



THE MEETING POINT FOR
ALL PLAYERS IN FOOD,
BAKERY, PASTRY, FOOD
SERVICE, HOSPITALITY
AND PACKAGING INDUSTRIES
IN HUNGARY



Sirha Budapest 2018 - summary

This is the third time Sirha Budapest successfully combined world-class animations content with a comprehensive and international offering. The very qualitative trade show gathered more than 20.000 high profile professional visitors and more than 300 exhibitors at HUNGEXPO Budapest Fair Center.

This successful event awaiting the professionals again during the spring of 2020 at Budapest

300 exhibitors coming from 15 countries

Sirha Budapest's ambition was to feature a comprehensive offering to the food, baking and confectionery, hotel and hospitality, packaging industry and gastronomy related visitors.

During the three days of the trade fair the professional visitors from all over the CEE region had the possibility to find everything they might need for their business in one unique place by the **300 exhibitors** who presented their products and services, from food and beverages to equipment, tableware, decoration, hygiene products and services for hotels, restaurants and packaging companies.

In 2018 **local Hungarian producers** showcased their products again from different regions of the country and provided the possibility for professionals to taste them.

20.000 high profile professionals attended the event

Sirha Budapest gathered 20.000 professionals from the Hospitality and Food Service industry, including 24% restaurants and catering industry, 16% food industry 21% bakery/pastry shops, 12% retail and import/export, 8% hotel industry and 7% services.

More important, a large majority of them, 36% were owners and decision-makers, 22% sales and purchasing, and 15% chefs, bakers and confectioners.

Especially wide professional program, featuring contests and conferences

It is one the main characteristics of Sirha to combine a professional exhibition with contests and events. In 2018 the event offered several novelties to the visitors.

Bocuse d'Or Hungarian Selection

Sirha Budapest hosted the Hungarian final of the most prestigious chef competition on the second day. During the fierce competition, **Ádám Pohner**, the souschef of the Kistücsök Restaurant at Balatonszemes took the award for his work, and won the honour to represent Hungary in Torino, and the chance to compete in Lyon, where the president of the jury will be the last Bocuse d'Or Europe winner Tamás SZÉLL.

International Catering Cup Hungary Selection

The **International Catering Cup Hungary Selection** was organized together with **the Federation of Hungarian Event Organizers and Suppliers** where the participating teams showcased their many skills from organization through logistics to preparing and serving meals. The winner of this first event in Hungary is **Albatros-Expo Catering Kft. (László KASUBA, Gergő BALÁZS, István VOLENTER)**

National Mass Catering Championship

Another novelty was the **National Mass Catering Championship Competition where, in the spirit of modern gastronomy**, contestants created meals of traditional taste from a pre-determined food basket containing Hungarian basic materials. On the competition the **Eurest Budapest** team took the first prize.

Sirha Budapest Dessert Competition

It is now a tradition that the trade fair hosts the **Sirha Budapest Dessert Competition**, where the winner was Gréta BERTA and Emese KŐRÖSI-FEHÉR, from the confectionery of Kempinski Hotel Corvinus Budapest. The competition, organized by **Zoltán KOLONICS** for the third time, is one of the most prestigious in its sector, by the quality of the works and the professional support of the recognized pastry chefs in the jury.

Omnivore Budapest

The well-known professional forum, **Omnivore** was held for the first time in Hungary, titled „Taste the world, to redefine your own taste”. (This time it was named Omnivore Budapest) During the program, the most innovative chefs of Hungary held 45 minutes-long shows, presenting their own gastronomical view, and their technical solutions that can be used later by the professionals as well.

Animations, conferences

Sirha Budapest cooperates with the **Hungarian Bakery Association** and the **National Trade Corporation of the Hungarian Confectionery Industry** since 2017, therefore several bakery and confectionery programs were organized in the newly opened Hall G. Amongst others the evaluation of the bakery **product competition, sandwich**

presentations and different kind of cottage cheese product preparations awaited the professionals.

The National Trade Corporation of the Hungarian Confectionery Industry started the exhibition with the **János PATAKI memorial competition**, but the selection of the **Cake of Hungary competition** was also held at Sirha Budapest. During the breaks of the evaluation **chocolate and caramel animations** took place by well-known Hungarian professionals.

The **Conference Room** hosted programs on such topics as the latest trends in hospitality marketing, the online smart payment methods or the successful business kick-off by the **Hungarian Hospitality Industry, the National Food Chain Safety Office and the Pannon Gastro Academy**.

On the **Future Store** animation, visitors could discover brand new retail technologies and products to facilitate their retail business.

Trends and innovations

Sirha Budapest put a great emphasis on presenting the latest trends and innovations of the sectors, therefore the Innovation Product Competition prize was announced for the third time together with Trade Magazin and handed over the Grand Prize to **YAMA by STARFOLplusz** in packaging industry and logistics category, **Rubin Szegedi Paprika Feldolgozó Kft.** in food and drink category, **Zila Kávéház Kft.** in baking and confectionery industry products category, **Rill&Son Kft.** in hotel industry products, furniture, fabrics, decorations, table settings category and **Maxíz Kft.** in technologies category

Networking opportunities

And traditionally the **Enterprise Europe Network, PRIMOM Foundation B2B meetings** were held on Sirha Budapest. Almost 100 company, such as hotel chains, multinational retail companies, furniture producers, packaging technology factories, food producers, bio product manufacturers, kitchen equipment producers participated on the program.

Sirha Budapest – next edition: spring of 2020