



## **GiroWeb Focuses on Automation and Digitalization: Kiosk Systems and AI Solutions Live at Internorga**

By: [GiroWeb](#)

**HAMBURG, Germany - Feb. 10, 2026 - PRLog -- GiroWeb as an exhibitor at Internorga**

From March 13 to 17, 2026, the IT full-service provider GiroWeb will present innovative solutions for successful catering at Internorga in Hamburg, the leading international trade fair for the out-of-home market. As a long-standing exhibitor, GiroWeb traditionally offers visitors the opportunity to experience the latest catering technology live at booth 304 in hall A2. Those interested can see state-of-the-art hardware and software firsthand. Between multifunctional kiosk systems and self-checkout via AI camera, a lively exchange quickly develops regarding artificial intelligence, innovations, and the added value that GiroWeb offers as a strategic technology partner for ordering, payment, and billing in the canteen of the future.

### **Catering with Potential**

At the most important trade fair for the catering industry, topics such as the shortage of skilled workers, profitability, and sustainability will also be a focus. Automation and digitalization, especially in combination with AI, continue to hold great potential for both independent operators and contract caterers. For decades, GiroWeb has been supporting decision-makers throughout Germany in increasing the efficiency of their catering operations. Thorsten Reineking, Managing Director of GiroWeb, understands the needs of his customers: "Together with our technology partners, we will demonstrate at Internorga, for example, how autonomous self-checkout with AI-supported, camera-based checkout systems works smoothly in practice."

### **Digital Payment and Self-Service**

In the hospitality sector, guests increasingly expect digital and contactless payment options. Internorga's thematic focus reflects this expectation. In addition to AI software, the focus is on hospitality with self-service and digital payment. The staff shortage in company canteens and cafeterias is increasingly being addressed by interactive devices that enable self-service and cashless payment. Multimodal kiosk solutions and even kitchen robots have long been integral parts of cutting-edge catering concepts. "With modular and multifunctional top-up machines and kiosk systems, GiroWeb offers its customers the perfect solution to the skilled labor shortage and long queues. Our accessible touch POS terminals will also be part of our live demo at the new GiroWeb booth," the host's managing director sees his team well positioned.

### **Inspiration, Networking, and Exchange**

For decades, Internorga has been one of the most important meeting places for hospitality professionals, offering new ideas, networking opportunities, and expert discussions on trends and added value for their catering. Following last year's impressive 85,000 visitors, not only the organizers of Hamburg Messe are hoping for another success. Managing Director Thorsten Reineking is also optimistic: "Anyone who wants to understand and actively shape the canteen of the future has to come to Internorga. As a long-standing exhibitor, we are delighted with the positive development and the growing interest in GiroWeb's complete solutions! See you soon!"