

SIRH/+ BUDAPEST

22-24
MARCH
2022

HUNGEXPO
HUNGARY

www.sirha-budapest.com



INTERNATIONAL HORECA AND RETAIL SHOW

SIRHA BUDAPEST 2022 MARKET INFORMATION

MOST SIGNIFICANT IN THE REGION

With 24,000 professional visitors from 44 countries, Sirha Budapest is the most important business forum of food industry and HoReCa sector in Central and Eastern Europe. Since 2014, the trade fair has been providing an opportunity for the key players of the market to introduce themselves, gain knowledge and establish business relationships. Professionals are mainly coming from Austria, Italy, Poland, the Czech Republic, Croatia, Slovakia, Serbia and Romania.

RESTARTING THE SECTOR

In 2020-21, the pandemic posed significant challenges not only to hotels and catering establishments, but also to their service providers, equipment, and raw material suppliers. As the epidemic subsides, Sirha Budapest provides an opportunity for market participants in the CEE region to share their experiences and good practices about restarting the sector, so business can return to normal as soon as possible. The three-day-long conference series and world-class competitions of the exhibition provide an unparalleled opportunity for sharing knowledge. In addition, participants are provided the possibility, to renew their relationships with their partners or form new business relations both at the exhibitor's booths and at business meeting events. During the last edition of Sirha Budapest, at the B2B meeting held by the Enterprise Europe Network and the PRIMOM Foundation, 128

participants held a total of 196 meetings, of which 108 were international.

HYBRID EXHIBITION

In 2022 Sirha Budapest will be held as a hybrid exhibition for the first time, so it will await the professional audience in virtual and traditional forms as well. The virtual exhibition is an innovative interface that already works well at other HUNGEXPO exhibitions, where visitors can browse the booths of businesses that choose to present themselves online, from the comfort of their homes or workplaces.

With the help of this new technology, exhibitors can simultaneously provide information and downloadable materials about their products and services to the interested visitors. Also, they even can arrange business meetings in written or video format by using

the chat function. In addition, the virtual exhibition can be visited for another week after the end of the physical event and is fully usable except for the chat function. The details for participation in the virtual exhibition can be found on the application form.

HEALTH SAFETY

Health of the participants is paramount to us, therefore, given that Sirha Budapest is an international meeting place, we introduce strict hygiene rules to the event in order to preserve it. The pavilions are disinfected every morning, participants' body temperature will be checked, wearing mask is made mandatory, and great emphasis is placed on contactless solutions. A handbook with current rules for the event, compiled taking into account the recommendations of the responsible governmental institutes, can be found on the exhibition's website.



GREATEST EVENT OF FOOD AND HORECA SECTOR IN THE CEE REGION

VISITORS

24 000

PROFESSIONAL FROM 44 COUNTRIES

3 800

CHEFS, BAKERS AND CONFECTIONERS

65%

DECISION MAKERS

36%

OWNERS AND MANAGERS

EXHIBITORS

345

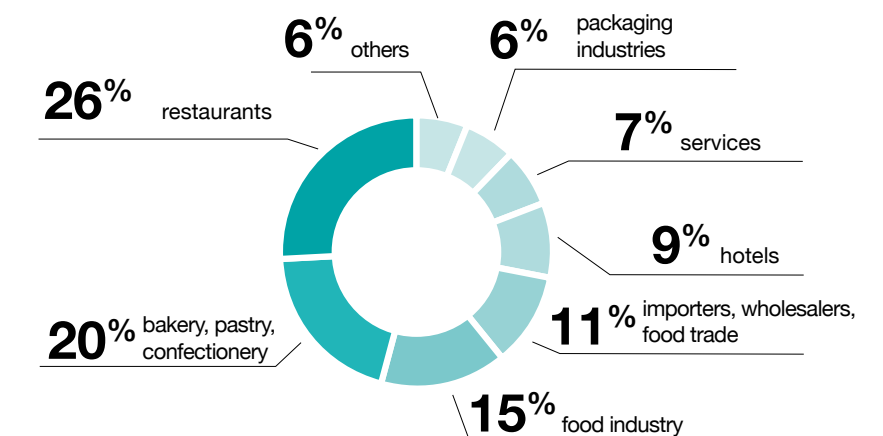
EXHIBITOR FROM 17 COUNTRIES

46%

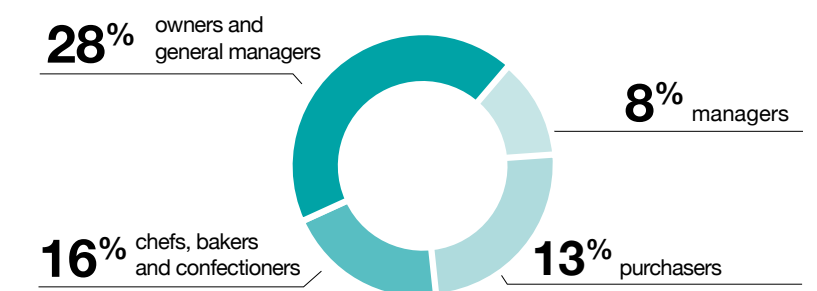
INTERNATIONAL AND MULTINATIONAL

12 500m²

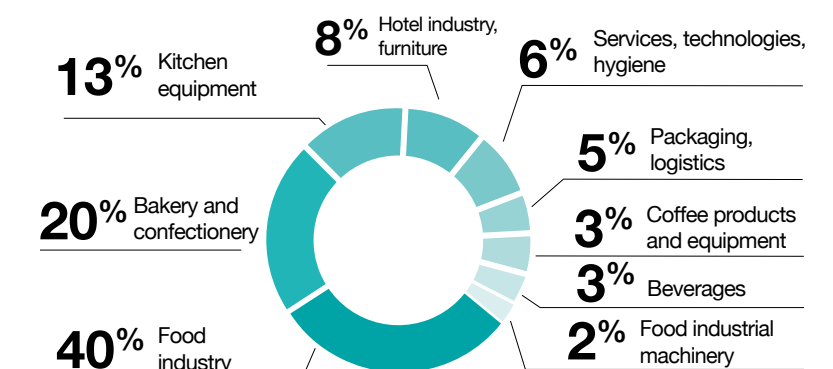
ACTIVITY SECTORS



DECISION MAKERS



ACTIVITY SECTORS (IN M²)



Sirha Budapest 2020 figures.

AUDIENCE AND COMMUNICATION

208

JOURNALISTS

60 000

ADDRESSES FOR DIRECT COMMUNICATION

240

MEDIA APPEARANCE

181 600

VISITS ON THE EXHIBITION'S WEBSITE (JANUARY 2020)

225 000

EUR MEDIA VALUE

1 092 900

REACH ON SOCIAL MEDIA (JANUARY 2020)



BEST OF
SIRHA BUDAPEST 2020

Sirha Budapest 2020 figures.

EXHIBITORS

PAVILION A

- Food products
- Beverages
- Kitchen equipment & supplies
- Technologies, hygiene and cleaning products, services
- Food industry machinery & supplies

- Furniture, decoration, tableware, textiles
- Hotel equipment & supplies
- BUDATRANSPACK: Products and equipment for packaging and logistics

PAVILION G

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

EXHIBITORS' TESTIMONIAL

"Sirha Budapest is an event where we can easily reach the professional audience and those, who are interested in gastronomy. The feedback from Italian exhibitors is always very positive and year after year there is a growing interest in the opportunity to participate."

Ms. Zsuzsanna KISS, Italian Trade Agency (ICE)

"We were highly satisfied with the 2020 Sirha Budapest trade fair. The number of exhibitors coming to the event is constantly growing, and this attracts more and more customers every year, among which, the proportion of foreign visitors is becoming more significant every occasion. At the same time, in addition to nurturing existing business relationships and establishing new ones, Sirha Budapest offers a great opportunity to gather market information that effectively supports future sales."

Mr. János SZABÓ, Sales and marketing leader, Gasztrometál Zrt.



THE MOST EXCITING COMPETITIONS OF THE FOOD SERVICE ON STAGE

NEW! VinCE Budapest

In the spring of 2022, the best-known and highest-quality indoor wine event in Hungary, VinCE Budapest, is awaiting the professional and wine-loving visitors for the 11th time, now, together with Sirha Budapest for the first time. At the event, which presents the bests of the Hungarian and international offer, the guests can taste not only excellent Hungarian, but also outstanding international wines and spirits. VinCE Budapest provides an opportunity for exhibitors, Hungarian and international professional visitors and wine lovers to meet and enjoy the company of each other and good wines as well.

lunch for adults, in the spirit of modern gastronomy at a pre-determined cost of raw materials. The theme of the competition this time is Farsang (Hungarian carnival).

Confectionery programs

In 2022, János Pataki memorial competition, the confectionery competition for Hungarian adults and students will return to Sirha Budapest in the organisation of the National Trade Corporation of the Hungarian Confectionery Industry. The Trade Corporation will also be waiting the professionals with ice cream presentations and high-quality professional presentations.

Bakery programs

In 2022, the Hungarian Bakery Association will focus its professional programs on presenting bakery products sought after by consumers at Sirha Budapest.

Innovation Product Competition

Sirha Budapest, together with Trade magazin, announces its product competition, in which, companies operating in the food and HoReCa industry can present their innovative solutions that fit the theme of the exhibition. Applications will be evaluated by a professional jury in 2022 again.

Sirha Budapest Dessert Competition

The competition, marked by the name of Zoltán Kolonics, one of Hungary's most renowned pastry chefs, provides an opportunity for the fifth time in 2022 for Hungarian talents of the confectionery profession to give an account of their knowledge and creativity in a competition with international standards.

National Mass Catering Championship (KÖSZ) 2021-2022

As in previous years, competing teams must plan and prepare a three-course

PRIMOM Foundation B2B meetings

Sirha Budapest is an important forum for establishing new professional relationships. The PRIMOM Foundation's half-day business meeting series provides an opportunity for professionals to arrange meetings with potential partners after online registration.

Future Store

At the stand of Trade magazine, the Future Store, professionals can get acquainted with innovative commercial tools, service solutions and FMCG products, on a guided tour.

TRENDS AND ACTUALITIES ON THE PROFESSIONAL CONFERENCES

Sirha Budapest has always been an important center for sharing experience and knowledge, which is especially needed after the challenges of the recent period. Therefore, the conference room of the exhibition will be awaiting the professionals for three days, with topics such as the problems of restarting, the challenges of the new situation, market reorganization or the situation of the labor market, as well as new catering trends or sustainable hospitality. The presentations will be delivered by organizations such as the Guild of Hungarian Restaurateurs (MVI), the National Food Chain Safety Office (NÉBIH) or the Responsible Gastro-Hero Foundation.

JOIN THE MOST SIGNIFICANT HORECA AND RETAIL SHOW OF THE REGION!

30 JULY 2021 **20% DISCOUNT**

30 NOVEMBER 2021 **10% DISCOUNT**

stand size	Until 30 July 2021	Until 30 November 2021	After 30 November 2021
9 - 47 m ²	91 EUR	103 EUR	114 EUR
48 - 95 m ²	88 EUR	100 EUR	111 EUR
above 96 m ²	83 EUR	93 EUR	104 EUR
Corner fee 94 EUR/piece			

Prices above do not include VAT, registration and marketing fee, nor stand building.

For discounted unique, package and sponsorship offers, please contact our colleagues or visit our website: www.sirha-budapest.com!

OUR PARTNERS:

Special Trade Partner:



Special Media Partner:



PROFESSIONAL PARTNERS:

