

# SIRH/+ BUDAPEST

22-24  
MARCH  
2022

HUNGEXPO  
HUNGARY

www.sirha-budapest.com



INTERNATIONAL HORECA AND RETAIL SHOW

# SIRHA+ BUDAPEST

” The Sirha Budapest trade fair has been an unmissable event for many years for professionals working in the catering, confectionery, bakery, and food industries in Central Europe. Every two years, the professional audience meets the best of the sector here, gets to know the novelties, participates in professional trainings, programs, competitions, conferences, builds relationships, and acquires new clients. Compared to Sirha two years ago, our world has changed radically, perhaps there has never been such a need to exchange experiences and reinforce each other.

After this challenging period, I can provide good news. It has come a long way to Budapest to host the 2016 European Final of the Bocuse d'Or, and now we have reached another milestone: once again we will be hosting the world's most prestigious chef's competition!

The world of gastronomy will be looking at Hungary next year again. I wish all the professionals working in the sector, Sirha Budapest, including Bocuse d'Or Europe, to be once again a wonderful celebration of the profession! ”



**Mr. Zoltán HAMVAS**  
president of Sirha Budapest  
president of the Hungarian  
Bocuse d'Or Academy



## 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 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

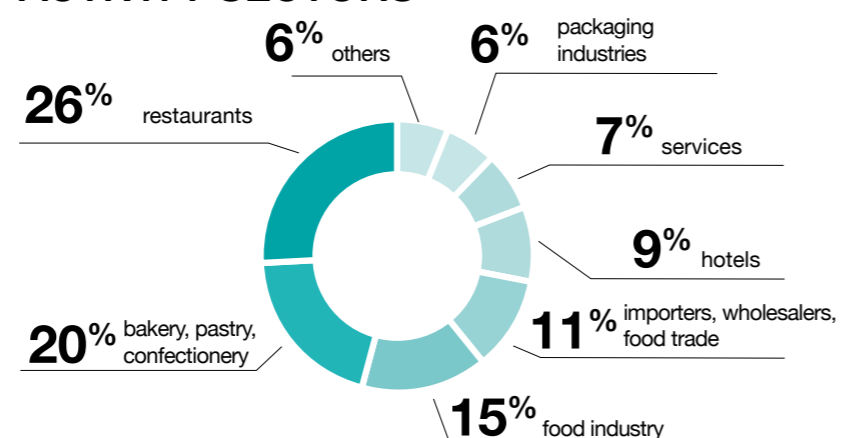
EXHIBITOR FROM  
17 COUNTRIES

# 46%

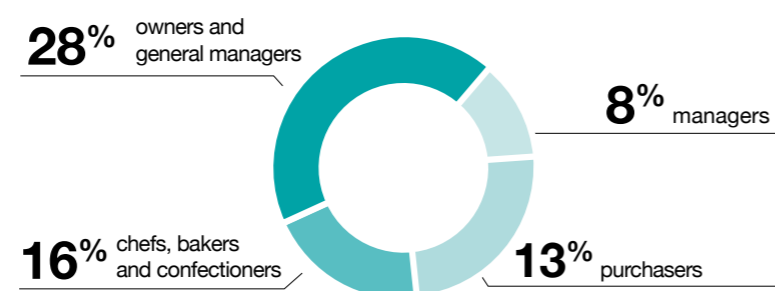
INTERNATIONAL  
AND MULTINATIONAL

# 12 500<sub>m<sup>2</sup></sub>

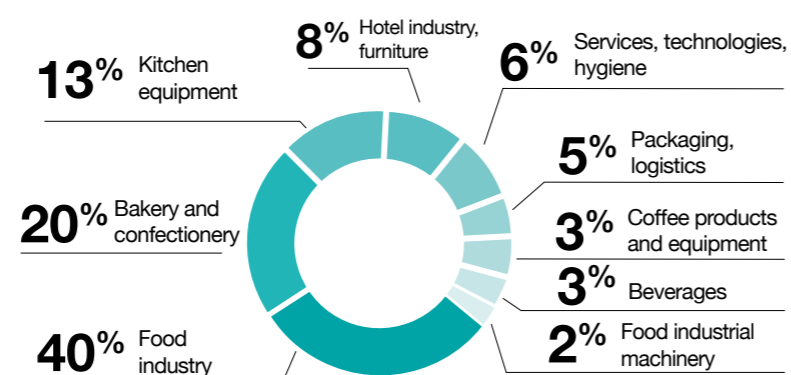
## ACTIVITY SECTORS



## DECISION MAKERS



## ACTIVITY SECTORS (M<sup>2</sup> SZERINT)



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

### PAVILON 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

### PAVILON 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, Gasztrométál Zrt.**



# THE MOST EXCITING COMPETITIONS OF THE FOOD SERVICE ON STAGE

## NEW! Bocuse d'Or Europe

Budapest hosted the European finals of the world's most prestigious cooking competition, the Bocuse d'Or, in 2016 for the first time. In the continental selection, the best chefs in Europe are competing in front of the 24-member jury, which decide who earns the right to represent Europe at the world grand finale in Lyon. The European selection is the most popular event in the qualifying series, from where most chefs can advance to the kitchens of the finale.

We are proud that in 2022, the ten countries to compete with the bests of the world will be selected at HUNGEXPO Budapest Congress and Exhibition Center, on Sirha Budapest! Once again, competitors will have 5 hours 35 minutes to prepare a meat and fish dish with pre-defined ingredients to prove to the international jury their talent, technical knowledge, and creativity.

The Bocuse d'Or Europe, in addition to putting Sirha Budapest in the spotlight of international attention, provides a great opportunity for Hungarian gastronomy to gain greater awareness on the international stage, as the participants will work with Hungarian ingredients during both the preparation and the competition, so the chefs, restaurant owners and gastronomic experts visiting the competition will get to know Sirha Budapest's offer.

At the same time, the competition is an unparalleled forum for sharing experiences between nations, which is especially important in the current situation, since as Zoltán Hamvas, President of the Hungarian Bocuse d'Or Academy, said: "The industry is more keen than ever to get together, cooperate, exchange ideas, and to give strength one another after such a challenging period."

## 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.



## 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 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.

## 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.

# OUR TEAM AT YOUR SERVICE

## EXHIBITION DIRECTOR

### Ms. Klára TIHANYI

Phone: +36-1/263-6032  
Mobile: +36-30/250-3677  
tihanyi.klara@hungexpo.hu

## SALES REPRESENTATIVE

### Ms. Renáta KISS

Phone: +36-1/263-6023  
Mobile: +36-30/823-7857  
kiss.renata@hungexpo.hu

### Ms. Emese MOLNÁR

Phone: +36-1/263-6194  
Mobile: +36-30/167-4009  
molnar.emese@hungexpo.hu

## JUNIOR PROJECT MANAGER AND MARKETING MANAGER

### Mr. Máté KUJALEK

Phone: +36-1/263-6180  
Mobile: +36-30/239-9997  
kujalek.mate@hungexpo.hu

## 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 <sup>2</sup>	91 EUR	103 EUR	114 EUR
48 - 95 m <sup>2</sup>	88 EUR	100 EUR	111 EUR
above 96 m <sup>2</sup>	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](http://www.sirha-budapest.com)!

## OUR PARTNERS:

### Special Trade Partner:



### Special Media Partner:



### PROFESSIONAL PARTNERS:

