

Sirha

BUDAPEST

7 | 9

FEBRUARY 2018

HUNGEXPO

HUNGARY



INTERNATIONAL HORECA & RETAIL SHOW IN HUNGARY

FOOD INDUSTRY | BAKERY-PASTRY | FOOD SERVICE
HOSPITALITY | GASTRONOMY | PACKAGING INDUSTRY



www.sirha-budapest.com



Sirha BUDAPEST

” For the experts of the region working in the food and catering industry, the Sirha Budapest trade fair is an unmissable event where the professional audience meets the best and latest features of the sector. Covering gastronomy, the hotel sector, catering, food retail, the bakery and pastry industry and many other related services, Sirha Budapest is an event which unites all branches of food industry services.

Beyond the products on offer, the colourful range of events play a key role in this, from professional lectures and demonstrations to the competitions of chefs working in mass catering, confectioners and baristas. I must admit that I'm somewhat biased since from all the events, the Bocuse d'Or competition is the dearest for me since the latest Sirha Budapest hosted that wonderful event where the Hungarian team took first place as the best of Europe at the award ceremony, making it to the top of the podium. This year's Sirha Budapest will host the selection of the next Hungarian team. I wish them similar success, along with all the other visitors and exhibitors of the event! ”

Zoltán Hamvas

president of Sirha Budapest
president of the Hungarian Bocuse d'Or Academy
co-president of the Hungarian Hotel & Restaurant Association



SIRHA BUDAPEST 2018 MARKET INFORMATION

Sirha Budapest is Central Eastern Europe's most significant HoReCa and retail show, which was last attended by experts from 34 countries including Germany, Austria, Poland, Czechia, Slovakia and Romania.

Domestic state operators and market tendencies supporting growth:

Agrarmarketing Centre

- As the exhibition's traditional professional partner supports the participation of smaller firms producing domestic products

Hungarian National Trading House and the European Enterprise Network

- Assists SMEs in expanding their range of professional ties by organizing professional and business meetings at Sirha Budapest

Growing exhibition space and broadening supply

- In order to facilitate the dynamic growth of the trade exhibition, Sirha Budapest 2018 will be hosted in two pavilions, necessitated by the increasing interest in the exhibition as well as the introduction of two new themes: organic and private labelled products
- Thanks to the intensified cooperation with the National Trade Corporation of the Hungarian Confectionery Industry, there will be an enhanced presence of the pastry industry
- There is also a greater emphasis on the baking and coffee industry

Developing tourism, catering and gastronomy in Hungary

- Approximately **26,000 restaurants** are operating in Hungary, of which **7,300** provide comprehensive services
- 2016 showed a **7.1% growth** of tourism-related visitors compared to the previous year

- There are **1,072 hotels** in Hungary including **233 four and five-star** establishments and a continuously increasing number of guest nights
- In 2016, the hotels of the country provided a total of **149,135 beds** which is a **2.5% increase** to the previous year. A total of **373,505 beds** were provided by domestic catering establishments
- Even by international comparison, the Hungarian tourism industry achieved outstanding results with over **three times as much growth** as the European average
- Further reinforces the sector that the VAT of numerous foodstuffs has been **reduced to 5%**, and several services of dining facilities **dropped to 18%**. In 2018 the VAT for hotels and restaurants will also **drop to 5%**.

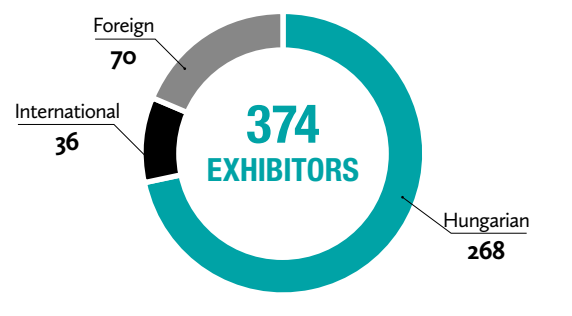
Hungarian gastronomy has received international recognition:

- four Michelin star restaurants in Budapest
- three Bib Gourmand restaurants in Budapest
- 2016: The European Selection of the Bocuse d'Or was successfully hosted as an event accompanying the Sirha Budapest exhibition
- Tamás Széll won the European Selection of Bocuse d'Or 2016 before taking fourth place at the 2017 World Final in Lyon

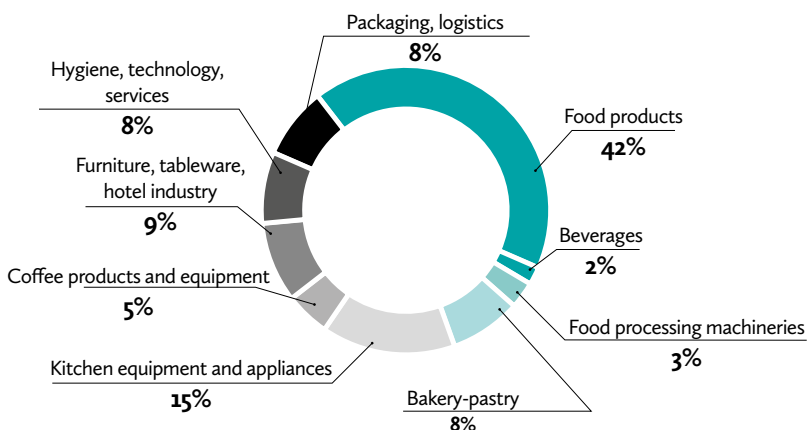


SIRHA BUDAPEST 2016

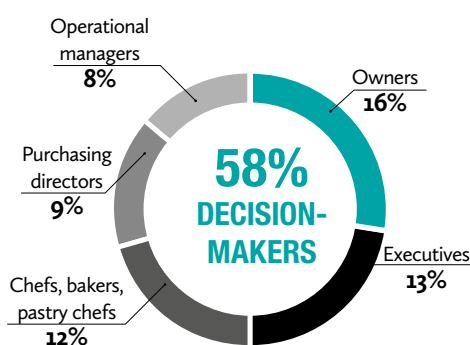
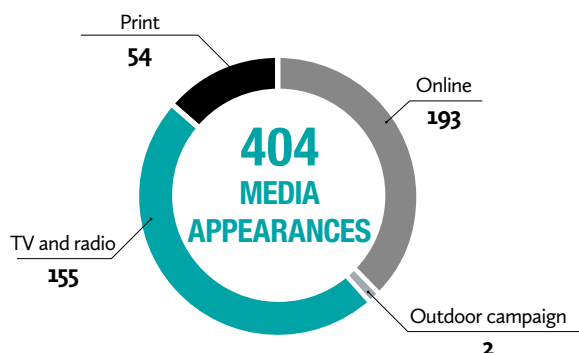
The greatest exhibition of the SIRHA international network after the French founding event, Sirha Lyon:



EXHIBITOR SECTORS SECTORS ACCORDING TO EXHIBITION SPACE



ENTERPRISE EUROPE NETWORK



97% Great willingness to revisit

90% Satisfied exhibitors

78% A significant portion of visitors recommend participating at the event



WE ARE AWAITING EXHIBITORS IN THE FOLLOWING THEMES:

Pavilion A

- Food products
- Beverages
- Kitchen equipment and appliances
- Services, new technologies, hygiene
- Food industry products and equipment
- Organic products
- Private labelled products
- BUDATRANSPACK: Products and equipment for packaging and logistics
- Furniture, tableware, decoration, textile
- Products and equipment for hotel industry

Pavilion G

- Products and equipment for bakery-pastry
- Coffee products and equipment

VISITORS OF SIRHA BUDAPEST

Experts and decision-makers, buyers from the food, retail, bakery-pastry, hotel and catering industry and packaging industry from Hungary and the Central Eastern European region.

With the expected participation of **20,000 professional visitors**

- Restaurants owners and managers
- Chefs
- Purchasers for retail food stores
- Bakers, Pastry Chefs
- Purchasing directors for mass catering
- Hotel owners and managers
- F&B directors
- Hotel housekeeping
- Wine merchants
- Importers, distributors of food products, equipment and beverages
- Associations, press, hotel & catering schools

THE WAY WE REACH THEM

- With multi-channel communication which includes a comprehensive regional media campaign in the print and online, professional and social media
- With direct marketing campaign targeting 40,000 professionals of the previous and potential visitors of the event
- Featuring cooperation with professional organizations of Hungary and the neighbouring countries
- With an exceptionally rich programme

PRICES EXCLUDING VAT		EXAMPLES OF LAYOUT*	
	EUR		EUR
Registration and marketing fee	250	12 sqm space only incl. 1 corner	1,253
Space only EUR/sqm 9-47 sqm	77	12 sqm fully-equipped stand 1 corner	2,033
Pre-equipped stand with space fee EUR/sqm	130	24 sqm space only 1 corner	2,190
Fully-equipped stand with space fee EUR/sqm	142	48 sqm space only 2 corners	3,936
corner/pc	67	96 sqm space only 4 corners	7,039

For orders placed before 31st May 2017. Full prices are listed on the application form. Prices above do not include VAT.

* Examples of layout prices include Registration and Marketing fee and liability insurance



AN EXPANDING RANGE OF PROFESSIONAL EVENTS IN ALL THEMES OF THE EXHIBITION

PLANNED PROGRAMS

Bocuse d'Or Hungarian Selection

The best chefs of the country will be competing each other at the Hungarian round of the most prestigious international gastronomy competition to win the chance of participating at the European Selection in 2018 and the Bocuse d'Or Final in Lyon, France!

Omnivore World Tour – **NEW**

For the first time in Hungary! The Omnivore festival provides opportunity to young talented chefs to present their individual approach to gastronomy. The event launches its World Tour in Paris and now Budapest ... joining the likes of Moscow, Istanbul and Montreal as a new site in 2018.

Sirha Budapest Dessert Competition

Hosted by Zoltán Kolonics, the most widely recognized creative pastry chef in Hungary, the best confectioners of the country will face off yet again, with an important role of the National Trade Corporation of the Hungarian Confectionery Industry.

International Catering Cup – **NEW**

During this catering competition, the teams will be displaying a wide range of skills from organizing and logistics to the preparation and serving of dishes. The competition will be hosted through the cooperation of the Federation of Hungarian Event Organizers and Suppliers.

Innovation product competition

Sirha Budapest will announce its innovation product competition in 2018 again, with a professional jury evaluating the innovative solutions suited to the exhibition's themes. The competition's media partner is Trade Magazin.

Hotel and restaurant design competition – **NEW**

The designers participating in the competition will share the secrets to their success with the audience. The details of the winning design will be presented to the visitors in the form of a smaller exhibition. The competition's media partner is the Vendég és Hotel Magazine.

National Mass Catering Chef Competition – **NEW**

Entrants to the competition will prepare traditional dishes from a previously determined basket of foodstuffs in the spirit of modern gastronomy.

Hungarian National Trading House and European Enterprise Network B2B meetings

Professionals are awaited to a day-long series of business meetings, with the opportunity to previously arrange the meetings by the use of a tailor-made software.

FURTHER TRADITIONAL EVENTS:

- Hotel and catering industry conference with the involvement of professional associations
- Creative Bakery Forum
- Future Store
- Mass Caterer's Day

PARTNERS:

Special professional partner:



Professional partner:



Special media partner:





A HIGHLY EXPERIENCED AND PRO-ACTIVE INTERNATIONAL TEAM OF ORGANIZERS

The French team of Sirha (GL events Exhibitions) contributes its significant expertise in the organisation of trade shows and contests for the Food Service sector.

HUNGEXPO Zrt.'s Hungarian team has an in-depth knowledge of the Hungarian market and experience of previously organized exhibitions with similar themes which ensured the success of Sirha Budapest, the second biggest event of the international network in 2016.

SIRHA BUDAPEST TRADE EXHIBITION, HOSTED BY GL EVENTS

GL events is a leading international integrated group in the events organisation sector and is present all over the world with three main activities:

- Organisation of shows, exhibitions, congresses and events.
- Management of reception spaces for local authorities and event organisers.
- Support and services associated with events.

With a presence on 5 continents and 20 countries, the group achieved a turnover of M€ 953 in 2016 and employs 4000 people. Every year, GL events Exhibitions organises more than 300 shows, exhibitions and contests worldwide.

UPCOMING EVENTS OF SIRHA INTERNATIONAL NETWORK

Sirha São Paolo
7-9 November 2017
São Paolo Expo, São Paolo, Brazil

Sirha Istanbul
16-18 November 2017
Istanbul Congress Center, Istanbul, Turkey

Sirha Genève
21-23 January 2018
Palexpo, Genève, Switzerland

Europain
3-6 February 2018
Paris, France
www.europain.com

Sirha Mexico
11-13 April 2018
World Trade Center, Mexico City, Mexico

European Selection Bocuse d'Or Continental Selection of Coupe du Monde de la Pâtisserie
10-12 June 2018
Torino, Italy

Sirha
26-30 January 2019
Eurexpo Lyon, France
www.sirha.com

www.sirha-budapest.com

COMMERCIAL CONTACT DETAILS

HUNGARY AND CEE

Hungexpo Zrt.

Klára TIHANYI
Exhibition Director
tihanyi.klara@hungexpo.hu
Mob. +36 30 25 03 677

Sales

Gergő BARANYAI
baranyai.gergo@hungexpo.hu
Mob. +36 30 64 21 374

Eszter DUGONICS
dugonics.eszter@hungexpo.hu
Mob. +36 30 49 56 497

Ivett RAUNICKER
raunicker.ivett@hungexpo.hu
Mob. +36 30 44 58 907

ADDITIONAL FOREIGN COUNTRIES

GL events Exhibitions

Audrey DENOYER
Commercial Assistant
audrey.denoier@gl-events.com
Tel. + 33 (0)4 78 176 312



Sirha Budapest, member of the international network



Sirha
BUDAPEST

Sirha
GENÈVE

Sirha
ISTANBUL

Sirha
MEXICO

Sirha
SÃO PAULO

Sirha
THE WORLD HOSPITALITY
& FOOD SERVICE EVENT