



May 2016

Sirha Budapest, the premium international HoReCa and Retail show in Hungary closes exceeding expectations!

Sirha Budapest clearly made the difference in combining world-class animations content with a comprehensive and international offering. The very qualitative trade show gathered more than 20.000 high profile professional visitors and around 400 exhibitors at HUNGEXPO Budapest Fair Center. This successful event opens the way for the next edition to take place in Budapest from February 7th to 9th 2018.

400 exhibitors coming from 19 countries

Sirha Budapest's ambition was to feature a comprehensive offering to the food, baking and confectionery, hotel and hospitality and packaging industry related visitors.

The idea was to provide the visitors everything they might need for their business in one unique place. Done deal with the **400 exhibitors** who presented their products and services, from food and beverages to equipment, tableware, decoration, hygiene products and services for hotels, restaurants and packaging companies.

Visitors were also able to taste **local Hungarian products** in a dedicated area and discovered unique products with authentic savours and flavours from small producers.

20.000 high profile professionals attended the event

Sirha Budapest gathered 20.000 professionals from the Hospitality and Food Service industry, including 24% restaurants and catering industry, 16% food industry 15% bakery/pastry shops, 14% retail and import/export, 10% hotel industry and 8% services. More important, a large majority of them, 38% were owners and decision-makers, 23% sales and purchasing, and 12% chefs, bakers and confectioners.

An incredible top-level program, packed with contests and animations

Sirha's DNA is to combine a professional exhibition with contests and events, which contribute to its unique business and festive atmosphere.

European Selection Bocuse d'Or, the Olympics of cuisine

On May 10th and 11th, the show hosted the European Selection Bocuse d'Or, the famous international competition of cuisine. Fans of competition were able to watch battles between top chef talent candidates arriving from 20 countries in Europe.

World-famous chefs: **Zoltan Hamvas**, President of the European Selection Bocuse d'Or, **Serge Vieira**, President of the Jury, **Rasmus Kofoed**, Honorary President, and the jury elected the plate of **Tamás Széll, from Hungary** to the first place of the podium. Altogether this prestigious jury designated 11 teams to represent the European Continent at the World Final in Lyon, France in January 2017.

Competitions, animations and conferences in all areas of interest captured the audience.

The famous **Sirha Budapest Dessert Competition** created by **Zoltan Kolonics** featured 4 teams of 2 Hungarian pastry talents who created a fruit cake, a chocolate plate and an artistic piece. Péter Korponai (Desszert.Neked) and Róbert Mártha (Costes) won the contest, but the two special awards for the Best Dessert Plate and the Best Artistic Piece went to the second team, to Anna Nagy (Salon Restaurant Budapest) and Gréta Berta (Kempinski Hotel Corvinus Budapest).

The final of the **Hungarian Barista Championship** held during Sirha Budapest designated Nikolett Schreiber in Brewers Cup category and József Deák in Barista category to represent Hungary at the World Barista Championship in Dublin.

Bakery was also featured with the **Creative Bakery Forum** aiming at giving visitors information on novelties of the technology, creative raw materials, possibilities for advance studies and improvements in the profession.

The **conference area** was the stage of roundtables and conferences by experts from the **Guild of Hungarian Restaurateurs** about managerial approaches, how to compile a good menu card, or how restaurants can profit from winning a Michelin star. **Mass catering** was also part of the conference programme by the **National association of Catering Executives (ELOSZ)**.

On the **Future Store** animation, visitors could discover brand new retail technologies and products to facilitate their retail business.

Trends and innovations

In line with Sirha's DNA, Sirha Budapest was also the showcase of future trends and product innovations in the industry.

World Cuisine Summit

Frédéric Loeb, the French renowned expert in trends, presented global trends in the food service industry, focused on trends for Hungary and debated with Hungarian opinion leaders about their experiences in their day to day business.

Sirha Budapest announced the Innovation Product Competition prize together with Trade Magazin and handed over the Grand Prize to **Sága Foods Zrt.** in packaging and logistics category, **eisberg Hungary Kft.** in food and beverages category, **m-GEL Hungary Kft.** in baking and confectionery products category, **Kaba Zrt.** in hotel products, furnitures, decorations and tableware category, and to **JRK Waste Management Hungary Kft.** in technologies category.

Networking opportunities

Last but not least, Sirha Budapest was the place to meet international players in retail, food, bakery, pastry and HoReCa industry, through the **Enterprise Europe Network**. The participants had the chance to have one to one meetings with players of the industry to find new suppliers, or customers and initiate new partnerships. The brokerage event attracted 112 participants from 10 different countries, who took part in 141 business meetings during the three days of the exhibition. Beside the brokerage event Sirha Budapest also invited several hosted buyers.



Sirha Lyon has become in 30 years the Reference Event in Food Service and Hospitality. Every two years in Lyon, France, Sirha stands as a point of convergence, drawing together all trades of the restaurant and hotel industry.

Sirha Lyon 2015 brought together 3.045 exhibitors and brands, 189.028 professional visitors, 19.715 chefs and 992 journalists from all over the world. Sirha was also the host of 19 international contests, unique sources of inspiration for professionals. In addition to Lyon, Sirha has been spreading out its values to other parts of the world including Geneva, Rio de Janeiro, Istanbul and Budapest!

SIRHA BUDAPEST FACTS AND FIGURES

SIRHA BUDAPEST 2016

400 exhibitors

20.093 professional visitors

4 major competitions – European Selection Bocuse d’Or, Hungarian Barista Championship, Dessert Competition, Innovation Product Competition

20 countries involved in the competitions

Sirha Budapest – Next edition: 7-9. February 2018

Photos of the event can be found here:

Link: <https://oomeo.com/glexfoodservice/index.php>

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#SirhaBudapest



next events

The next events organized by the Food Service Division of GL events Exhibitions:

Omnivore London, 10 - 13 September 2016

Sirha Rio, 4-6 October 2016 featuring Coupe du Monde de la Patisserie and Bocuse d'Or Brazilian regional selections

Sirha Istanbul, 24-26 November 2016

Sirha Lyon, 21-25 January 2017