

Sirha

BUDAPEST

4 | 6

FEBRUARY 2020

HUNGEXPO

HUNGARY



INTERNATIONAL **HORECA & RETAIL SHOW** **IN HUNGARY**

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



 **hungexpo**exhibition

www.sirha-budapest.com

Sirha BUDAPEST

„Central-Eastern Europe has become by now an essential part of the European gastronomy scene. Year after year, new cities appear on the Michelin Guide map (recently Zagreb and Dubrovnik) and as Hungarians, we have secured our seventh star this year. We are particularly proud of the fact that for the fourth occasion, the Hungarian capital city will have the chance to host the regional event of Europe's most significant HoReCa and Retail Show, Sirha Budapest. This marks an event not to be missed by those working in the catering industry, where the professional audience can meet the key operators of the sector and discover the latest developments of the gastronomy scene at HUNGEXPO Budapest Fair Center. The event is the only domestic exhibition with all the key components: gastronomy, hotel and restaurant catering, industrial kitchen appliances, food trade, baking industry and a host of other related services. One of the special features of the event is that it successfully combines a traditional exhibition with professional competitions, conferences and demonstrations, where not only can the companies active in the industry present their products and services, but visitors are also provided with numerous opportunities to gain professional experience, develop their business or establish new relationships. Perhaps it's no exaggeration to say that the reputation of Sirha Budapest was established by the European Selection of Bocuse d'Or and the Hungarian achievements at the event. There is no need to go without the Bocuse d'Or in 2020 either: the next Hungarian team to participate at the final of the world's top cooking competition will be chosen at Sirha Budapest. I wish you all a pleasant stay, plenty of business deals and a hearty appetite! „

Mr. Zoltán HAMVAS

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



SIRHA BUDAPEST 2020 MARKET INFORMATION

Sirha Budapest is one of Central Eastern Europe's most significant food industry and HoReCa trade exhibitions, which was last attended by experts from 35 countries including Germany, Austria, Italy, Poland, Czechia, Croatia, Slovakia, Serbia, Montenegro and Romania.

Continuously developing domestic tourism and catering industry

2018

- Commercial accommodations registered a total of **12.5 million** guests, a rate, which is **5.2% higher** than the previous year's
- The number of guest nights **increased by 3.8%**, nearly reaching **31 million**
- In 2018, the average occupation of hotels **increased by 2 percent to 61.3%**, along with an increase in the gross average prices
- Commercial accommodations realized a **9.3% higher** revenue than in the previous year
- The number of professional tourism events has **increased by 13%**, including a significant **increase of 34.8%** in international conferences
- The number of participants of conferences shows a **4.4% improvement** compared to 2017

- The sales turnover of catering establishments **increased by 15.4%** by 2018

2019

- With the opening of 12 Budapest and 14 countryside hotels, the capital offers nearly 1,300 new rooms along with 1,400 new rooms outside of the capital
- As of 1 July 2019, the Hungarian National Data Centre for Tourism will be launched, which plays an important role in the digitalization of the sector. By 2020, all accommodations will be linked to the system
- In 2019 a new, unified appearance and communication will be introduced for domestic wine products with the "Personally - Wines of Hungary" brand concept

Domestic market tendencies supporting growth:

PRIMOM Foundation and the European Enterprise Network

- Sirha Budapest is a key focal point of professional cooperation as we cooperate with the PRIMOM Foundation for Enterprise Promotion, as a partner of the Enterprise Europe Network, that facilitates the development of connections of European small and medium size enterprises with organization of B2B business meetings

Exhibition area with stable growth

- The independently hosted Sirha Budapest has shown an **increase in both visitor numbers (7%) as well as exhibition area (22%)** compared to the previous professional exhibition hosted concurrently with the European Selection of Bocuse d'Or in 2016
- To facilitate this growth, the involved companies have been hosted in **two pavilions** in 2018
- The exhibition enjoyed the support of both the **Hungarian Bakery Association**

and the **National Trade Corporation of the Hungarian Confectionery Industry** for the first time in 2018, and thanks to these successful cooperation, the presence of the professional visitors and exhibitors of these industries has been greatly reinforced

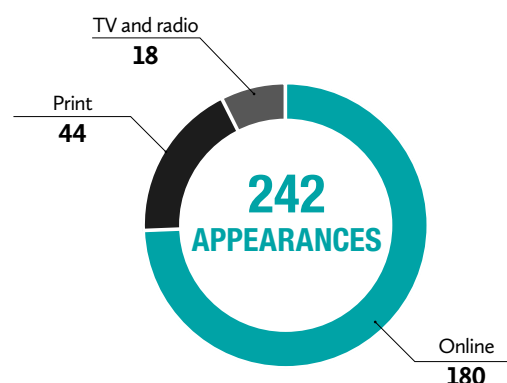
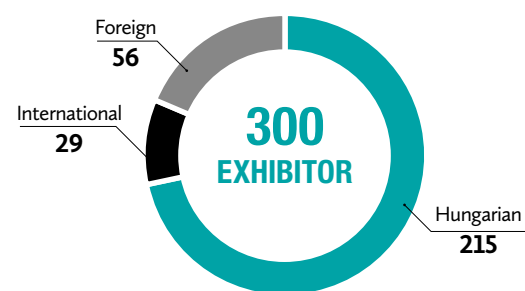
Hungarian gastronomy continues to go from strength to strength even on an international level:

- In 2019, Hungary has gained **two new Michelin-star restaurants**, thus increasing the number of the Michelin-starred restaurants in the country to six
- three Bib Gourmand restaurants are present in Budapest
- In 2018, Tamás Széll joined the members of the jury at the European Selection of Bocuse d'Or in Turin
- In 2019, Ádám Pohner bested 13 other competitors to take the 12th place at the Bocuse d'Or Finals in Lyon

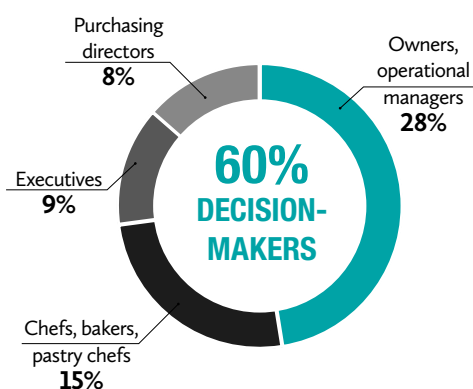
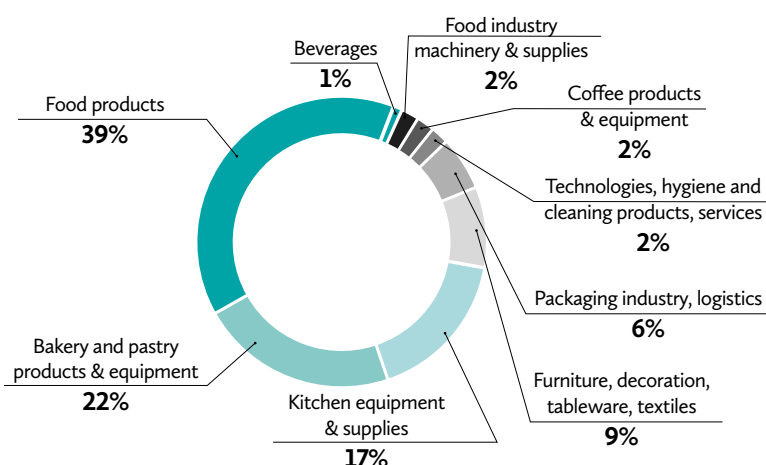


SIRHA BUDAPEST 2018

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



EXHIBITOR SECTORS ACCORDING TO EXHIBITION SPACE



93% Satisfaction of visitors
96% Great willingness to revisit
97% Satisfied exhibitors
88% Exhibitors recommending the participation

ENTERPRISE EUROPE NETWORK B2B MEETINGS

138 PARTICIPANTS, INCLUDING **33** FOREIGN BUSINESS

13.252 PROFILE VISITS

93 MEETINGS, INCLUDING **49** INTERNATIONAL

Source: exhibitors' and visitors' surveys of Sirha Budapest 2018



WE ARE AWAITING EXHIBITORS IN THE FOLLOWING THEMES:

Pavilion A

- Food products
- Kitchen equipment & supplies
- Furniture, decoration, tableware, textiles
- Hotel equipment & supplies
- Technologies, hygiene and cleaning products, services
- Food industry machinery & supplies
- BUDATRANSPACK: Products and equipment for packaging and logistics

Pavilion G

- Bakery and pastry products & equipment
- Coffee products & equipment
- Beverages

THE WAY WE REACH THEM

- With a more than 160.000 EUR value multi-channel communication which includes a comprehensive regional media campaign in the print and online, professional and social media
- With direct marketing campaign targeting 60,000 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

PARTICIPATION FEES	TILL 31TH MAY 2019	TILL 31ST OCTOBER 2019	AFTER 31ST OCTOBER 2019
9-47 sqm	85 EUR	98 EUR	111 EUR
48-95 sqm	81 EUR	95 EUR	107 EUR
above 96 sqm	75 EUR	88 EUR	101 EUR

Prices above do not include VAT!

Corner fee: 86 EUR/pc + VAT

Registration and marketing fee

- For main exhibitor: 265 EUR + VAT
- For co-exhibitor: 214 EUR + VAT

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 22,000 professional visitors

- Purchasers for retail food stores
- Importers, distributors of food products, equipment and beverages
- Restaurants owners and managers, F&B directors, chefs
- Bakers, pastry chefs
- Purchasing directors for mass catering
- Hotel owners and managers
- Purchase and operation decision-makers
- Wine merchants
- Professionals of packaging and logistics industry
- Associations, press, hotel & catering schools

EXHIBITORS' OPINIONS

"Thanks to the increase in the number of exhibitors, the event has attracted more professional visitors, thus we could present the wide product range and solutions provided by METRO to a growing number of visitors."

Mr. Árpád TAKÁCS, HoReCa target group specialist, METRO

"We were particularly interested in the exhibition of 2018 as we expected that the event expanding to two pavilions from this year would allow us to meet a great number of highly important partners."

Ms. Emőke TAKÁCS, trade marketing manager, Chef Market

"...at this forum, we have a chance to present ourselves to the representatives of the trade who we are not yet in contact with [...] and naturally, to those we regularly work with, in order to present our novelties from time to time. This is currently the only forum where nearly 20 thousand representatives of the domestic trade can be reached over the course of 3 days."

Ms. Zsuzsanna HERMANN, managing director-editor in chief - Trade Magazin



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

PLANNED PROGRAMS Bocuse d'Or Hungarian Selection

Sirha Budapest will serve as the venue for the domestic finals of the Bocuse d'Or again, where the best chefs of the country will be competing with one another to win the right to represent the country at the 2020 European Finals in Tallinn and the Bocuse d'Or Finals in 2021 in Lyon!

International Catering Cup Hungary Selection

The most prestigious competition of event gastronomy companies will be returning to Sirha Budapest, where the the best domestic companies will prove their organisational, logistics and gastronomy skills to win the right to represent the country at the 2021 finals in Lyon.

Bakery product showcase

The Hungarian Bakery Association places health and health promotion in the centre of its bread and

bakery product showcase on Sirha Budapest 2020.

Sirha Budapest Dessert Competition

The most widely recognized creative pastry chef of the country, Zoltán Kolonics, will provide yet another opportunity for the up-and-coming talents of the country to put their skills to the test in a professional competitive environment at the Sirha Budapest Dessert Competition.

National Mass Catering Chef Competition (KÖSZ) 2019-2020

The theme of the 2019-2020 competition is "Summer dishes in the spirit of tradition and renewal", thus teams will be presented with the task of planning and preparing a three-course lunch that represents traditional, domestic and summer flavours in the spirit of modern gastronomy with a previously determined raw material cost.

Cake of Hungary Competition

The National Trade Corporation of the Hungarian Confectionery Industry will be delivering another strong professional schedule at the event, including the jurying of the Cake of Hungary, the János Pataki commemorative competition and a showcase of award-winning Hungarian craft ice creams.

Innovation Product Competition

Companies working in the food industry and HoReCa industry will again be presenting their innovative solutions tied to the themes of the exhibition at Sirha Budapest in 2020, which will be evaluated by a professional jury. The competition's media partner is Trade Magazin.

Future Store

Year after year, the exclusive innovation stand of Trade Magazin presents trade

novelties and features to experts which are little known or unknown in the country.

PRIMOM Foundation and Enterprise Europe Network B2B meetings

Sirha Budapest places a great emphasis on establishing cooperation and accordingly, professionals can take part in yet another day-long series of business meetings, with appointments made in advance online.

Conferences

One of the key features of Sirha Budapest is that the exhibition is rounded off by a wide range of professional conferences tied to the related industries, thus over the course of the three days, the event's conference hall will be continuously filled with a diverse range of lectures and roundtable discussions for professionals.

OUR PARTNERS

Special trade partner:



Special
media partner:



Professional partners





A HIGHLY EXPERIENCED AND PRO-ACTIVE INTERNATIONAL TEAM OF ORGANIZERS

The organizing team of HUNGEXPO Zrt. has thorough knowledge of the Hungarian market and experience after hosting three previous Sirha Budapest events, supplemented by many years of professional exhibition and competition hosting experience of the French Sirha team (GL events Exhibitions) in the Food Service sector, ensures that Sirha Budapest will lastingly remain the second largest event of the international network.

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 2017 and employs 4 300 people. GL events Exhibitions organises more than 200 shows, exhibitions and contests worldwide.

UPCOMING EVENTS OF THE SIRHA INTERNATIONAL NETWORK:

Omnivore World Tour

10 | 12 March 2019
Paris, France

Mondial de la Bière

17 | 19 May 2019
Paris, France

Bocuse d'Or France

September 2019
Paris, France

Sirha Istanbul

November 2019,
Istanbul Congress Center,
Istanbul, Turkey

Europain

11 | 14 January 2020
Paris, France

Sirha Green

14 | 16 June 2020
Eurexpo Lyon, France

Bocuse d'Or Europe

June 2020,
Tallinn, Estonia

Sirha

23 | 27 January 2021
Eurexpo Lyon, France

Bocuse d'Or Finale

26 | 27 January 2021
Eurexpo Lyon, France

Coupe du Monde de la Pâtisserie Finale

24 | 25 January 2021
Eurexpo Lyon, France

www.sirha-budapest.com

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Sirha Budapest, member of the international network



EUROPAIN PARIS

OMNIVORE

MONDIAL DE LA BIÈRE