



Sirha Budapest
The World Hospitality and Food Service event
arrives in Hungary
9-11 May 2016 – Hungexpo Budapest

After a first successful edition in 2014, Gourmet Budapest becomes Sirha Budapest! Sirha Budapest joins the Sirha Network which comprises top level trade shows in Lyon, Geneva, Istanbul, Rio de Janeiro and soon Mexico City.

It will present in May 2016 all latest trends and innovative solutions for food, bakery-pastry, food service and hospitality businesses.

The event will showcase a comprehensive offering - totally unique in Hungary, numerous animations and events, and last but not least, the most prestigious gastronomic event in the world : the Bocuse d'Or Europe Continental Selection.

Sirha Budapest expects 345 exhibitors and 20 000 visitors coming from its significant influence zone of 94 million inhabitants.

A comprehensive offering from Hungary and abroad

Sirha Budapest will gather **Hungarian and international** exhibitors : manufacturers, importers and distributors featuring food products, beverages, kitchen equipment, products and equipment for bakery/pastry or coffee, furniture and tableware, technologies, services, as well as products and equipment for the food industry.

A comprehensive offering designed to fit all the needs from professionals in one unique event!

Personnalised assistance will be given to foreign companies to guarantee the success of their participation. Consequently, visitors will see on Sirha Budapest **products or services totally new on the Hungarian market.**

Sirha Budapest expects 20 000 professional visitors : restaurant owners and managers, chefs, buyers from mass catering companies and from food trades, hotel owners and General Managers, Food & Beverage, purchasing managers from restaurants and hotels, housekeepers, bakery and pastry shops owners, wine stores, importers and distributors of food, beverages products and equipment. They will come from Hungary and its surrounding countries including : Slovakia, Ukraine, Croatia, Slovenia, Romania, i.e. a total zone of influence of more than 94 million inhabitants.

Sirha Budapest hosts the Bocuse d'Or Europe Selection

For the first time in history the Bocuse d'Or Europe Selection, the prestigious and famous culinary contest will be hosted in Hungary.

With the support of the Hungarian government, the City of Budapest and the Hungarian Bocuse d'Or Academy, Sirha Budapest will welcome the continental selection of these culinary Olympics during two days on 10th and 11th May 2016.

The most talented young chefs from 22 countries will compete for the European trophy in a passionate atmosphere, and will cook in front of a crowd of supporters during a 5H35 cooking show. The best 11 candidates will go to the Final in Lyon in January 2017. The contest will be presided over by famous chef **Zoltán HAMVAS.**



Animations, trends and attractions for all trades

Sirha Budapest, as all the other Sirha events, will present an exciting program of contests and animations, for all trades and visitors: **pastry, bakery** contests, **barista** (coffee art) animation will showcase the best talents from Hungary. **The Shop of the Future** will feature latest innovations for the food retail. Global trends in the restaurant industry will be deciphered during the **World Cuisine Summit conference**, by French futurologist Frédéric Loeb, who will debate with regional opinion leaders.

Now organized by a bi-national team : the Sirha French Team and the Hungexpo Hungarian team, Sirha Budapest will be a high quality business event and a great opportunity for food industry, food service and hotel professionals to discover new products, services and techniques, presented by local and international exhibitors and renowned chefs.

Sirha Budapest is one of the many events and trade shows dedicated to Food Service, Catering and Hospitality, organized by GL events exhibitions. Led by Mrs Marie-Odile Fondeur, the Food Service Department has acquired impressive expertise in organizing exhibitions and events dedicated to all forms of food services.

The next GL Food Service events will be Sirha Rio, taking place on 14th - 16^h 2015, Sirha Istanbul on 26-28th November 2015, Sirha Geneva on 24-26th January 2016, Europain Paris from 5th to 9th February 2016. The next biennial Sirha show will happen in Lyon, in January 21-25th 2017.

Sirha Budapest highlights

Bocuse d'Or Europe Selection, 9-11 May, 2016

345 hungarian and international exhibitors

Major competitions and events in gastronomy, pastry, bakery, coffee, hospitality, retail

20 000 professional targeted visitors

www.sirha-budapest.com

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Created more than 30 years ago, Sirha is today the rallying point for the Food Service and hotel industry worldwide and is held at Lyon in France every 2 years. The 2015 edition welcomed 3 045 exhibitors and brands, 189 028 professional visitors and 992 journalists.

Sirha hosts prestigious contests, including the finale of the world's greatest gastronomy and pastry contest: the Bocuse d'Or and Coupe du Monde de la Pâtisserie. With a unique atmosphere, comprehensive offering, high quality organization and animations, it's the not-to-be-missed event for all Food Service actors. Since 2008 the "Sirha Spirit" has developed internationally, in Geneva, Rio, Istanbul, and now arrives in Budapest.

