TREND PAPER

AI CENTER AT
INTERNORGA 2024

AI.HAMBURG

AI.HAMBURG   INTER NORGA

AI at work for Hospitality & Gastronomy 2024

AI trends and solutions for hotels, restaurants, and food service business

Preface

Artificial intelligence is part of INTERNORGA

"Digitalization and artificial intelligence are playing an increasingly important role in hotels, restaurants, and food service. AI is a tool that enables innovations and competitive advantages along the entire value chain. The INTERNORGA, the trendsetter, idea generator, and meeting place for the entire out-of-home market, showcases these opportunities at the AI CENTER. Here, in cooperation with AI.HAMBURG, we will show the variety of solutions that AI can offer. The AI CENTER and this trend paper are the result of our collaboration with the network AI.HAMBURG. It provides an overview of the innovations and opportunities that AI already offers today and will bring tomorrow."

Heiko M. Stutzinger, CEO Hamburg Messe und Congress

AI solutions transform hospitality and drive business success

"In 2023 Artificial Intelligence (AI) was recognized to be one of the most significant innovations in human history. AI has already started transforming nearly every industry - and the hospitality business too. We are proud to be partners of the INTERNORGA in presenting new AI-driven solutions and possibilities at the AI CENTER. The AI CENTER will not only be a place for inspiration and ideas, but a springboard for innovations, and last but not least a goldmine for all those seeking to support their success with AI."

Petra Vorsteher and Ragnar Kruse, AI.HAMBURG

1. Hospitality 2024: New Challenges Meet New Solutions

Mixed feelings - that is how many business owners of hotels, restaurants, and food service companies look into the future. "Normal business" is a word that describes their past, but not their present. A recent study gives an indication of what is to come. Only one-third of the companies describe business as "good", almost 15 % say business is "bad". Less than 25 % expect a better business, but almost 40% a worse business.[1] Hopes had been for the better. The year 2023 had started promising, but for many, it did not live up to the expectations. Maybe one of the many new challenges that hit the hospitality business was one too many? Wars, higher energy prices, a workforce partly lost to other industries, and a German VAT for Restaurants that has been set back to 19% continue to trouble a business that started with big hopes of coming back stronger than ever. The business data tell a dark story about the state of the hospitality business in Germany and not Germany alone. By the end of 2023, overnight stays in hotels had not caught up with pre-pandemic levels, there was still a 5% gap.[2] Price-adjusted hotel revenues are more than 15 % behind the 2019 figures.[3] The same is true for restaurants and food service, their revenues remained 13,3 % below pre-pandemic levels.[4] Overall price-adjusted hospitality revenues lag almost 10% behind 2019.[5] This does not only account for the operating business, also investments are at a record low. Investments into the transactions of hotels in Germany have never been lower in the last decade.[6]

One might think this means just doom and gloom for hospitality. But it would be a great mistake. New solutions pop up and change the business profoundly. It is all about better customer experiences, efficient customer response, more and faster service, and thus better business performance, higher margins, and more profit. Data and smart analytics are at the heart of these new solutions. Artificial Intelligence - the hype of 2023 - presents itself for 2024 almost as a standard component of data-driven solutions.

The release of ChatGPT on November 30 2022 has opened the eyes of the world to a field of AI that seems to have been underrated by many before. Generative AI - ChatGPT being the best known in this field - creates ideas, text, concepts, and images and can even participate in dynamic dialogues. But other models, applications, and projects should not be underestimated. For those gearing up for future success, AI is a new and key tool to overcome challenges like the war for talent, high prices for energy and raw materials. The German Gastgewerbe Magazin describes the strong relationship between current trends and the technology AI: AI software can identify new trends by evaluating social media, menus, recipes, and more. AI can help to improve

---

[1] (Industrie- und Handelskammer Region Stuttgart 2024)
[2] (Statistisches Bundesamt 2024)
[3] (Statistisches Bundesamt 2024)
[4] (Statistisches Bundesamt 2023)
[5] (Statistisches Bundesamt 2024)
[6] (BNP Paribas Real Estate GmbH 2023)

the sustainability of businesses by analyzing stock management and all factors that have an impact on upcoming orders. AI makes customer relationship management more intelligent and brings new potent chatbots, target group-specific or even personalized advertising and content.[7] Human resources is another field where AI excels with great performance and value.[8] Many understand AI as a technology that delivers solutions that drive innovation and competitive advantages in the whole value chain of hotels, restaurants, and food service companies.

2. The AI CENTER presents AI productivity tools for hotels, restaurants, and food service

AI brings a whole quiver of new solutions. One thing is for sure: AI is more than ChatGPT. The AI CENTER at the INTERNORGA proves just that. Here AI.HAMBURG showcases the diversity of solutions AI can offer. The AI CENTER invites the visitors to embrace this fascinating technology and make it work for hotels, restaurants, and food service.

At the AI CENTER, the visitors will experience AI productivity tools and their possibilities. The showcases illustrate the innovation that Artificial Intelligence brings to the world of hospitality. AI supports food safety and fights food waste. AI leverages services and introduces more digital service opportunities. AI ties up all the loose ends in hospitality and makes integrated digital resource and service management possible. And, last but not least, AI helps to predict better future demand, upcoming trends, and the resources needed. The AI CENTER of INTERNORGA 2024 is the pace for AI innovations and the future of hospitality.

---

[7] (Gastgewerbe Magazin 2023)
[8] Vgl. (Brune 2023)

Axino is transforming foodservice operations with innovative AI-driven Temperature Monitoring

Axino.ai leads the charge in transforming food safety and quality for the retail and foodservice sectors with its unique AI-powered solution. By merging advanced sensor technology with artificial intelligence, Axino precisely measures the core temperature of refrigerated and heated foods, ensuring adherence to safety standards and issuing immediate alerts for any temperature deviations.

This innovative method eliminates the need for manual testing, cuts down on energy costs, and reduces food waste by accurately identifying gaps in the cold chain. Axino's adaptable system simplifies and automates food quality management, empowering companies to streamline operations, comply with safety regulations, and enhance overall efficiency.

With its swift installation and flexible deployment options, Axino seamlessly integrates with existing infrastructure, allowing companies to streamline processes and cultivate consumer trust in an ever-changing industry landscape.

Contact:

Ihab Hourani

ihab@axino.ai

Nicola Galluccio

nicola@axino.ai

Website: https://www.axino.ai/

DeepIdeas unchains the power of your data with high-quality insights & Artificial Intelligence and optimizes menu pricing!

DeepIdeas is transforming the hospitality industry through the utilization of data and cutting-edge AI solutions. By prioritizing personalized customer experiences with market data and real-time analytics, DeepIdeas empowers restaurant owners to understand individual customer needs, optimize business processes, and stay ahead of market shifts. Through Data-Analytics-as-a-Service, DeepIdeas automates operations, optimizes menu pricing, and facilitates digitalization.

In essence, DeepIdeas assists businesses in unlocking the full potential of customer insights and operational efficiency. As a trusted partner in the hospitality industry, DeepIdeas also aids FMCGs with market intelligence, allowing them to significantly reduce marketing costs and enhance sales through data-driven insights.

Contact:
Dr. Olaf Maecker
olaf.maecker@deepideas.digital
Website: https://www.deepideas.digital/en/
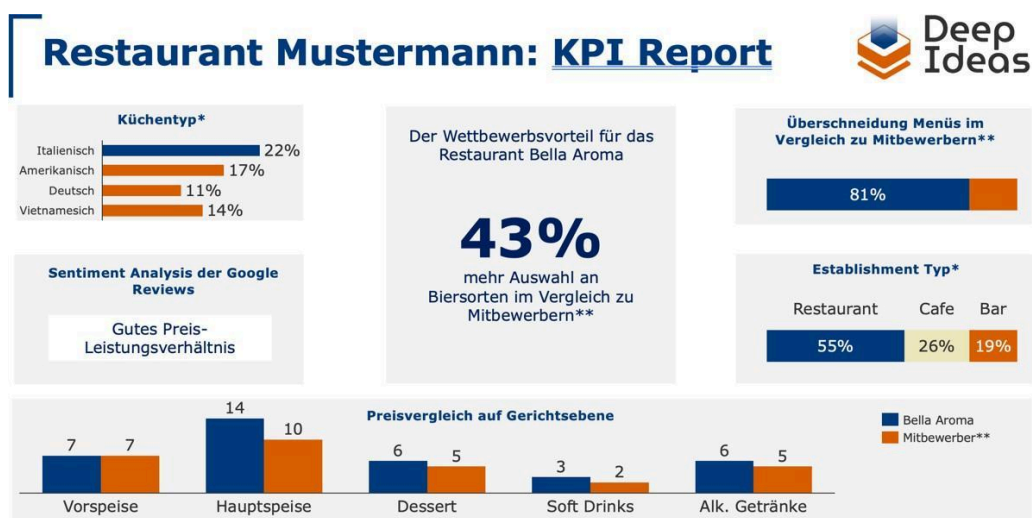
Foodforecast optimizes and automates ordering, production, and waste-reduction with AI-driven technology

Foodforecast leads the way in AI-driven solutions designed to optimize and streamline ordering and production processes within the foodservice industry. Collaborating with industry experts, the company's AI technology calculates the optimal amount of food to order daily, ensuring that only items with projected sales are produced. This not only improves product availability but also dramatically reduces food waste. Additionally, this innovative approach frees up staff time for more essential tasks, boosting operational efficiency.

With AI-generated forecasts provided on a daily and hourly basis, businesses can maintain consistently fresh inventory in their stories. Foodforecast addresses critical challenges such as labor shortages and food waste by leveraging artificial intelligence to generate accurate sales forecasts. This enables companies to minimize waste and effectively allocate resources.

By automating ordering and production processes, the company's AI system has already revolutionized operations in over 1,500 stores, showcasing significant savings and revenue potential. Moreover, it drives sustainability in both the foodservice and retail industries.

Contact:
Justus Lauten
justus.lauten@foodforecast.com
Website: https://www.foodforecast.com

FoodNotify's comprehensive AI Solution is optimizing cost and reducing waste

FoodNotify is emerging as the foremost F&B management platform, revolutionizing operations for multi-unit hotels, restaurants, foodservice, and catering companies. Offering comprehensive solutions encompassing ordering, recipe and inventory management, catering, and analytics, FoodNotify empowers companies to streamline operations while reducing food waste and optimizing costs across all locations.

Harnessing the transformative potential of artificial intelligence, FoodNotify pioneers the development of AI-powered tools to simplify data handling processes. This enables hospitality businesses to effortlessly import, review, and optimize critical data. With a vision to redefine industry standards through a data-driven approach, FoodNotify leads the charge in driving innovation in the hospitality industry. By integrating AI technology, it pushes the boundaries of F&B management platforms, leading the industry into a new era of efficiency and productivity.

Contact:
Thomas Primus
office@foodnotify.com
Website: https://www.foodnotify.com/en/

JOBMATCH.ME makes recruitment as easy as online dating with AI technology

JOBMATCH.ME is transforming recruiting by simplifying it to the level of online dating, especially for non-academic professionals. Focused on the Logistics and Service & Hospitality sectors, JOBMATCH.ME utilizes artificial intelligence to instantly match job seekers with suitable positions, creating seamless connections between employers and candidates. With an impressive engagement rate and over 500.000 registered workers, JOBMATCH.ME employs specialized marketing channels and customized AI algorithms to ensure swift and effective job placements.

Job seekers can easily connect with employers, while employers receive real-time notifications when candidates express interest in their jobs. Through seamless integration with applicant management systems, JOBMATCH.ME streamlines the recruitment process, providing a solution that is both easy to use and incredibly efficient.

In a job market marked by skills shortages, JOBMATCH.ME's innovative approach highlights the transformative power of AI in reshaping the future of job search and recruitment, ensuring that everyone discovers a job they truly enjoy.

Contact:
Daniel Stancke
daniel.stancke@jobmatch.me
Website: https://www.jobmatch.me

Mealtime revolutionizes employee catering with an AI-powered 1m² Canteen

Mealtime is leading the way as a pioneering FoodTech startup, introducing the groundbreaking "1m² canteen" powered by its unique AI technology. By democratizing employee catering, Mealtime brings a solution to over 115,000 companies in Germany, providing access to fresh, restaurant-quality meals. Through its innovative approach, Mealtime ensures that employees can enjoy delicious food tailored to their preferences, available 24/7.

Addressing the challenge of companies lacking canteen facilities, Mealtime's solution offers a convenient and cost-effective alternative, reshaping the landscape of workplace dining. With the "1m² canteen", Mealtime not only boosts employee satisfaction but also fosters a healthy and productive work environment, showcasing the transformative potential of AI in revolutionizing the food service industry.

Contact:
Oliver Suhren
oliver@mealtime.de
Website: https://mealtime.de/

Menoovo enables more revenue and lower costs in the hospitality industry through AI guest advisory services

Menoovo is reshaping the dining experience by revolutionizing the restaurant landscape with its digital service assistant directly accessible from diners' smartphones. Through interactive storytelling, personalized recommendations, and AI-powered assistance, Menoovo enhances engagement and boosts sales by up to 18%, turning any menu into an immersive journey.

By harnessing the innovative technologies, Menoovo slashes service costs by up to 30% ensuring a seamless ordering and payment process. At the forefront of hospitality innovation, Menoovo's Digital Service Assistant showcases the transformative power of AI to address industry challenges, such as the shortage of skilled workers, while increasing revenue and delivering unparalleled guest satisfaction.

Contact:
Christoph Digwa
post@menoovo.com
Website: https://www.menoovo.com

Onsei & LIKE MAGIC: AI-powered Voice and Text Assistants in digital Hospitality operations

ONSEI and LIKE MAGIC are teaming up to reshape the future of hospitality with innovative AI-driven solutions and seamless operational management. ONSEI, a leader in AI technology, empowers businesses with advanced AI assistants that streamline customer journeys and improve communication. Offering flexible and integratable solutions, ONSEI simplifies processes and enhances digital dialogues for optimal efficiency.

Complementing ONSEI's capabilities, LIKE MAGIC emerges as the ultimate digital hospitality platform, seamlessly managing operational processes to deliver an intelligent guest experience. LIKE MAGIC unifies all systems and applications, effortlessly connecting guests, staff, and operators, promising a new standard in hospitality.

Embark on a revolutionary partnership journey with ONSEI and LIKE MAGIC to elevate your business, revolutionize customer engagement, and redefine operational excellence in the hospitality industry.

Contact:
Jochen Emig
info@onsei.de
Website: https://www.onsei.de

Markus Feller
markus@likemagic.tech
Website: https://likemagic.tech

PreciTaste's AI is transforming food chain operations into high-performance, waste-reducing and profit-boosting powerhouses

PreciTaste is revolutionizing the foodservice industry by tackling the challenges of labor and food costs with its ready-to-use assistants, delivering instant labor efficiencies and streamlined workflows. Powered by software automation, PreciTaste's solutions accelerate everyday decisions, optimize efficiency, boost profits, and cut down on food waste for restaurants.

With PreciHub serving as the central platform for delivering Smart Solutions, restaurants can seamlessly integrate enhanced functionality to optimize their operations. Already embraced by major food chains, PreciTaste has rolled out over 3,000 food AI systems in the last 24 months, establishing itself as the benchmark for food AI management.

Operating under the motto of "Enabling Growth For Every Food Creator", PreciTaste showcases real-world examples of AI-driven process optimization in professional kitchens, highlighting its potential to enhance efficiency, improve inventory management, and elevate the customer experience. Through practical insights into best practices and challenges, PreciTaste presents a compelling vision for the future of AI-driven innovation in the foodservice industry.

Contact:
Leo Sutor-Wernich
l.sutor-wernich@precitaste.com
Website: https://www.precitaste.com/

Supply.one empowers sustainable kitchen management with AI

Supply.one introduces a groundbreaking kitchen management platform tailored for canteens and kitchens, poised to revolutionize the entire supply chain sustainability through AI technology. Unlike any other solution available, supply.one digitizes and streamlines the entire process from planning to purchasing, storage, and processing. This empowers professional kitchens to invest strategically in sustainability without compromising profitability.

Through its innovative app, supply.one promotes better purchasing practices, encourages healthier cooking methods, and achieves significant waste reduction, setting a new benchmark for sustainable kitchen management fueled by AI. Whether in the kitchen, on-the-go, or in the office, supply.one offers a versatile and indispensable solution for modern foodservice operations, driving efficiency and sustainability hand in hand.

Additionally, supply.one enables kitchens to save up to 70% on working time and over 15% on the cost of goods (with the potential for even greater savings in the future). This not only enhances process efficiency but also improves meal quality and reduces food waste.

Contact: Sebastian Leschke
sebastian@supply.one
Website: https://www.supply.one/

l1r1 technologies pioneers the realm of AI-driven conversational accounting systems for small and medium-sized businesses

l1r1 technologies is breaking new ground in AI-powered conversational accounting with HeyLara for small and medium-sized businesses (SMBs), offering a comprehensive solution that relieves businesses from the burdens of traditional accounting. With HeyLara, businesses can enjoy fully digitized, smart accounting processes accessible through popular communication channels like WhatsApp, Telegram and email. This allows them to concentrate on their core business activities while HeyLara efficiently manages accounting tasks.

Under the motto of "When automation meets Intelligence", HeyLara opitomizes the seamless fusion of automation and intelligence in accounting, heralding a new era of efficiency and productivity for businesses.

Contact:
Andreas Heinecke
andreas@l1r1.ai
Website: https://www.heylara.de

APPRISIFY transforms windows with AI into interactive interfaces for industry and digital out-of-home advertising

APPRISIFY pioneers the augmentation of digital information through windows, using advanced hardware and software platforms to create AR application across multiple industries. By transforming windows into interactive interfaces, APPRISIFY revolutionizes traditional visual barriers and offers versatile solutions applicable in shopping malls, skyscrapers, vehicles, and offices. Leveraging AI and programmatic advertising, APPRISIFY enhances targeting capabilities for DOOH sector clients, maximizing engagement and effectiveness.

Under the motto of "Transforming windows with AI & AR into interactive interfaces for show-owners, industries, and digital out-of-home advertising", APPRISIFY presents a compelling proposition for store owners, highlighting the revenue-generating potential of transforming store windows into high-revenue Smart Windows through innovative technology and business models. The DOOH-ADS-Campaigns can be booked via https://dooh-ads.de

Contact:

Moritz Rath

moritz.rath@apprisify.com

Website: https://www.dooh-ads.de

3. AI helps Hotels and Restaurants to achieve next-level hospitality

2024 is the year that AI makes a real impact and no company can miss out. The technology has moved on from a journey of surprise and adventure to a road to success. AI accelerates business, drives innovation, and boosts efficiency. The AI CENTER at INTERNORGA showcases the new solutions and a next-level hospitality made possible with AI. Cloud and SaaS solutions offer competitive advantages for those who are ready to embrace the new technology. With all the solutions now at hand we are still just embarking on our trip with AI. So many more fascinating solutions are waiting in line already. This does not imply that businesses can wait. Those who wait will lose two times, those who move forward with AI will win: Now and tomorrow.

I.   About AI.GROUP

The AI.GROUP, headquartered in Hamburg, promotes successful AI innovations from Europe and their use in business. Founded in 2019 by Petra Vorsteher and Ragnar Kruse, the group is committed to ensuring that the economy and companies use the great innovations, opportunities, and possibilities that AI offers as a new technology for a better future. Within the AI.GROUP the not-for-profit initiative AI.HAMBURG offers a portfolio of activities to promote the use of AI and machine learning, including workshops, training courses, and networking events. In addition the AI Accelerator AI.STARTUP.HUB is operated as part of a consortium. Together with Hamburg Messe, AI.HAMBURG has regularly organized AI CENTERs at trade fairs since 2023. The early-stage venture capital fund AI.FUND is investing in the best European AI start-ups. The latest member of the AI.GROUP is AI.IMPACT, an AI venture studio to create positive impact through projects and products with AI, from the idea to product to global scaling. More at https://ai-group.ai/

II.   About AI CENTER

AI CENTERs 2024, curated by AI.HAMBURG are designed to bridge the gap between artificial intelligence and various industry sectors. It is not just a series of events; it's a commitment to innovation, collaboration, and to the future. We invite you to be part of this exciting journey, to network with various industry leaders, and to discover the endless possibilities that AI brings to our professional and personal lives.

Join Us on This Journey - with Hamburg Messe and Congress in 2024

INTERNORGA 2024: The Future of Hospitality and Gastronomy - March 08-12, 2024
Highlights: Experience the synergy of AI technology and hospitality at the AI CENTER during INTERNORGA. This event promises to reveal the latest in culinary innovation, sustainable practices, and strategies to enhance customer engagement.

SMM 2024: Leading the Maritime Industry into a New Era - September 3-6, 2024
Highlights: Engage in discussions on how AI is reshaping maritime logistics, safety, and environmental sustainability at SMM, the leading international maritime trade fair.

WindEnergy Hamburg 2024: Powering Tomorrow - September 24-27, 2024
Highlights: Join the global community of wind energy professionals to explore the transformative role of AI in revolutionizing wind power generation, storage, and distribution.

PHOTOPIA Hamburg 2024: Capturing Light and Innovation - October 10-13, 2024

Highlights: Discover the intersection of photography, video, digital imaging, and AI advancements, offering a unique platform for creative expression.

GET Nord 2024: The Building Technology Of Tomorrow - November 21-23, 2024
Highlights: Experience the latest in AI and smart technologies set to redefine trade craftsmanship in electrical engineering, sanitation, heating, and air conditioning.

Join Us on This Journey - https://aicenter.ai.hamburg/de/

III. Authors and Imprint

Author of Chapters 1 and 3

Gunnar Brune for AI.HAMBURG

Imprint

AI.HAMBURG for the AI CENTER of INTERNORGA.

Website: https://aicenter.ai.hamburg/en/

AI for Hamburg GmbH, Neuer Jungfernstieg 5, 20354 Hamburg, Germany

Contact: Email: info@ai.hamburg, Press: pr@ai.hamburg, Phone: +49 40 2482 2851

Website: https://ai.hamburg/ Authorized representative: Ragnar Kruse (Managing Director)

AI CENTER

AI.HAMBURG **INTER NORGA**

aicenter.ai.hamburg