

Beat: Technology

## **FHT 2023 - THE HOSPITALITY TRADE SHOW 100% TECH, BUSINESS & CONVIVALITY**

### **FOOD HOTEL TECH EVENT - PARIS**

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**USPA NEWS** - The "Food Hotel Tech" Event (March 14-15, 2023 in Paris) offers a Unique Tool for Hoteliers and Restaurateurs to enable them to find New Service Providers, Suppliers, Innovations or Trends and to differentiate themselves from their Competitors.... Exhibitors, Conferences, Start-Up Workshops... Food Hotel Tech proposes a Complete and Pertinent Panorama of Digital Tools and Technological Innovations dedicated to CHR Professions.

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- Why FHT:

- \* 7,500+ Visitors
- \* 200+ Exhibitors
- \* 60+ Startups
- \* 20+ Conferences
- \* Because Regulations are being tightened, without always taking into account the Realities of the Field and the Necessary Funding
- \* Because Customers expect more Ecological Actions without losing their Comfort
- \* Because Employees are looking for Well-Being and Meaning at Work

- FHT 2023 was focusing on the Following Themes:

- \* Successful Transformation Eco-Responsible
- \* Satisfy New Customer Needs
- \* Create an Effective Communication
- \* Recruit & Retain Staff
- \* Managing Inflation & Instability
- \* Prepare for the Olympic Games 2024

- The Conferences FHT 2023

- \* Opening Conference: Technological (R)Evolution
- \* Google Live #FHT2023: What's New in 2023 to increase your Visibility and Bookings
- \* Inflation, Disruption, Labor Crisis... Transforming your Model to succeed in 2023
- \* Implement an Effective Omnichannel and Multisite Strategy
- \* Turning Decarbonization into a Business Asset: the Example of COMPASS
  
- \* Inflation requires Updating your Analysis and Sales Tools. Which Tools to Master Inflation?
- \* Adapting your Communication Strategy to the Challenges of the Ecological Transition: Challenges and Opportunities
- \* Social Networks, the New OTAs, between Visibility and Sales
- \* Anti-Waste: what Strategies to control Consumption and reduce Waste in a Context of Inflation and Scarcity of Resources
- \* Building Staff Loyalty: An Art. The Well-Being of your Employees is no longer an Option.
  
- \* E-Learning: improving Operational Performance in the Restaurant and Catering Industry through Digital Technology
- \* Startup Award

- \* The Customer Experience: Authentic, Hyper-Personalized, Eco-Responsible and Digital
- \* Data is Key to creating an Exceptional Customer Experience
- \* 5 Tips to improve the Customer Experience in the Hotel / Restaurant Industry
  
- \* Vocation Crisis: Fatality or New Challenge?
- \* Coping with Energy Costs: between Sobriety and Investment
- \* Bpifrance - A wide Range of Offers dedicated to Tourism, Leisure and Catering Professionals: from Bank Financing to Equity Investment
- \* Tools to facilitate the Life of the Staff
- \* Are we ready for the 2024 Olympic Games?
  
- \* Efficient Communication
- \* Tech at the Service of Eco-Responsibility
- \* The Marriage of CRM and RMS in Hotels to maximize Revenue: enrich your Pricing Strategy with Customer Knowledge
- \* Controlling your Ratios and your Payroll, your Plan of Attack in the Face of the Economic Crisis
- \* The Technology Chain: choosing the Tools to facilitate Interconnectivity in your Facility
- \* From Prospecting to Payment: Interconnectivity between Tools is nothing without Security
- \* Innovation Award

Source: Source : Food Hotel Tech 2023  
 The Trade Show Digital + Tech + Smarthotel - 100% Hotel and Restaurant  
 Parc Des Expositions, Porte De Versailles - Paris  
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