

Sirha

BUDAPEST

POST SHOW REPORT

2022
SPRING
HUNGEXPO
HUNGARY



“The fourth Sirha Budapest was an outstanding success!

The Sirha Budapest International HoReCa and Retail Show in 2020 was about growth in all areas. The number of professional visitors increased by 12% and there was a 5% growth in decision-makers as well. The exhibition also strengthened internationally: the number of multinational companies increased by 52% and the number of foreign exhibitors doubled compared to 2018!

Don't miss the next edition that will be held in the spring of 2022!”

Marie-Odile Fondeur
Managing Director of Sirha

Ganczer Gábor
CEO of Hungexpo

The meeting point for all players of central-Eastern-Europe in food, bakery, pastry, food service, hospitality and packaging industries as well as gastronomy in Hungary:

24 000

professional
visitors

17

countries

300 116 44

exhibitors foreign
including: exhibitors multinational
exhibitors



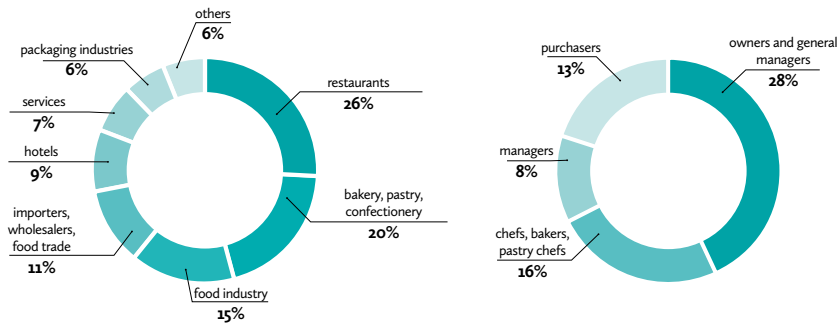
hungexpo

www.sirha-budapest.com



24 000 HIGH PROFILE PROFESSIONAL VISITORS FROM 42 COUNTRIES

INCLUDING 65% DECISION-MAKERS



EXHIBITORS' TESTIMONIALS

“ This year's Sirha Budapest once again exceeded all our expectations, both in terms of the number of visitors and the success of the negotiations. From the very beginning, it is one of our favourite fairs, due to its high standard and the great interest of the visitors. The exhibition is a unique opportunity both to promote a Czech brand already present in the Hungarian market and to introduce completely new brands to the professional audience. We consider it a completely gap-filling event and look forward to the next edition.”

Ms. Dora EGRESSY, Head of CzechTrade Budapest, Czech Trade Promotion Agency

“ As an ever-returning exhibitor, participation in Sirha Budapest is important because it provides us an opportunity to meet and exchange ideas with manufacturers and our competitors. Also, we can learn about the latest trends, new products and at the same time we can showcase our developments of the last two years. At the show, we can collect feedback, both from our customers and the industry, on how they value what we do, and where we need to improve. In addition, last but not least, we gain new business relationships on every edition of the exhibition.”

Dr. Richárd ANDREJSZKI, CEO, Chef Market Zrt.

EXPANDING WORLD-CLASS COMPETITION OFFER

From the very beginning, Sirha Budapest has successfully combined the trade fair with the most important competitions and conferences related to the introductory professions, so that in addition to learning about novelties and establishing and nurturing business relationships, professionals can also meet outstanding representatives of their respective professions. The novelty of the year 2020 was **International Jeunes Chefs Rôtisseurs – Young Chefs Competition Final**, in addition to which the **Bocuse d'Or Hungarian Selection**, the **Sirha Budapest Dessert Competition** and the final of the **National Mass Catering Championship** returned again!

NUMEROUS PROFESSIONAL PRESENTATIONS AND CONFERENCES

As the most significant HoReCa and Retail Show in the region, Sirha Budapest is an important center for exchanging experiences, professional development and learning about the latest trends. In order to achieve this, in addition to the wide range of conferences, the **Enterprise Europe Network** and the PRIMOM Foundation's international business meeting were held again, the **Future Store** returned, and the **Hungarian Bakery Association** as well as the **National Trade Corporation of the Hungarian Confectionery Industry** again gave interesting presentations. As a novelty, **Sirha Business Café** awaited the professionals for the first time.

MAXIMUM MEDIA COVERAGE

225.000 eur media value

240 exposures in the media including **174** online megjelenés

42 in print media such as, Trade Magazin, Forbendéglátás Magazin, HVG **24** exposures on radio and TV

Sirha Budapest is a member of the international Sirha network

www.sirha-budapest.com



DON'T MISS THE NEXT EDITION IN THE SPRING OF 2022.

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