewed conscious gastronomy escape on Texel.





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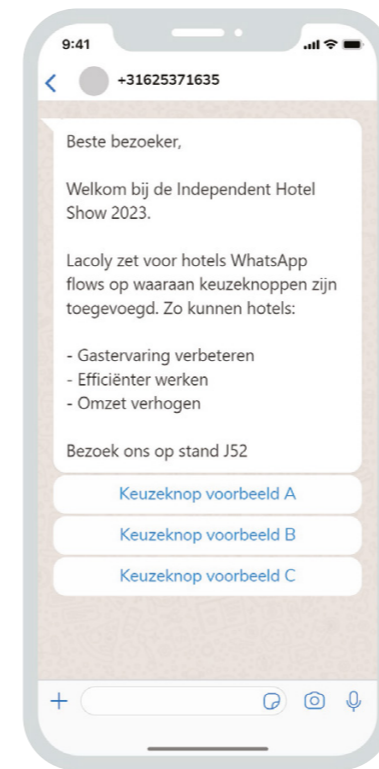
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# INTERVIEW: INGRID VAN DER VEEN

“I USE UN-DUTCH COLOUR”

Top designer Ingrid van der Veen designs restaurants and hotels around the world. Her designs stand out for their distinct use of colour and style. Between two international trips, we were able to interview her briefly.

### WHAT IS YOUR CONNECTION WITH THE INDEPENDENT HOTEL SHOW?

I have been involved with Independent Hotel Show Amsterdam since the second edition in 2022. For me and my business, it's an important place to be. This is where my target audience of key decision-makers in the hospitality industry comes to. I do a lot of hospitality interiors, but I also get assignments from private individuals who have been in a hotel and were so impressed that they want me to do their whole house. I want to inspire people and really make them feel something special. My work is all about the visuals and how you experience it as an individual and that is made perfectly possible here.

### HOW LONG HAVE YOU BEEN AT IT?

I have been a designer for about 25 years now. I used to be an art director and set designer for television, and I bring that experience into my current work for hospitality. In many ways, a hotel is also a kind of theatre where interiors can showcase a lot of feelings and emotions. I have also decorated exhibitions such as Independent Hotel Show Amsterdam and had my own label with accessories, cushions, and furniture. For the last six years, I have been focusing more on interior design and the hospitality industry.

### WHAT ARE THE TRENDS FOR 2023?

Ingrid starts to laugh loudly. 'I don't really concern myself with current trends. I don't think it's that important. An interior has to have longevity. You shouldn't want to renew everything every year because you want to be on top of the trend. Not only for reasons of sustainability but also because you have to distinguish yourself. I prefer to set the trend myself. My work is often used as an example in important trend books, so I feel my brand has a good sense of what works. One trending colour is a colour like Viva Magenta. It is a reaction to corona and radiates optimism, it's powerful and comes from nature.'

### WHAT CONNECTS YOU WITH HOSPITALITY?

Designing for hospitality interiors is fantastic. Restaurants and hotels are all about the guest experience. Beauty and what the environment does to you are so incredibly important to how you perceive your experience. It determines your happiness in life and people are willing to pay for that. After all, an interior subconsciously determines how happy someone feels. If a guest is not happy and doesn't connect with their surroundings, they will not return.

### WHAT MAKES YOUR WORK DIFFERENT?

I use un-Dutch colours a lot. The Dutch are very scared to use colours in their interiors. Everything always has to be white and neutral, in the walls and ceilings. And then if it is too bare, colour is used as a stopgap measure by painting just one wall or hanging a panel as a feature. In my style, I like to go all the way. You shouldn't be afraid of colour as long as there is a balance. I do a lot of international projects, working with clients from Africa, Nairobi and Singapore. If there is one place in the world that loves colour, it's Africa. Here in the Netherlands, we are working at an old council chamber in Zwolle where we are bringing back the beautiful decorations on the ceiling and on the walls and incorporating items such as tile tableaux and specially designed rugs to bring in colour.

**You will be able to experience Ingrid's colourful design at 'The Lobby'. Be prepared for a beautifully designed space that will stimulate all your senses.**

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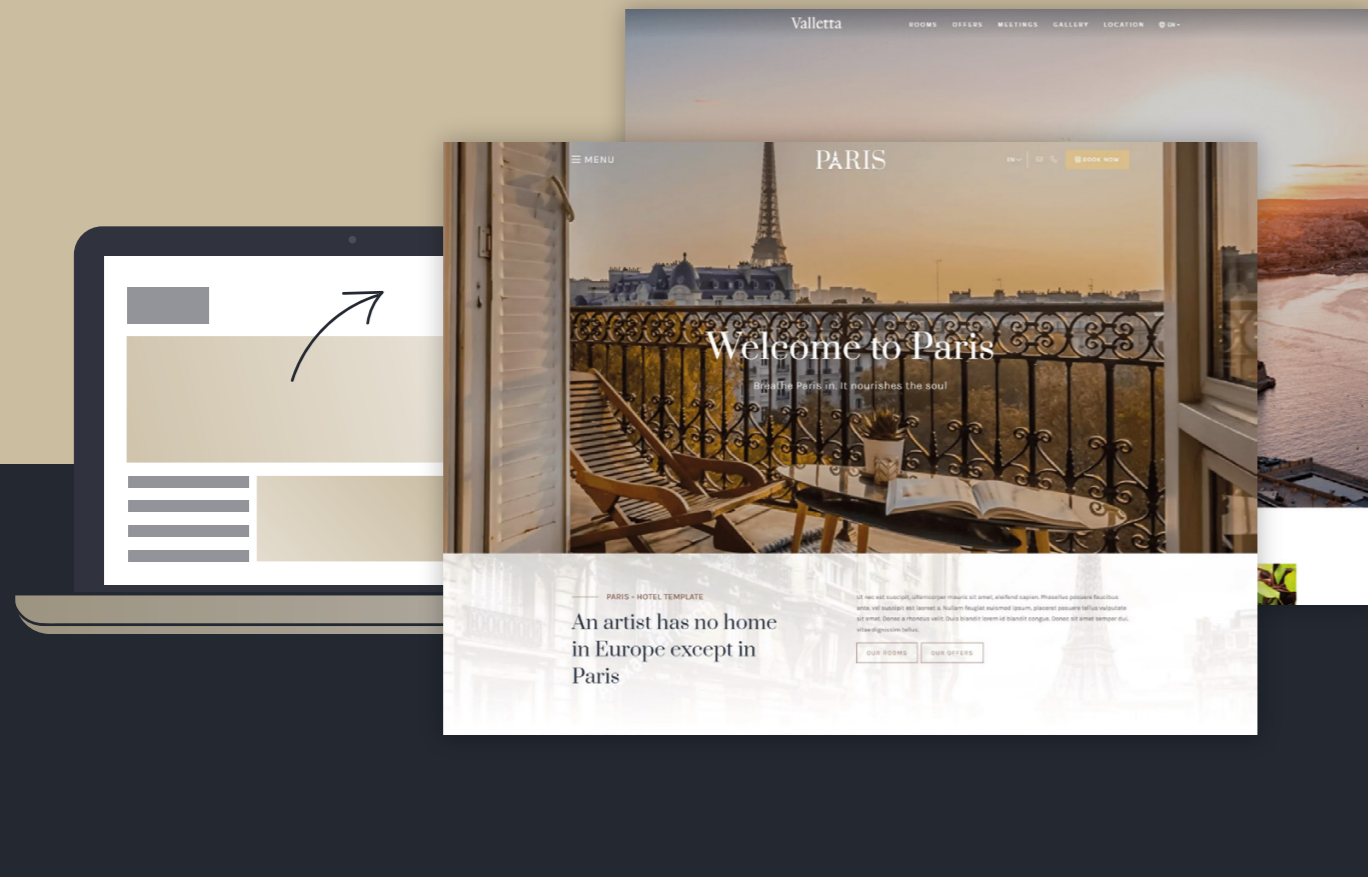
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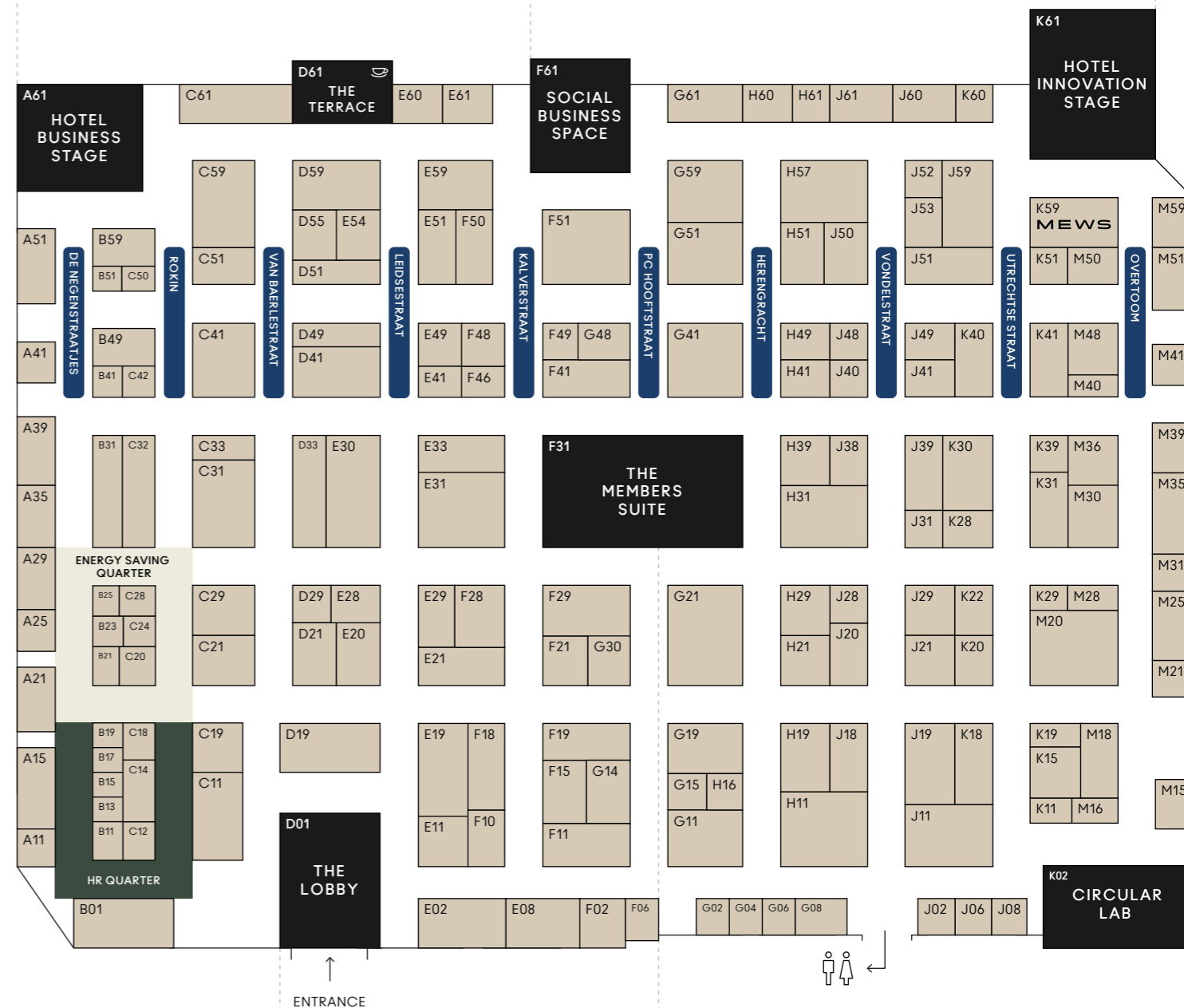
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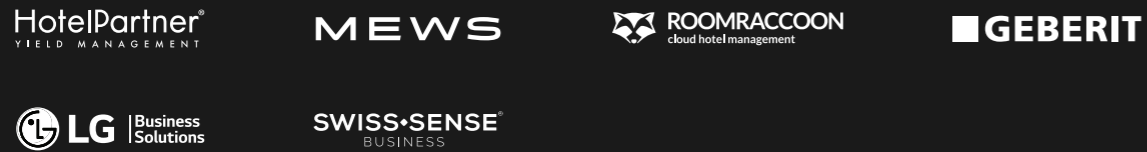
Get familiar with our selection of inspiring suppliers joining us this March. Look out for the iconic street names of Amsterdam to help you navigate your way around the show and meet the suppliers ready to welcome you to their temporary home at IHA23.

NAME	STAND NO.	NAME	STAND NO.	NAME	STAND NO.	NAME	STAND NO.							
<b>DE NEGENSTRAATJES</b>	Brandstand	A11	<b>VAN BAERLESTRAAT</b>	Instyle Concepts BV	D19	<b>PC HOOFSTRAAT</b>	The Flow Pack	G11	<b>VONDELSTRAAT</b>	SANIBELL	J41			
	QL COLLEGE	A15		Mettre a Table International	D21		Planet	G11		ROOMMATIK	J48			
	Quality Lodgings	A15		Revenue Guru	D29		Straiv by Code2Order	G11		't Lievertje Bloemisten	J49			
	Hospitality Managment	A21		Forbo Flooring bv	D33		Omniboost	G11		OTD toegang & comfort B.V.	J50			
	Maxxprint	A29		HAIL Europe	D41		HotelKit	G11		Duve	J51			
	Shiji Group	A35		llu design - Hotelverlichting	D49		ADA Cosmetics	G14		Lacoly - WhatsApp voor Hotels	J52			
	Mylounge Luxury Beds	A39		RevControl	D51		Tasdesign	G19		Revinate	J53			
	viahub	A41		Kayori	D59		Riviera Maison	G21		LG	J59			
	Mublo	A51		<b>LEIDSESTRAAT</b>	The Gift Label		E11	Vecolux		G30	Goki	J60		
	Justhoreca & Horeca vakcollege	B11			Bulsink		E19	Vos Project		G41	LVIV Planters	J61		
	OOPKOP	B13	ExcellentDuolight		E20	Pabst & Hagedoorn	G48	<b>UTRECHTSE STRAAT</b>	Alertify	K11				
	Hotelprofessionals	B15	Nonius		E21	HEAVENS	G51		KuvaLight	K18				
	FLOOR Models & Hospitality	B17	Teknoware		E28	TRIAV B.V.	G59		Nordic Homes	K19				
	Recrout.com	B19	Unidrain A/S		E29	Sola BV, The Netherlands	G61		Paju Design	K20				
	Groendus	B21	Pfleiderer	E30	<b>HERENGRACHT</b>	Water Concepts	G02		Kantoff Bouw- Afwerking -Inrichting	K22				
	Green Label Service	B25	Geberit	E31		Les Roches - Global Hospitality Education	G04		SALTO Systems	K28				
D&M DECO	B31	Wever & Ducre	E33	SMIT & DORLAS		G06	DE KOFFIEJONGENS		K29					
Octavium, Gastbeleving 2.0	B41	Marie-Stella-Maris	E41	HotelBooQi		G08	Regge projects		K30					
SmartHOTEL	B49	By Rockland	E49	Cerriva		H11	ETTLIN Lux		K31					
STR	B51	WeMa Mobile	E51	Unifai		H16	Cubilis		K39					
MVIE	B59	Persoonality	E59	Linnenatwork - Beds & Linen		H19	SBIT Hospitality ICT Services	K40						
XENOX	B59	VYVA Fabrics	E61	Drukbedrijf.		H21	Van Hessen bv	K41						
BOSE	B59	<b>KALVERSTRAAT</b>	Ingrid vd Veen	E08		Qurails (powered by Goelst)	H29	Hoteliers.com	K51					
<b>ROKIN</b>	I-Team Global		C11	Textiles & More		E08	JUNG - Albrecht Jung GmbH & Co KG	H31	Mews	K59				
	Horeka		C14	VLUV. Sit healthy.	FO2	ORANKA	H39	Hotelpartner Management AG	K60					
	Hotel Employee Rate		C18	YesPlease	F10	BELAKOS	H41	<b>OVERTOOM</b>	EcoFurn Finland	M16				
	Hotelys		C19	WaterRower / NOHRD Benelux	F11	Häfele Nederland B.V.	H49		Numatic International	M18				
	Solarus Smart Energy Solutions		C20	LULA   Exclusive SOLARlights	F15	SLV Nederland	H51		M line	M20				
	Easy Drain & Looox		C21	Instamat	F18	Pleisier Hotelrenovatie	H57		Werk aan de Muur	M21				
	GeoComfort		C28	Bubalou   enjoy outdoor living	F19	Belmio NV	H60		The Fully Bookers	M25				
	Dyson		C29	GROUPE GM	F21	BWH Hotel Group	H61		Bamboovement BV	M28				
	Technogym		C31	Spadon	F28	<b>VONDELSTRAAT</b>	EARTH Concepts		JO2	Procell by the Duracell Company	M31			
	FINE DINING & LIVING	C32	JEE-O	F28	Trendzz for you		JO6		Orange Charging	M35				
	FLORACOS / OLFACTORY DESIGN	C33	ASSA ABLOY GLOBAL SOLUTIONS	F29	VBA Global Connect		JO8		Noovy	M36				
	Hotek Hospitality Group	C41	Talenti-outdoor	F41	Auping		J11		AquaConcept	M39				
	Great Stay App	C42	Corbadi	F46	VOLA		J18	Plantophile	M40					
	Leisureking	C42	Eijsink	F48	Tovari B.V.		J19	Table Top Trading   Ewest trading company	M48					
	ALOTEL	C50	Please ask m	F49	Bottle Up Spring Water		J20	Hotelcore	M50					
	RoomRaccoon	C51	VIPS Cloud PMS	F50	Made Blue		J20	Sweeply	M51					
HOTEL SUPPLY	C59	Inspirium	F51	Grapos	J21		<b>HERENGRACHT</b>	Pintail International BV	J28					
Guestline	C61	<b>HERENGRACHT</b>	<b>HERENGRACHT</b>	ATELIER LUXUS	J29			berner+becker revenue management	J31					
<b>DE NEGENSTRAATJES</b>	<b>DE NEGENSTRAATJES</b>			<b>DE NEGENSTRAATJES</b>	<b>DE NEGENSTRAATJES</b>	Sempergreen		J38	Biologique Recherche	J39				
						<b>ROKIN</b>		<b>ROKIN</b>	<b>ROKIN</b>	<b>ROKIN</b>	Becurious Digital Marketing	J40	<b>UTRECHTSE STRAAT</b>	<b>UTRECHTSE STRAAT</b>

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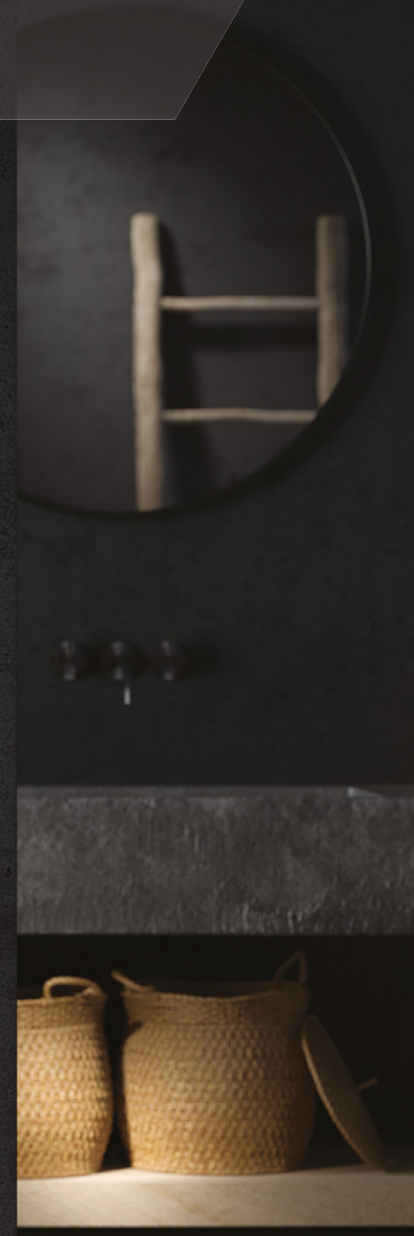
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A close-up portrait of a young woman with reddish-brown hair tied back, looking directly at the camera with a neutral expression. The background is a soft, out-of-focus white.

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