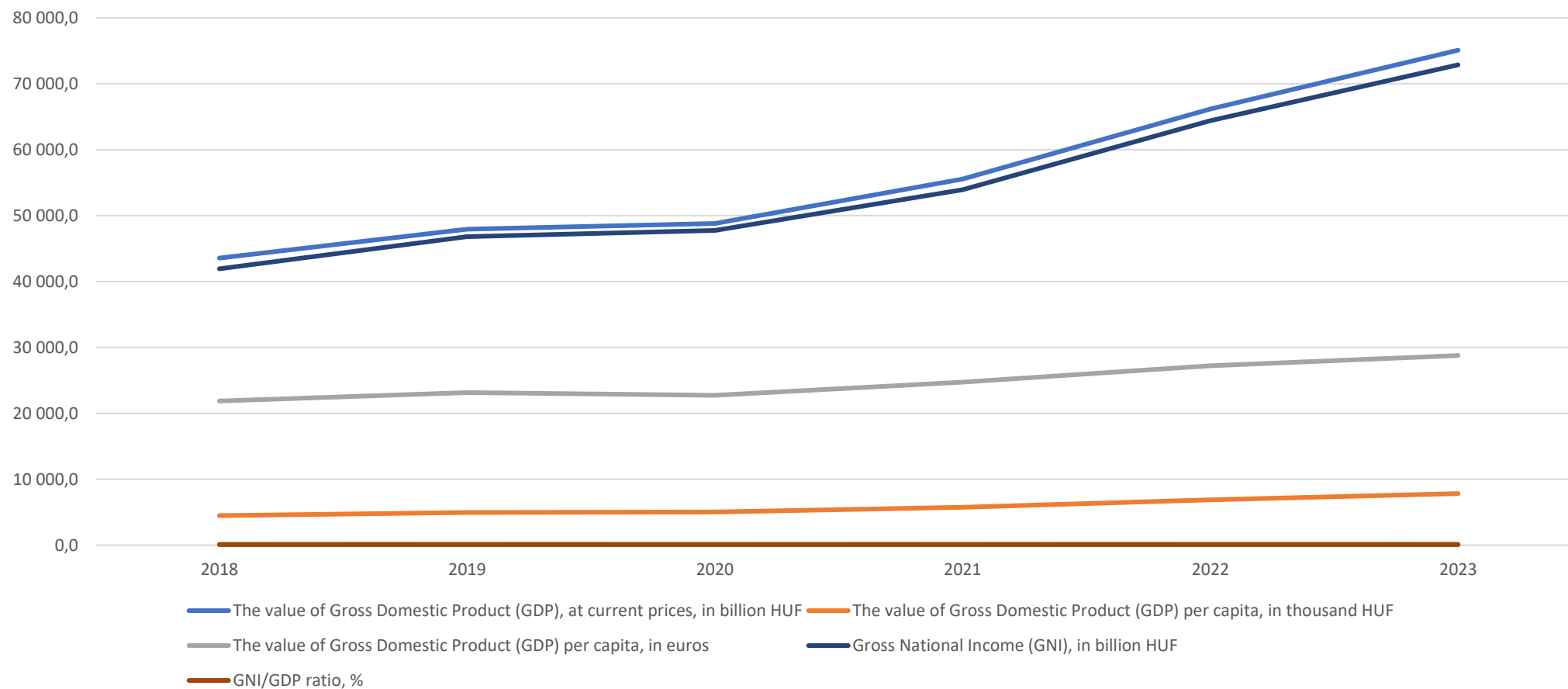


# SIRHA+ BUDAPEST



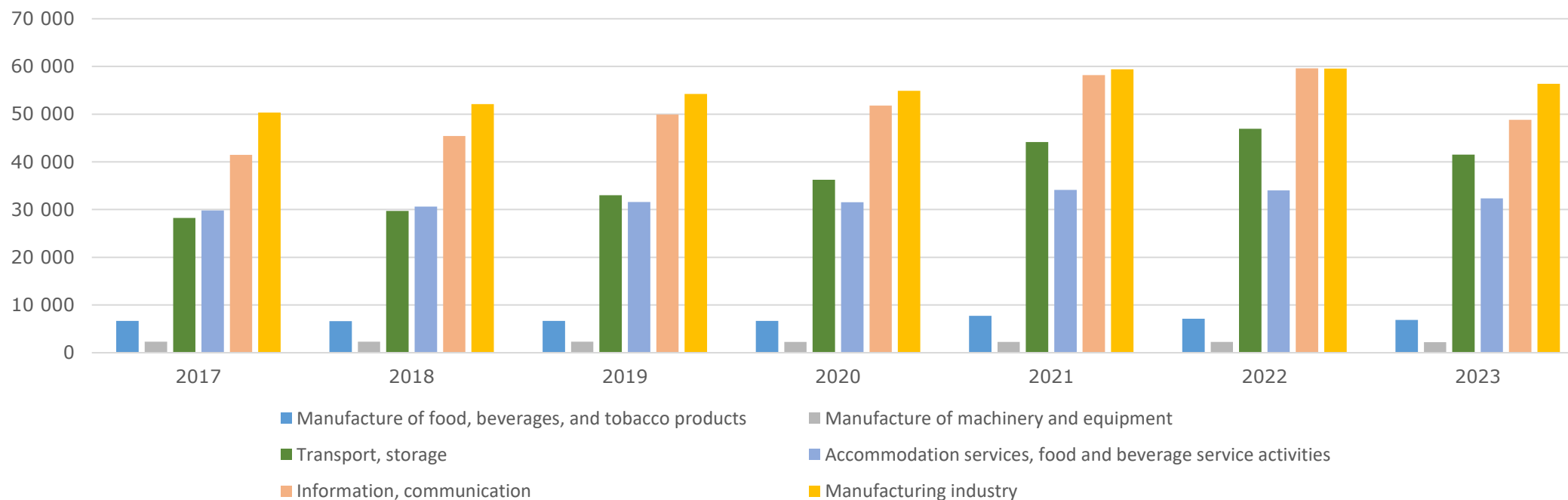
# The Hungarian economy in numbers

Key macroeconomic data –  
HCSO (Hungarian Central Statistical Office)



# The Hungarian economy in numbers

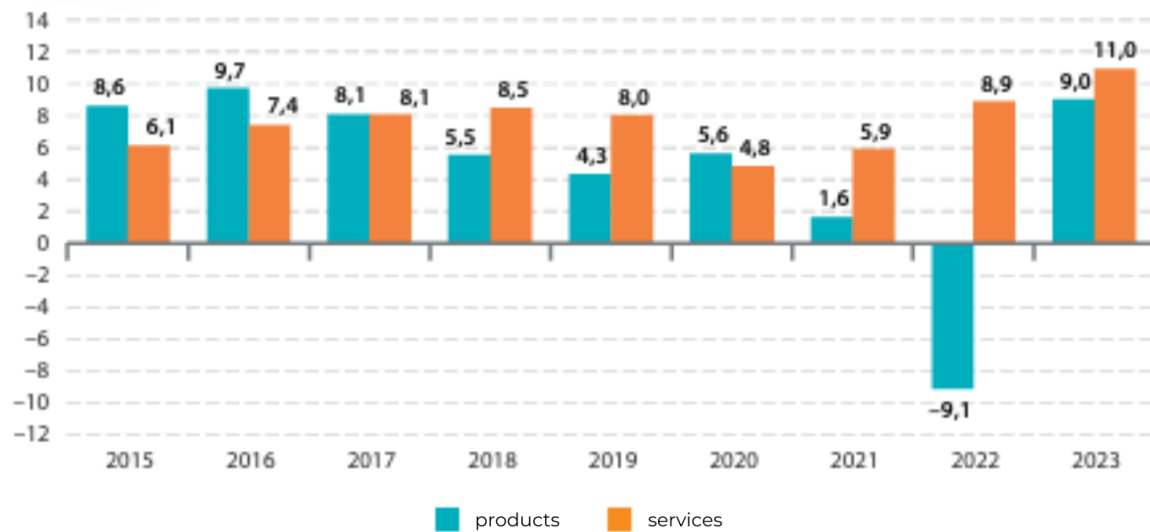
Business Demographics (Number of active businesses) by sector of the economy – HCSO  
(Hungarian Central Statistical Office)



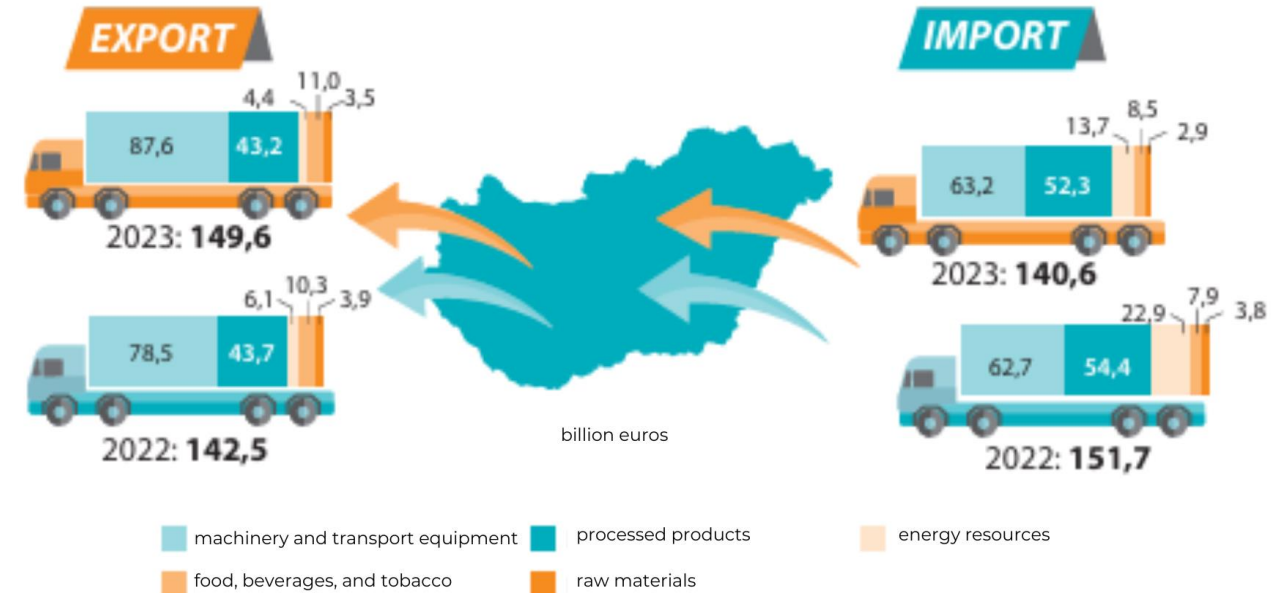
# The Hungarian Export-Import in numbers

## Trade balance

billion euros



## Trade of goods



# HUNGEXPO BUDAPEST CONGRESS AND EXHIBITION CENTER



**Hungexpo Zrt. is Hungary's and the region's leading exhibition and conference organizing company, which, since its renewal in 2021, welcomes exhibitors and visitors in a 21st-century environment.**

Founded in 1967, Hungexpo has been dedicatedly and professionally organizing trade fairs, exhibitions, and conferences from the very beginning. With its extensive international network and representative system, it is one of Central Europe's key exhibition and conference organizers.

Hungexpo Zrt. organizes 10-12 of its own exhibitions annually and hosts numerous events, expecting 200,000 visitors.

[Click for the HUNGEXPO BUDAPEST movie](#)







# SIRHA INTERNATIONAL NETWORK



**SIRH/+**  
BOCUSE D'OR

**SIRH/+**  
MÉDITERRANÉE  
FOOD & LIFESTYLE MARSEILLE

**SIRH/+**  
BUDAPEST

**SIRH/+**  
ARABIA

**SIRH/+**  
LYON

**SM/+HRT**  
TOULOUSE

**SIRH/+**  
BAKE & SNACK  
EUROPAIN PARIS 2026

**SIRH/+**  
OMNIVORE

**SIRH/+**  
COUPE DU MONDE  
DE LA PÂTISSERIE

# SIRHA+ BUDAPEST

*"The SIRHA Budapest exhibition has been an unmissable event for Central European hospitality, pastry, bakery, and gastronomy professionals for years."*

*Every two years, the professional audience meets the best in the sector here, and also gets acquainted with innovations, participates in training sessions, programs, competitions, and conferences."*

**Klára Tihanyi**  
**SIRHA Budapest** Exhibition Director



With **26,000 professional visitors** from **16 countries**, **SIRHA Budapest** is **the most important business forum** for the food industry and HoReCa sector in Central Europe.

The professionals mainly come from Austria, Italy, Poland, the Czech Republic, Croatia, Slovakia, Serbia, and Romania.

[Click for the SIRHA Budapest 2024 movie](#)

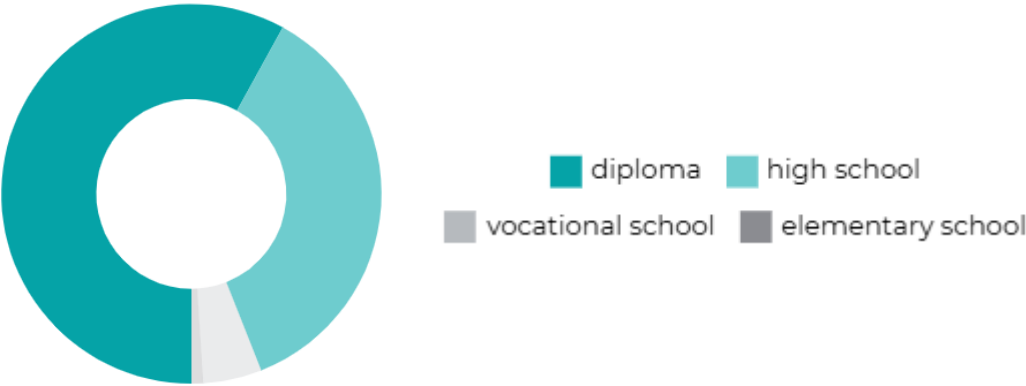


# VISITORS IN 2024

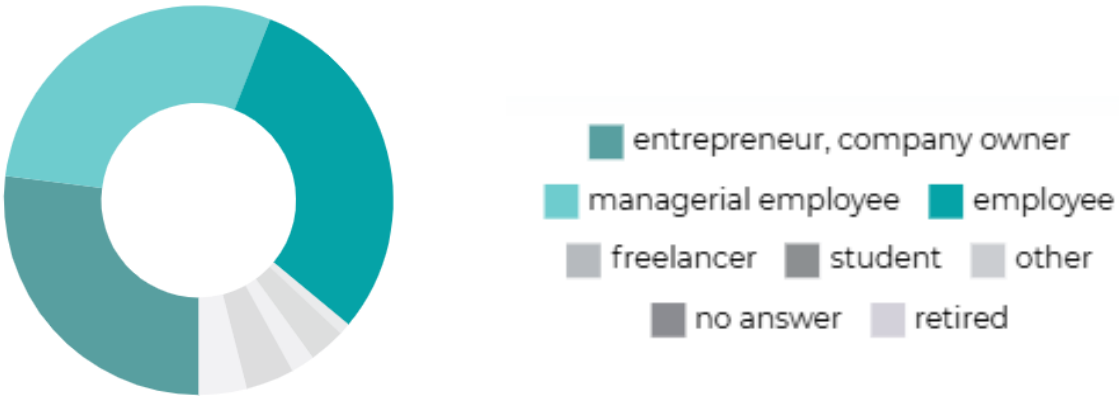
26 000 VISITORS  
FROM 42 COUNTRIES

314 exhibitors, of which 78 foreign exhibitors

16 countries



## DISTRIBUTION OF VISITORS BY DECISION-MAKING ROLE





# VISITORS IN 2024

## MAXIMUM MEDIA REACH

325.000 euro

500 media appearances, including



160 online appearances on FMCG sector's leading specialized media platforms

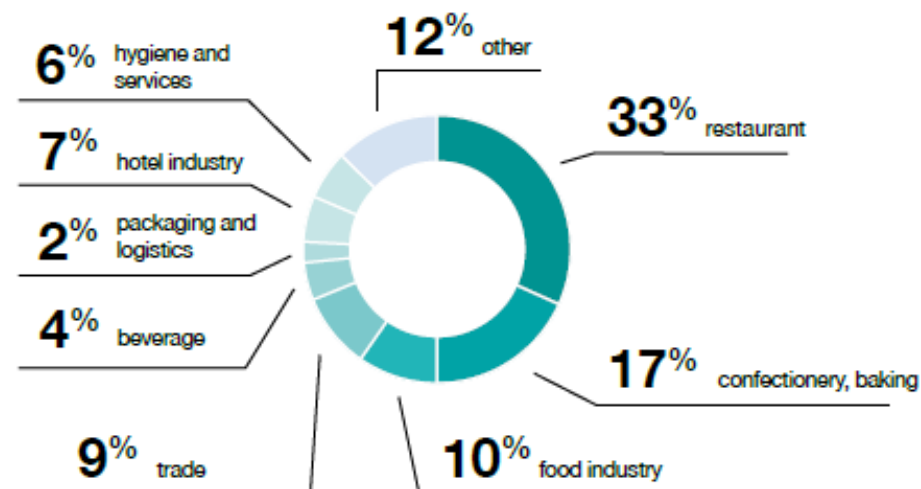


21 print publication in FMCG sector's leading specialized media



targeted reach on our social media platforms

## DISTRIBUTION OF PROFESSIONAL VISITORS BY INDUSTRY



# VISITOR BRANDS 2024



We are pleased to announce that the date for the next  
**SIRHA Budapest** has arrived!

**From March 3-5, 2026**, the most significant food industry and  
HoReCa exhibition in Central Europe will open its doors once again!

We look forward to welcoming you to an unforgettable event!

**Early bird registration deadline: June 16, 2025.**

**Opening hours:**

10 am-18 pm

Tuesday - Thursday

**Location:**

HUNGEXPO Budapest Congress and Exhibition Center  
H-1101 Budapest, Albertirsai Street 10.

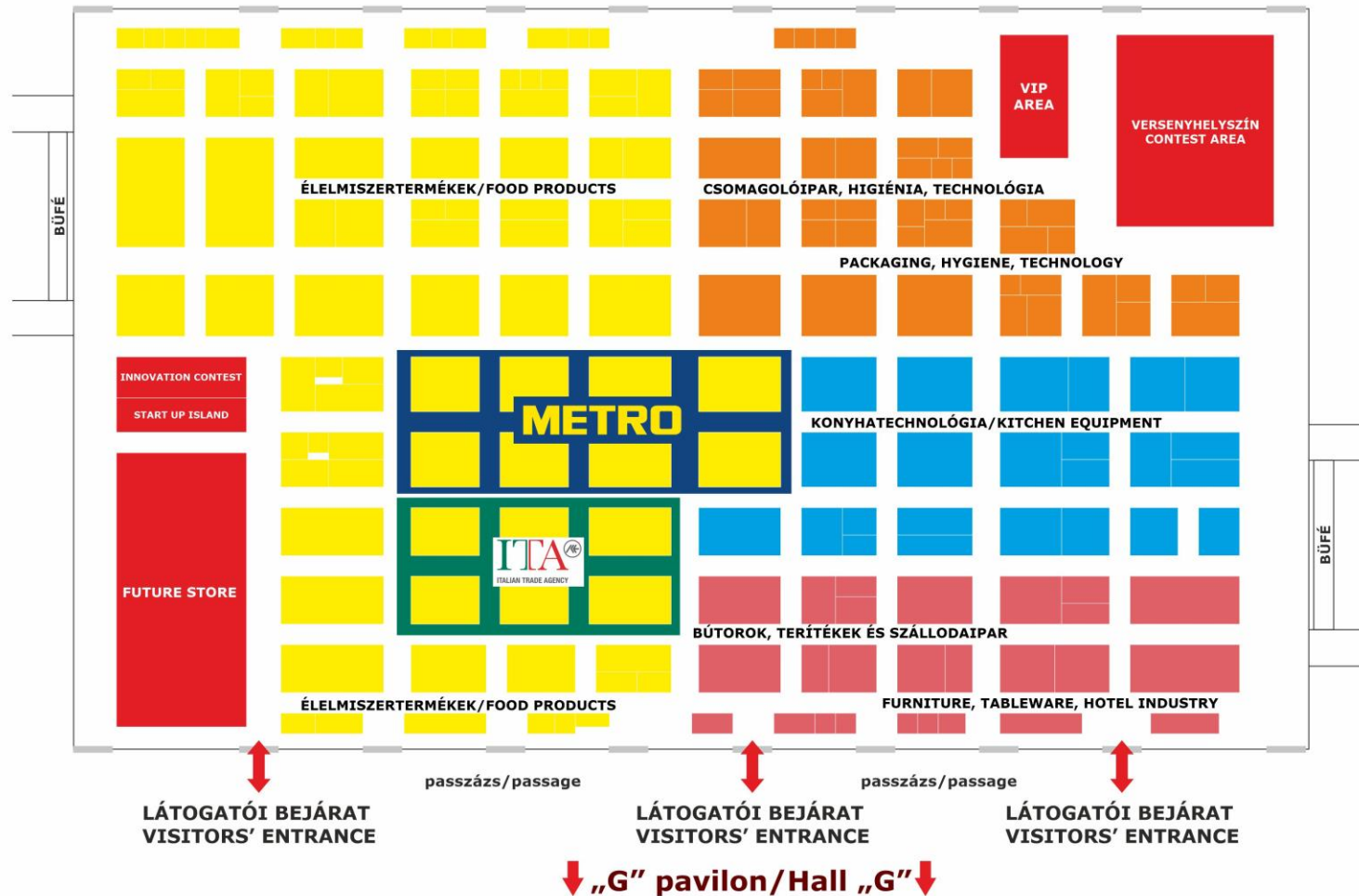


## PRODUCT GROUPS

1. Food products
2. Beverages
3. Bakery and pastry products & equipment
4. Food industry machinery & supplies
5. Kitchen equipment & supplies
6. Coffee products & equipment
7. Furniture, decoration, tableware, textiles
8. Hotel equipment & supplies
9. Technologies, hygiene and cleaning products, services
10. BUDATRANSPACK, Packaging technology, logistics

# SIRHA Budapest 2026

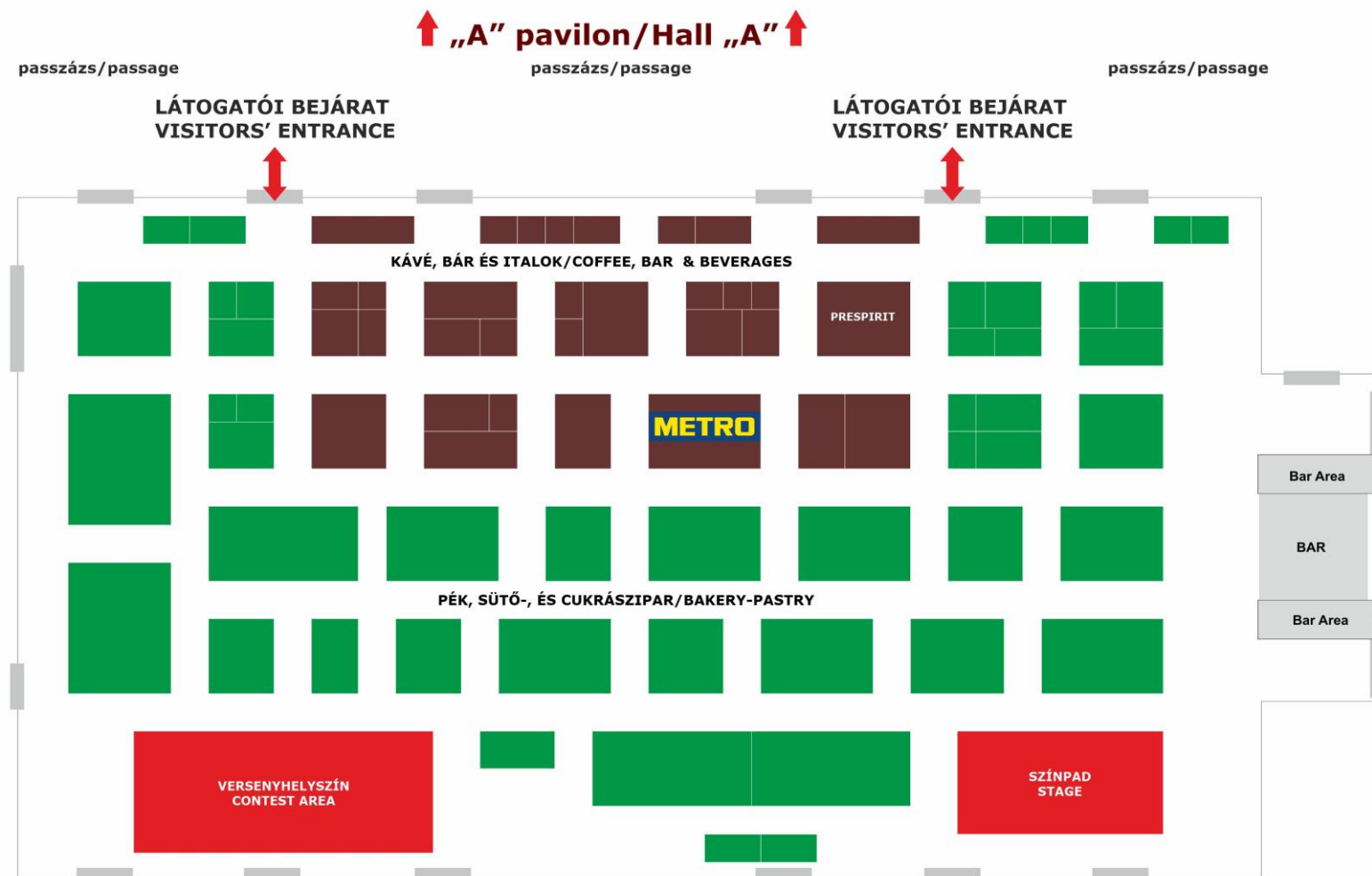
## „A” pavilon/Hall „A”





# SIRHA Budapest 2026

## „G” pavilon/Hall „G”



# PROGRAMS



Future Store, the Store of the Future



Gelato Adventure 2026



Mass Catering Championship



Programs of the New Hungarian Confectionery Foundation and T. Nagy Tamás Ltd.

[Click here for our program offer >>](#)

# Why is it worth exhibiting in 2026?

**Wide international exhibitor and visitor audience:** At the 2024 event, more than 300 exhibitors from 16 countries were present and visitors came from 42 countries. For 2026, international interest is likely to continue growing - according to the preliminary feedbacks - offering opportunities for market expansion and entering new markets.

**High attendance and business opportunities:** The 2024 event attracted 26,000 professional visitors, marking a 10% increase compared to the previous edition. So the 2026 event is expected to offer even greater business opportunities.

**Innovation and product showcases:** SIRHA Budapest is the venue for showcasing the latest industry innovations. Exhibitors at the 2026 event will have the opportunity to promote their new developments and products.

**Professional programs, conferences, and competitions:** The exhibition will host numerous professional conferences, roundtable discussions, themed events, and competitions. Participants will also have the opportunity to compete for the prestigious **Innovation Award**.

**Networking and partnerships:** SIRHA Budapest offers an excellent opportunity for networking with international and local players, establishing new business relationships, and meeting potential partners directly.

# BECOME AN EXHIBITOR AT THE 2026 SIRHA BUDAPEST TRADE FAIR

## Registration and sustainability fee

**For Main Exhibitors between 9-12 sqm: 374 EUR**

**For Main Exhibitors from 13 sqm: 471 EUR**

From 2025, Hungexpo uses only green electricity from renewable energy sources.

## Space rental fee without stand construction (Order on page 2)

Space fee EUR/sqm	Space only until 16 June 2025	Space only until 17 November 2025	Space after 17 November 2025
9-47 sqm	114 EUR/ sqm	126 EUR / sqm	137 EUR / sqm
48- 95 sqm	110 EUR / sqm	122 EUR / sqm	133 EUR / sqm
above 96 sqm	104 EUR / sqm	115 EUR / sqm	125 EUR/ sqm

[APPLICATION >>](#)



## MULTICHANNEL COMMUNICATION PLANNED FOR 2026

- In the trade press
- On leading online news portals
- In business and economic magazines (offline/online)
- In PPC campaigns and social media
- In Direct Mail campaigns targeting the previous trade visitors



# OUR SOCIAL MEDIA PLATFORMS



**SIRHA BUDAPEST FACEBOOK**

**SIRHA BUDAPEST INSTAGRAM**

**SIRHA BUDAPEST LINKEDIN**

**HUNGEXPO TIKTOK**

## SPECIAL TRADE PARTNER



## SPECIAL MEDIA PARTNER



## PARTNERS IN COLLABORATION

BOCUSE D'OR  
HUNGARY



MSZÉSZ  
MAGYAR SZÁLLODÁK  
ÉS ÉTTERMEK SZÖVETSÉGE



Magyar Pékszövetség



SIRH/+ BUDAPEST

# LET'S WORK TOGETHER IN 2026 FOR OUR SHARED SUCCESS!



**Klára Tihanyi**  
SIRHA exhibition director  
Tel: +36 30 25 03 677  
[tihanyi.klara@hungexpo.hu](mailto:tihanyi.klara@hungexpo.hu)



**Pauleczki Hanna**  
sales manager  
Tel: +36 30 536 5027  
[pauleczki.hanna@hungexpo.hu](mailto:pauleczki.hanna@hungexpo.hu)

- Bakery industry
- Confectionery



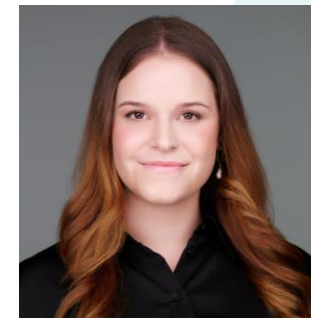
**Molnár Emese**  
sales manager  
Tel: +36 30 167 4009  
[molnar.emese@hungexpo.hu](mailto:molnar.emese@hungexpo.hu)

- Kitchen technology
- Furniture, textile, table settings
- Hospitality equipment, products,
- Food industry machinery
- BUDATRANSPACK - Packaging materials, technology, logistics



**Renáta Kiss**  
sales project leader  
Tel: +36 30 823 7857  
[kiss.renata@hungexpo.hu](mailto:kiss.renata@hungexpo.hu)

- Food products



**Czezon Beatrix**  
sales manager  
Tel: +36 30 445 8907  
[czezon.beatrix@hungexpo.hu](mailto:czezon.beatrix@hungexpo.hu)

- Beverages
- Food products
- Café and bar products equipment

# OUR FOREIGN AGENCY NETWORK

In 2021-2024, Hungexpo made significant improvements in the field of international relations. Now we have agents in 25 countries all over the world.

## China

Sichuan-Sino-Hungarian Huaou Culture Dev.

**Eileen Yin** (+86-28-85312525-807)

Mail: [yin.ailing@hepasihol.com](mailto:yin.ailing@hepasihol.com)

**Rachel Zhang**

Mail: [zhang.xinlei@hepasihol.com](mailto:zhang.xinlei@hepasihol.com)

## Bulgaria

**Tyutyunkova Monika**

Bendida Kft

Mail: [bendidakft@gmail.com](mailto:bendidakft@gmail.com)

## Croatia and Balkan countries

**Ana Dijan**

Smartexpo

Mail: [ana@smart-expo.eu](mailto:ana@smart-expo.eu)

**Belgium, Luxembourg,  
Netherlands, France**

**Eric VAN DEN BERGHE**

Mail: [eric@stradex.be](mailto:eric@stradex.be)

## Germany, Austria, Switzerland

**Paula GLINK**

Messe&Marketing Pittscheidt

Mail: [p.glink@pittscheidt.de](mailto:p.glink@pittscheidt.de)

## Italy

**Zsuzsanna KISS**

ICE

Mail: [z.kiss@ice.it](mailto:z.kiss@ice.it)

**Corrado Bonazza**

Globe Trotter sas.

Mail: [info@gtrotter.it](mailto:info@gtrotter.it),  
[corrado.bonazza@gtrotter.it](mailto:corrado.bonazza@gtrotter.it)

## Baltic countries

**Sigitas Brazinskas**

Sigitas Brazinskas

Mail: [sigitas.brazinskas@gmail.com](mailto:sigitas.brazinskas@gmail.com)

## Poland

**Palkó Péter**

Polish-Hungarian Chamber of Commerce

Mail: [peter.palko@plhucc.com](mailto:peter.palko@plhucc.com)

## Romania

**Carmen Capanu**

PROMO RESTART Srl.

Mail: [promorestart@yahoo.com](mailto:promorestart@yahoo.com)

## Slovakia

**Maria KLEINOVA**

SVT, s.r.o.

Mail: [info@svt.sk](mailto:info@svt.sk)

## Turkey

**Mücahit Mendes**

Anatolia Expo

Mail: [operation@anatoliaexpo.com.tr](mailto:operation@anatoliaexpo.com.tr)

**Esra İbrahimağaoğlu**

Messe Turkey

Mail: [esra@messeturkey.com.tr](mailto:esra@messeturkey.com.tr)

# SIRH/+ BUDAPEST

3-5  
MARCH  
2026

HUNGEXPO  
BUDAPEST

