

Sirha

BUDAPEST

POST SHOW

REPORT

7-9
FEBRUARY 2018
HUNGEXPO
HUNGARY



“ It is our pleasure to share the great success of the third Sirha Budapest with you!

With the combination of the professional exhibition and the world class programs, with the cooperation of two new trade associations and the opening of the new pavilion, Sirha Budapest was all about development, growth and novelties in 2018.

Don't miss the next edition that will be held on 11-13 February 2020!

Marie-Odile Fondeur
Managing Director of Sirha

Ganczer Gábor
CEO of Hungexpo

The meeting point for all players of Central-Eastern-Europe in food, bakery, pastry, food service, hospitality and packaging industries and gastronomy in Hungary:

21 500

professional visitors

17

countries

300

exhibitors including:

56

foreign exhibitors

29

multinational exhibitors

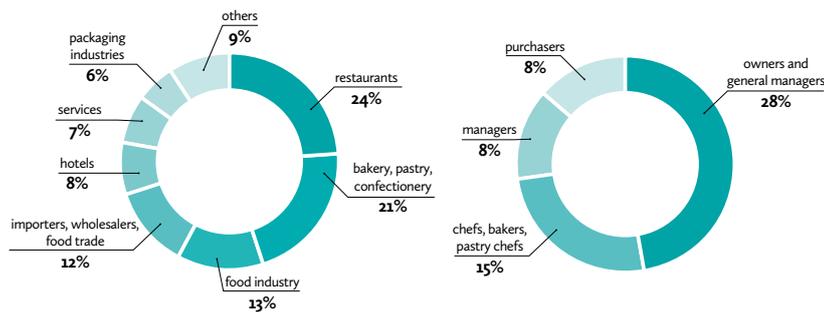


hungexpo exhibition
you have a program

www.sirha-budapest.com



21 500 HIGH PROFILE PROFESSIONAL VISITORS FROM 35 COUNTRIES INCLUDING 60% DECISION-MAKERS



BROADENING PROFESSIONAL SUPPORT

This is the first time that the **Hungarian Bakery Association** and the **National Trade Corporation of the Hungarian Confectionery Industry** stood by the side of Sirha Budapest. Owing to this, the enterprises of the bakery and confectionery sector along with the companies of the coffee industry could exhibit in their individual pavilion, where a thematic contest area took place as well, creating an even wider professional supply on the trade fair.

UNMATCHED PROGRAM OFFER, FEATURING SEVERAL CONTESTS, PRESENTATIONS AND CONFERENCES

The fundamental of Sirha exhibitions, is to bring together the professional exhibition with the contests and presentations, to create an opportunity for the visitors to meet outstanding professionals in their sectors. The exhibition in Budapest hosted events such as the **Bocuse d'Or Hungarian Selection**, **Sirha Budapest Dessert Competition**, **International Catering Cup – Hungary Selection**, **Omnivore Budapest** or the finals of the **National Mass Catering Championship**. Which of the last three took place for the first time on the trade fair.

MAXIMUM MEDIA COVERAGE

242 exposures in the media including: **180** on the web

44 in print media such as Trade Magazin, Forbes, Vendéglátás Magazin, HVG **18** exposures on radio and TV

www.sirha-budapest.com

EXHIBITOR TESTIMONIALS

“The professional level during the organisation of the exhibition is highly facilitated the creation of new business connections.”

Miklós GOLOBITS CEO, Dr. Zsuzsanna PÁLINKÁS foreign trade director, Bisquit Kft.

“The most significant event of the trade, and most prestigious trade fair of the food industry and HoReCa sector of the year is undoubtedly Sirha Budapest 2018. The exhibition, launched in 2014, was built on a successful base by HUNGEXPO, using their experiences in the trade, and METRO contributes to this as the special trade partner for the third time.”

Árpád TAKÁCS, HoReCa target group specialist, METRO

“Sirha Budapest was implemented on world-class level at a suiting environment. It was an exhibition, rich in professional events and contests, that made it even more colourful and attracted a high number of visitors.”

László KOVÁCS, president, National Trade Corporation of Catering Industry

DON'T MISS THE NEXT EDITION ON 11-13 FEBRUARY 2020.

Exhibition director:
Mrs Klára TIHANYI
Phone: +36-1/263-6455
E-mail: tihanyi.klara@hungexpo.hu

Sirha Budapest is a member of the international Sirha network

