



CONFINDUSTRIA FOGGIA

Prot. n. 1880/1/22/1111

li. 13 OTT. 2015

ALLE AZIENDE ASSOCIATE
LORO SEDI

Oggetto: Partecipazione delle Imprese italiane alla edizione di "Sirha Budapest" 2016.

Si trasmette, in allegato, il materiale informativo circa la partecipazione delle imprese italiane alla rassegna in oggetto **dedicata al settore Agroalimentare**, organizzata da ICE Agenzia per la promozione all'estero e l'Internazionalizzazione, in programma dal 9 all'11 maggio 2016.

Cordiali saluti.

IL DIRETTORE GENERALE
(Dr. Enrico Barbone)



CONFINDUSTRIA FOGGIA

71121 FOGGIA - Via Valentini Vista Franco 1

Telefono 0881/563011 Fax 0881/723091

www.confindustriafoggia.it - protocollo@confindustriafoggia.it

PEC: confindustriafg@postecert.it

Codice fiscale 80002530717



BUDA PEST

9 - 11
MAY 2016
HUNGEXPO
HUNGARY
NEW EDITION



INTERNATIONAL HORECA & RETAIL **SHOW** IN HUNGARY

AGRO-FOOD | BAKERY-PASTRY
FOOD SERVICE | HOSPITALITY



www.sirha-budapest.com



SIRHA BUDAPEST 2016

Budapest, 9 - 11 maggio 2016

Siamo lieti di comunicare che L'ICE – Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane curerà la partecipazione italiana all'edizione 2016 di "SIRHA BUDAPEST".

La manifestazione, dedicata al settore agro-alimentare, incluso l'industria dolciaria, l'industria della panificazione ed il settore HORECA, avrà luogo a Budapest dal 9 all'11 maggio 2016, presso l'HUNGEXPO Budapest Fair Center.

PERCHÉ PARTECIPARE

L'evento è attualmente la principale manifestazione del settore agro-alimentare in Ungheria. Nel 2015 Hungexpo si è aggiudicata l'organizzazione della finale europea del "Bocuse d'Or 2016", coppa del mondo dell'alta cucina, che si svolgerà nell'ambito della prossima edizione della Fiera SIRHA (9-11 maggio 2016) e che darà maggiore visibilità alla manifestazione a livello internazionale. All'evento saranno presenti squadre di cuochi provenienti da 20 Paesi, Italia compresa.

A marzo 2014 l'Ente fieristico HUNGEXPO ha dato avvio a Budapest alla prima edizione della fiera "Gourmet by SIRHA Budapest", che si è svolta su una superficie di ca. 20.000 mq e ha visto la partecipazione di 300 espositori, 15.000 visitatori professionali e 40 hosted buyers provenienti da diversi Paesi. Maggiori informazioni sulla manifestazione sono disponibili alla pagina <http://sirha-budapest.com/en>

COSTO DI PARTECIPAZIONE

Il costo totale di partecipazione varia sulla base di diversi parametri: espositore o co-espositore (suddivisione dello spazio tra più espositori), data di presentazione della domanda, ampiezza stand, posizione, tipo di allestimento, ed è composto dalle seguenti voci:

Quota d'iscrizione (4. Registration fee)

- €198 + IVA per l'espositore principale (€212 + IVA dopo il 9/4/2016)
- €140 + IVA per il co-espositore (€173 + IVA dopo il 9/4/2016)

Affitto area (5. Stand reservation)

Grazie all'accordo in essere con ICE-Agenzia gli sconti in scadenza 30 settembre sono stati prorogati al 10 ottobre 2015.

L'organizzatore fornisce varie tipologie di allestimento:

- Pre-equipped stand (da 12 a 30 mq)
- Fully equipped stand (da 12 a 30 mq)
- "New to market" package
- "Corners"

Ai suddetti importi va aggiunta l'IVA se dovuta.

Riferimenti ICE-Agenzia:

Ufficio di Budapest

Direttore: Enrico Barbieri

Tel: 00 36 1 2667555

Fax: 00 36 1 2660171

Email: budapest@ice.it

www.ice.gov.it/paesi/europa/ungheria/ufficio.htm?sede

L'Ufficio è in grado di fornire una vasta gamma di servizi di marketing ed informazioni commerciali, che potranno integrare la partecipazione a questa fiera (es.: fornitura di nominativi di buyers e distributori da invitare). L'ufficio è inoltre a disposizione per fornire assistenza ed informazioni necessarie per operare nel mercato ungherese.

SITI UTILI

<http://sirha-budapest.com>

sito della manifestazione

<http://sirha-budapest.com/en>

versione in lingua inglese

www.ice.gov.it

portale istituzionale dell'ICE

<http://www.ice.gov.it/paesi/europa/ungheria/index.htm>

Informazioni sull'economia ungherese, statistiche e andamento del mercato locale.

www.italtrade.com

portale istituzionale dell'ICE rivolto agli operatori esteri

Le aziende italiane possono inserire il proprio profilo aziendale (con foto, logo, link al sito e proposte d'affari) all'interno della "The Made in Italy Business Directory", il catalogo delle aziende italiane consultabile sul sito italtrade.com.





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IBAN: HU78 10402283 50526554 52511013
SWIFT: OKHB HUHB

APPLICATION FORM

Early bird deadline: 30 September 2015

1. Classification of the CONTRACTING PARTY:

Exhibitor (own stand) Collective exhibitor Organiser (Does not take part in the exhibition, but he is the addressee of all the invoices)

2. Details of the CONTRACTING PARTY:

COMPANY name: _____
Registered office/Address: _____ Postcode: _____ City: _____ Country: _____
Registration No: _____ VAT No.: _____
Bank: _____
SWIFT: _____ IBAN: _____
Invoicing address: _____
Letters: _____
Tel.: _____ Fax: _____

Person in charge of the exhibition

Last name _____ First name _____
Job title _____ Email _____
Tel. (direct) _____ Tel. (mobile) _____ Fax _____

Stand Manager during the exhibition (if different from the person in charge of the exhibition)

Last name _____ First name _____
Job title _____ Email _____
Tel. (direct) _____ Tel. (mobile) _____ Fax _____

CEO or Manager _____ e-mail _____ @ _____
Sales Manager _____ e-mail _____ @ _____
Com. /Marketing Manager _____ e-mail _____ @ _____
Export Manager _____ e-mail _____ @ _____

Main field of activity: Manufacturer Retail trade Wholesaler Importer Distributor Service Other

Multinational company: yes no

3. Product groups (According to the attached 'list of products' on page 5.): _____, _____, _____

4. REGISTRATION: 60 000 HUF (198* EUR) + VAT (65 000 HUF / 212* EUR + VAT for application received after 9th April 2016)

The registration includes: link from the exhibition website to the exhibitor's website, opportunity of own data uploading, online catalogue entry with coloured logo on website, 2 parking passes, exhibitor badges depending on the size of the rented area, 1 wi-fi code, 100 paper invitation, e-invitation

Co-exhibitor: 43 000 HUF (140* EUR) + VAT (53 000 HUF / 173* EUR + VAT for application received after 9th April 2015)

The registration includes: link from the exhibition website to the exhibitor's website, opportunity of own data uploading, catalogue entry with coloured logo on website, 2 exhibitor pass, 1 wi-fi code

Registration fee is compulsory for all co-exhibitors! In case the Co-exhibitor is not registered, the basic marketing package will be invoiced.

*Approximate price, exchange rate on 10th March 2015

5. STAND RESERVATION:

«SPACE ONLY» STAND

Rental of bare area includes ground floor and stand number on the floor.

Space fee HUF/sqm (*space fee EUR/sqm approximately price, exchange rate at 10th March 2015)	Till 30th September 2015		Till 30th November 2015		After 30th November 2015	
9-47 sqm	19 900	66*	24 900	81*	29 900	98*
48-95 sqm	18 900	62*	23 900	78*	28 900	94*
above 96 sqm	17 800	58*	21 900	72*	26 500	86*

We would like to draw your kind attention to the new payment rules: the early-bird discount can be provided in case of the 1% of obligatory responsibility assuring, the 30% Basic Marketing Package and the 30% of space rental fee is being paid by the deadline of the pro forma invoice.

In case of building of double-decker stand we charge further 30% space rental fee

number of space only sqm: _____ X _____ HUF = _____ HUF exc./ VAT

«PRE-EQUIPPED» STAND (Price until 30th September, please see on page 2)

Rental of a pre-equipped stand includes: SPACE FEE, Octanorm system with white walls (2,5 m high) – Carpet - Fascia board (company name) - In the corner a 50x50x330cm Octa column with turquoise facing - 1 spotlight/ 3 sqm - 1 socket - Daily cleaning - 3kW electric connection and consumption

number of pre-equipped sqm: _____ X 33 800 HUF/ 111* EUR = _____ HUF exc./ VAT

«FULLY-EQUIPPED» STAND (Price until 30th September, please see on page 2)

Rental of a fully equipped stand includes: SPACE FEE, Octanorm system with white walls (2,5 m high) – Carpet - Fascia board (company name) - In the corner a 50x50x330cm Octa column with turquoise facing - 1 spotlight/ 3 sqm - 1 socket - 1 table, 3 chairs - 1 coat rack, 1 dustbin - 1 counter desk - 1 bar stool - 1 storage room - 3 shelves - Daily cleaning - 3kW electric connection and consumption

number of fully equipped sqm: _____ X 36 800 HUF/121* EUR = _____ HUF exc./ VAT

For additional fittings and for the creation of a custom - built stand (with 3D design, technical drawing, etc.) please contact the organization dept.! E-mail: szervezes@hungexpo.hu

6. CORNERS

1 corner = 2 sides open / 2 corners = 3 sides open / 4 corners = 4 sides open

number of corners: _____ X 19 000 HUF/ 62* EUR = _____ HUF exc./ VAT

Stand construction can only be started if the Registration fee and the space rental fee are fully paid! (The prices do not include VAT.)

The undersigned acknowledges the General Terms and Conditions. (VAT is not charged for companies with national tax number and registered office in abroad)

Date: _____ Legally binding signature: _____



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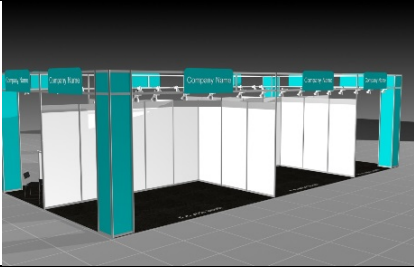
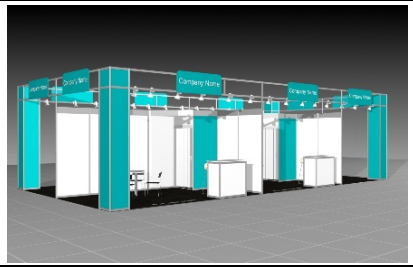


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PRE-EQUIPPED AND FULLY EQUIPPED STAND OFFER

PRE-EQUIPPED	FULLY EQUIPPED
Price: 33 800 HUF/ sqm (111* EUR/sqm) + VAT till 30 th September Price: 38 800 HUF/sqm (128* EUR/sqm+VAT for application received after 30 th September	Price: 36 800 HUF/ sqm (121* EUR/sqm) + VAT till 30 th September Price: 41 800 HUF/sqm (137* EUR/sqm+VAT for application received after 30 th September
	
The following services are included in the prices of the pre-equipped stands:	The following services are included in the prices of the fully equipped stands:
<ul style="list-style-type: none"> • SPACE FEE • Octanorm system with white walls (2,5 m high) • Carpet • Fascia board (company name) • In the corner a 50x50x330cm Octa column with turquoise facing • 1 spotlight / 3 sqm • 1 socket • Daily cleaning • + 3kW electric connection and consumption 	<ul style="list-style-type: none"> • SPACE FEE • Octanorm system with white walls (2,5 m high) • Carpet • Fascia board (company name) • In the corner a 50x50x330cm Octa column with turquoise facing • 1 spotlight/ 3 sqm • 1 socket • 1 table, 3 chairs • 1 coat rack, 1 dustbin • 1 counter desk • 1 bar stool • 1 storage room • 3 shelves • Daily cleaning • + 3kW electric connection and consumption
Stands available: 12-30 sqm	Stands available: 12-30 sqm
Attention! The above prices do not include the Registration fee <i>*Approximate price, exchange rate on 10th March 2015</i>	

NEW TO MARKET PACKAGE

Package price = 775 000 HUF(2551* EUR) + VAT
**Approximate price, exchange rate on 10th March 2015*



The following services are included in the prices of the shell scheme stands:

- 9 fully equipped sqm in the international corner
- List of reliable importers in your area of business
- 3 business matching meetings organized on your stand during the show
- One bilingual hostess on your stand during the show
- Registration fee

Stand signboard (max 20 characters): _____

Company name: _____

Contact person: _____ Tel. : _____

Date: _____ Legally binding signature: _____



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REGISTRATION OF CO-EXHIBITORS, COLLECTIVE PARTICIPANTS AND REPRESENTED FIRMS

Co-exhibitor's Basic Marketing Package: 43 000 HUF (140* EUR) + VAT/co-exhibitor (53 000 HUF (173* EUR) + VAT for applications received after 9th April 2016.)

The registration fee includes: registration in the visitor information system; registration of the company name on the website of the exhibition; link to the exhibitor's homepage; 2 exhibitor badges; basic catalogue entry with coloured logo.

Name of CONTRACTING PARTY for exhibition : _____

Data of **CO-EXHIBITOR(S)** disposing of a part of the stand rented by the contracting party:

1. Company name:

Address – Postcode: _____ City: _____ Street: _____ No. _____

Letters – Postcode: _____ City: _____ Street: _____ No. _____

E-mail: _____ Web: _____

Phone: _____ Fax: _____

Main field of activity: Manufacturer; Distributor - the name of the product: _____

Importer; Wholesaler; Retail trade; Service

Multinational company: yes; no

The co-exhibitor intend to exhibit in the following product group(s)

(please use the codes given in the list of product groups): _____, _____, _____

2 Company name:

Address – Postcode: _____ City: _____ Street: _____ No. _____

Letters – Postcode: _____ City: _____ Street: _____ No. _____

E-mail: _____ Web: _____

Phone: _____ Fax: _____

Main field of activity: Manufacturer; Distributor - the name of the product: _____

Importer; Wholesaler; Retail trade; Service

Multinational company: yes; no

The co-exhibitor intend to exhibit in the following product group(s)

(please use the codes given in the list of product groups): _____, _____, _____

3 Company name:

Address – Postcode: _____ City: _____ Street: _____ No. _____

Letters – Postcode: _____ City: _____ Street: _____ No. _____

E-mail: _____ Web: _____

Phone: _____ Fax: _____

Main field of activity: Manufacturer; Distributor - the name of the product: _____

Importer; Wholesaler; Retail trade; Service

Multinational company: yes; no

The co-exhibitor intend to exhibit in the following product group(s)

(please use the codes given in the list of product groups): _____, _____, _____

4 Company name:

Address – Postcode: _____ City: _____ Street: _____ No. _____

Letters – Postcode: _____ City: _____ Street: _____ No. _____

E-mail: _____ Web: _____

Phone: _____ Fax: _____

Main field of activity: Manufacturer; Distributor - the name of the product: _____

Importer; Wholesaler; Retail trade; Service

Multinational company: yes; no

The co-exhibitor intend to exhibit in the following product group(s)

(please use the codes given in the list of product groups): _____, _____, _____

Data of further companies not disposing of any part of the stand but **REPRESENTED** by the contracting and/or participating companies:

1. _____

2. _____

3. _____

Date: _____ **Legally binding signature:** _____

*Approximate price, exchange rate on 10th March 2015



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INVITATION CARD ORDER FORM

Deadline: 31st March 2016

Fax: +36/1-263-6098

Our exhibitors have the opportunity to maximize the value of their participation at SIRHA by inviting their partners using printed **Invitation cards** can be ordered by this form. The Invitation card also acts as a registration form to enable each of our exhibitors' guests attend to the exhibition and its various industry events for free of charge.

Beside of the printed invitation card, we are able to make you a personalized **internet link (free e-ticket)**, so you can send your invitation via e-mail to your partners (saving your postal costs).The Invitation cards include your barcode label.

Company name:	
Address:	
Contact person:	
Phone number:	
Email:	

Ordering:

- printed Invitation cards (max 150 pcs)**, ordered amount: _____ pcs
- e-ticket**, forward to the following e-mail: _____

Receiving:

- Please send the Invitation cards to the postal address above (Maximum 150 pcs can be posted!)
- We would like to collect them personally

Date: _____ **Legally binding signature:** _____



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SIRHA BUDAPEST LIST OF PRODUCTS

1. Food products

- 1.1 Meat and preserved products, meat products
- 1.2 Vegetables, fruits
- 1.3 Fats and oils
- 1.4 Milk, dairy products, egg
- 1.5 Flour and flour-based products, starches
- 1.6 Baked goods and pastas
- 1.7. Frozen food
- 1.8. Other food products
- 1.9 Ingredients, auxiliary materials
- 1.10. Animal feed products

2. Beverages

- 2.1 Mineral water
- 2.2 Soft drinks, non-alcoholic drinks and juices
- 2.3 Beers
- 2.4 Wines
- 2.5 Sparkling wines and champagnes
- 2.6 Vermouths
- 2.7 Aperitifs
- 2.8 Spirits
- 2.9 Tea and coffee

3. Bakery and pastry products & equipment

- 3.1. Baking industry products
- 3.2 Baking industry machinery, equipment and devices
- 3.3 Confectionery products, sweets
- 3.4. Equipment and devices for ice and pastry industry
- 3.5. Ice cream and pastry display cabinets
- 3.6. Ingredients, additives
- 3.7. Semi-finished and finished products
- 3.8. Auxiliary and decoration materials

4. Food industry machinery & supplies

- 4.1 Food processing machinery and technologies
- 4.2 Automation, data processing, control technology
- 4.3 Food safety, quality assurance
- 4.4 Laboratory and measuring instruments, scales
- 4.5 Biotechnology
- 4.6 Cooling and air conditioning

5. Kitchen equipment & supplies

- 5.1. Kitchen equipment, technology
- 5.2 Auxiliary kitchen equipment, pots and pans
- 5.3. Refrigerators, cooling equipment
- 5.4. Dishwasher
- 5.5. Planning, consulting, design, service

6. Coffee products & equipment

- 6.1. Coffee house and bar furnishings
- 6.2. Coffee mashines
- 6.3. Coffee

7. Furniture, decoration, tableware, textiles

- 7.1. Restaurant and hotel furniture
- 7.2. Textile for hotels and restaurants, table cloth, curtain
- 7.3. Tableware, porcelainware, glasses, plates, tableware sets
- 7.4. Decoration

8. Hotel equipment & supplies

- 8.1. Electronic equipment, TV, entry systems
- 8.2. Wellness equipment, sauna, jacuzzi, swimming pool
- 8.3. Ventilation and heating technology, air-conditioners
- 8.4. Interior design, shop design, terrace furnishings
- 8.5. Maintenance, safety technology
- 8.6. Fire and work safety equipment

9. Technologies, hygiene and cleaning products, services

- 9.1. Hotel and restaurant software
- 9.2. Cash registers, store furnishings
- 9.3. Food and drink vending machines
- 9.4. Hygiene products, cleaning products and services
- 9.5. Waste disposal, recycling, environmental protection
- 9.6. Protective work clothing
- 9.7. Banking services, insurances, loans, leases
- 9.8. Trade associations
- 9.9. Trade magazines
- 9.10. Educational institutions

10. BUDATRANSPACK, Packaging technology, logistics

- 10.1. Packaging machinery
- 10.2. Packaging materials
- 10.3. Materials handling equipment, forklift trucks
- 10.4. Freight forwarding, transportation equipment, shipping
- 10.5. Utility vehicles
- 10.6 Warehouse technology, shelf systems, pallets
- 10.7. Logistics services
- 10.8. Industrial parks, logistics centres, warehouses
- 10.9. IT solutions for the packaging and logistics industry



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ICE - AGENZIA PER LA PROMOZIONE ALL'ESTERO E
L'INTERNAZIONALIZZAZIONE DELLE IMPRESE ITALIANE

Maggiori dettagli sono disponibili nell'*Application form, in allegato*.
L'importo dovrà essere saldato direttamente all'Ente Organizzatore
Hungexpo Exhibition.

COME PARTECIPARE

Per partecipare occorre compilare l'Application form relativa alla
sezione espositiva di interesse ed inviarla a budapest@ice.it (o fax
n°0036-12660171).

L'Ufficio ICE di Budapest rimane a disposizione per ogni ulteriore
informazione sulla manifestazione e sul mercato ungherese.

Cordiali saluti.

Enrico Barbieri
Direttore



ICE - AGENZIA PER LA PROMOZIONE ALL'ESTERO E
L'INTERNAZIONALIZZAZIONE DELLE IMPRESE ITALIANE

**ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane - Ufficio di Budapest**
Olasz Külkereskedelmi Intézet

Olasz Nagykövetség Kereskedelemfejlesztési Szekciója

1088 Budapest, Rákóczi út 1-3.
East-West Business Center
Ungheria
T +36 1 266-7555, F +36 1 266-0171
budapest@ice.it
<http://www.ice.it/paesi/europa/ungheria/>
<http://www.italtrade.com/countries/europe/ungheria/>

Allegati: Application form SIRHA BUDAPEST 2016

Plaquette SIRHA BUDAPEST 2016



” Sirha - worldwide event for the food service and hotel sectors - continues its international development with the first edition of Sirha Budapest.

This new event will bring together key players in the Horeca and retail industry in Hungary and Eastern Europe. Professional visitors will discover a comprehensive overview of the latest trends in the agro-food, bakery-pastry, hospitality and food service industries.

Packed with animations and events, the show will offer a platform for expression for all trades in the sector, and for gastronomy in particular thanks to the Bocuse d'Or Europe. Highlight of Sirha Budapest, this prestigious contest will feature the very best chefs from Europe and will reveal tomorrow's talents. Conviviality, innovation, creativity and business will be on the menu at the show and no effort has been spared to appeal to your clients and prospects!

Come and share the success of this first edition: join the exhibitors at Sirha Budapest in May 2016! ”

**Jérôme Bocuse,
President of Sirha**



MARKET FOCUS

A population pool of more than 94 million

- A domestic market of **9.9 million inhabitants**.
- A zone of influence covering more than **84 million individuals**: Hungary, Slovakia, Ukraine, Romania, Serbia, Croatia, Slovenia.

High-potential and accessible domestic market

Part of the Schengen Area

- Free movement of goods and individuals.
- Stable local currency.

Dynamic agro-food industry

- Hungary is an important European producer of meat, fruits, vegetables, honey, and 4th European wine-producing country.
- Multinational corporations: Bongrain/Savencia, Danone, Unilever, Bonduelle, etc.

Extensive network of food outlets

- More than **1,500** hypermarkets, supermarkets, and discount food stores.
- More than **19,000** grocery stores and in excess of **3,400** pastry shops.
- Major international brands: Tesco, Spar, Metro, Auchan, Lidl, Aldi, etc.

Rapidly developing restaurant and food service sector

- More than **25,000** restaurants, of which **5,700** full service restaurants.
- **An emerging gastronomy** with a culinary identity asserting itself on the international scene.
 - 2010: first mention of Hungary in the Guide Michelin.
 - 2012: first Gault & Millau guide dedicated to Hungary, **398** restaurants listed in 2015.

Tourism, a major industry that boosts the hotel sector

- **9.5 million tourists in 2014**, + **7,2%** vs 2013. (Hungarian tourist report 2013)
- **1,031** hotels, total accommodation capacity of more than **365,000 beds**, + **8.7%** in 2014 vs 2013.



WHY EXHIBIT AT SIRHA BUDAPEST ?

- Introduce your products to the players in Hungary and Eastern Europe.
- An exhaustive **hotel, food service and agro-food** offering.
- **Quality services** that enhance your company image.
- **Bocuse d'Or Europe**, a major gastronomic event that attracts significant media coverage and draws both the continent's top chefs and major press agencies.
- **Contests, animations** for all trades in food service, retail and hospitality.
- **Efficient services designed to optimise your participation:**
 - personalized support for new entrants to the market.
 - « hosted buyers » programme.
 - possibility to invite your partners with free e-tickets

INTRODUCE YOUR NEW PRODUCTS TO VISITORS FROM ALL OVER EASTERN EUROPE

20,000 professional visitors expected

Professionals and decision-makers from the agro-food, hospitality and food service industries, from Hungary, Slovakia, Ukraine, Romania, Serbia, Croatia, Slovenia.

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

10 SECTORS COVERING HORECA AND RETAIL

- Food products
- Beverages
- Kitchen equipment and appliances
- Products and equipment for bakery-pastry
- Coffee products and equipment
- Furniture, tableware, decoration, textile
- Products and equipment for the hotel industry
- Services, new technologies, hygiene
- Products and equipment for the agro-food industry
- BUDATRANSPACK: Products and equipment for packaging and logistics

MULTI-CHANNEL COMMUNICATION PLAN TO PROMOTE THE EVENT

- **Media campaigns** in the specialised press and on social networks.
- **Participation of professional associations** in the hotel, restaurant and food service trades from Hungary and neighbouring countries.
- **Direct marketing campaigns** targeting 32,000 professionals.



THE VERY BEST CONDITIONS TO PROMOTE YOUR PRODUCTS & SERVICES

SIRHA BUDAPEST “NEW TO MARKET” PACKAGE

Efficient services to help you take your first steps on the Hungarian and Eastern European markets

- **9 m² fitted stand** in the international corner of the trade show.
- **The list of importers for your sector** will be forwarded to you upon signing your participation contract.
- **3 business appointments** arranged at your stand according to your requirements.
- **A bilingual Hungarian-English hostess** at your stand.

TOTAL PRICE excl. VAT **775 000 HUF** **2 551 €⁽¹⁾**

EXPAND YOUR NETWORK!

Hosted buyers programme

Sirha Budapest will invite around forty major purchasers from countries in the zone of influence: come and meet them to develop your business in Eastern Europe!

Networking cocktail event

With the exhibitors, chefs and experts attending the contests and animations at the show, and purchasers of the buyers programme: a unique opportunity to meet colleagues and potential clients.

Take part in the Sirha Budapest Innovation Award

Promote your new products and services with the press and visitors to the show!

Several stand options

	PRICES EXCL. VAT		EXAMPLES OF LAYOUT	
	HUF	€ ⁽¹⁾	HUF	€ ⁽¹⁾
Registration fee	60 000	198	12 m ² bare incl. 1 corner	317 800 1 046
m ² bare ⁽²⁾	19 900	66	12 m ² fitted incl. 1 corner	520 600 1 714
m ² pre-fitted	33 800	111	24 m ² bare incl. 2 corners	575 600 1 895
m ² fitted	36 800	121	48 m ² bare incl. 4 corners	1 091 200 3 592
corner	19 000	63		

(1) For information only, exchange rate as of March 19, 2015

(2) For orders placed before 30th September 2015, passed that date 25% surcharge on price excl. VAT bare m².



Bocuse d'Or Europe 2014 - Stockholm

AN EXCEPTIONAL PROGRAMME FEATURING CONTESTS AND ANIMATIONS

TOPICAL CONFERENCES IN THE PRESENCE OF OPINION LEADERS



**An opportunity
to meet the very
best European
chefs**

A true culinary show presided over by **Zoltán Hamvas** - one of Hungary's top chefs - and covered by international media. This prestigious contest will bring together the best talents from twenty European countries. Eleven chefs will earn their qualification for the world finale of the Bocuse d'Or in 2017.

Dessert on a plate contest

Organised by **Zoltán Kolonics** - one of the country's most famous pastry chef.

Bakery contest

Orchestrated by the Principal Order of Hungarian Bakers, this contest will federate the entire trade.

Barista animation

The best baristas of the country will demonstrate their savoir-faire on stage at Sirha Budapest.

Future Store

Featuring innovative solutions for food shops. In partnership with the specialized professional review Trade Magazin.



**Discussions and
exchanges on the
latest trends with
Hungarian opinion
leaders**

Frédéric Loeb, Sirha's very own specialist will present the future trends in catering from around the world and in Eastern Europe. The conference will be followed by exchanges with players in the sector.

A day of conferences, tastings and animations on the theme of mass catering

Organized by ELOSZ, Hungarian professional mass catering association.

ENHANCE YOUR COMPANY'S VISIBILITY

Become a partner of the Bocuse d'Or Europe!

Contact our International Sponsoring Manager to draw up a proposition best suited to your strategy.

Dorothee BASSEGUY

dorothee.basseguy@gl-events.com





THE PROFESSIONAL SKILLS OF AN EXPERIENCED AND PRO-ACTIVE BI-NATIONAL TEAM

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.

The HUNGEXPO team is in charge of the operational aspects of the trade show and contributes its in-depth knowledge of the Hungarian market.

SIRHA BUDAPEST, A SHOW MADE 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 19 countries, the group achieved a turnover of **ME 939** in 2014 and employs **4 000** people. GL events Exhibitions organises more than 300 shows, exhibitions and contests worldwide.



YOUR UPCOMING EXPORT-RELATED EVENTS

Sirha Rio
14 - 16 October 2015
Sul'America, Rio de Janeiro, Brazil

Sirha Istanbul
26 - 28 November 2015
Istanbul Congress Center, Turkey

Sirha Genève
24 - 26 January 2016
Palexpo, Geneva, Switzerland

Sirha Mexico
10 - 12 February 2016
World Trade Center Mexico City

Europain & Intersuc
5 - 9 February 2016
Paris-Nord Villepinte, France

Sirha
21 - 25 January 2017
Eurexpo Lyon, France
www.sirha.com

www.sirha-budapest.com

COMMERCIAL CONTACT DETAILS

HUNGARY

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

Commercial team

Enikő MÁRKI
marki.eniko@hungexpo.hu
Mob. + 36 30 94 85 129

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

OUTSIDE HUNGARY

GL events Exhibitions
To exhibit:
Ana SALGADO
International Business Developer
ana.salgado@gl-events.com
Mob. +33 (0)6 77 62 20 31

To become a partner of the Bocusé d'Or Europe :
Dorothee BASSEGUY
International Sponsorship Manager
dorothee.basseguy@gl-events.com
Mob. +33 (0)6 44 15 40 53



Sirha Budapest, member of the international network

