

SIRH/+ BUDAPEST

MARCH 5-7
2024

HUNGEXPO
HUNGARY

www.sirha-budapest.com



International food and & HORECA exhibition
INTERNATIONAL HORECA AND RETAIL SHOW

A SIRHA BUDAPEST 2024 MARKET DATA

GREATEST EVENT IN THE CEE REGION

With its 24,000 professional visitors coming from 44 countries, Sirha Budapest is the greatest business forum for the food and HoReCa sector in Central Eastern Europe. Since 2014, the exhibition has allowed market players to present themselves, gain new business as well as expand their professional network and knowledge. In addition to Hungary, visitors primarily come from the territory of Austria, Italy, Poland, the Czech Republic, Croatia, Slovakia, Serbia and Romania. Sirha Budapest 2022 received 376 exhibitors from 17 countries.



CHALLENGES AND OPPORTUNITIES

The economic situation of recent years has brought on a lot of challenges. Due to the changing energy and material prices, along with the different market demand, many sectors and enterprises faced higher costs and a growing need for energy efficiency. Sirha Budapest allows professionals to discuss and share their best practices and innovations in the areas of energy efficiency and sustainability. Besides giving them an opportunity to build their network and share their experiences, the event also contributes to the improvement of the economic situation by allowing participants to acquire alternative solutions and boost business.

THE GREATEST FOOD AND HORECA EVENT IN THE CEE REGION



VISITORS IN 2022

24,000

PROFESSIONALS FROM 44 COUNTRIES

3,800

CHEFS, BAKERS AND CONFECTIONERS

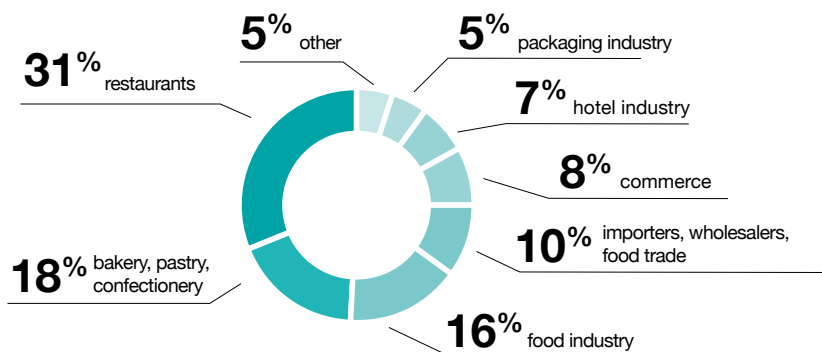
65%

DECISION MAKERS

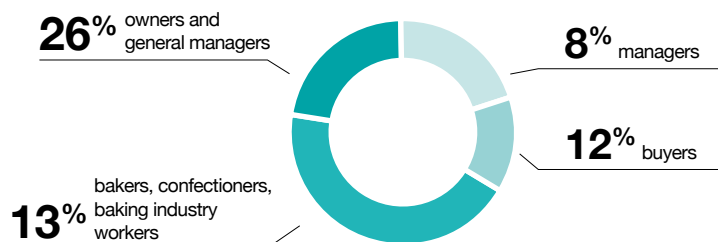
36%

OWNERS AND MANAGERS

ACTIVITY SECTORS



DISTRIBUTION OF PROFESSIONAL VISITORS



EXHIBITORS IN 2022

376

EXHIBITORS FROM 17 COUNTRIES

68

FOREIGN EXHIBITORS

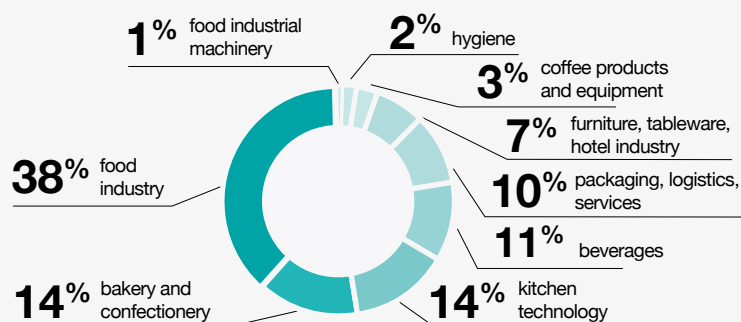
43

MULTINATIONAL EXHIBITORS

24,500 m²

WITH THE BOCUSE D'OR EUROPEAN FINAL

ACTIVITY SECTORS (per m²)



Sirha Budapest 2022

MAXIMIZED MEDIA EXPOSURE

270

REGISTERED JOURNALISTS

HUF 110 M

MEDIA VALUE

181,600

VISITS ON THE EXHIBITION'S WEBSITE
(JANUARY 2020)

240

MEDIA APPEARANCES

60,000

ADDRESSES E-DM
COMMUNICATION

1,092,900

REACHES IN SOCIAL MEDIA

OUR EXHIBITORS

PAVILION "A"

- Food products
- Beverages
- Kitchen technology, machines, appliances
- Technologies, hygiene, services
- Food industry machines and equipment
- Furniture, textile, tableware
- Hotel industry equipment and products
- BUDATRANSPACK: Packaging technology and logistics products, equipment

PAVILION "G"

- Bakery and confectionery products and equipment
- Café and bar equipment and products



**TAKE A LOOK AT
THE HIGHLIGHTS OF
SIRHA BUDAPEST 2022**



EXHIBITOR FEEDBACK:



“What we feel is joyful fatigue. These three days are the celebration of the HoReCa sector, with over 20 thousand hospitality professionals, chefs and cooks coming together. It was great to see that it was implemented. There is no other platform where professionals can meet each other and suppliers, get an insight into innovations and solutions. We have had a very strong and serious professional event.”

Ákos Bősze, HoReCa development executive, METRO



“Throughout its activity, Coninvest has always represented high quality, and we are happy if we can present our business in such high-level events as the Sirha Exhibition. The 2022 exhibition in Budapest was accompanied by outstandingly high-quality professional programs, which raised the event's prestige even higher. Each day, there were eagerly awaited professional events that brought on some novelties, which made every day special. We take pride in winning this year's Sirha Budapest Exhibitor Marketing Award – it is a great motivation for us to continue striving for the dedicated work we have done so far and keep on creating quality kitchens with passion.”

Mirjam Kertész, managing director, Coninvest Ltd.



Gelato Square

New program at the Sirha Budapest exhibition!

Three days with three different gelato programs

Day 1 – Gelato Festival World Masters – Hungary Challenge

Gelato Festival World Masters started another world tour in the period of 2022-2025. Co-organized with such partners as Carpigiani and Sigep- Italian Exhibition Group, the competition's goal is to find the world's best gelato again. Gelato will be made constantly in three competition stands. After the freezing, the jury will evaluate the products publicly.

The winning gelato masters will qualify for the Gelato Festival's Hungarian Final to be held in Bologna in 2024, from where the top two will go on to the international final and represent Hungary in the world championship of five continents looking for the best gelato taste.

Chief organizer of the program: Bulfoni Ltd./ Gelato Festival World Masters

Day 2 – “Gelato Adventure 2024” – Playful and creative gelato competition

Mentored by Hungarian confectionery and gelato masters, confectionery students participate in a playful and creative competition. The event's primary goal is education and to give young people an insight into the secrets of gelato production, while entertainment is also an important part of the program.

The event's chief organizer: National Association of Hungarian Confectioners/ Hungexpo

Day 3 – Demonstrations by gelato material trading companies

The gelato exhibitors present their novelties, with a tasting at the end.



National Mass Catering Championship

The competition's goals include: promote communal catering, improve and develop its quality, support sustainable communal catering, raise awareness for the “no meat for one day a week” campaign, develop gastro culture, present the use of fresh domestic materials as well as provide further professional training for the participants and visitors of the competition.

Future Store

Trade Magazine will present its Future Store Innovations stand on nearly 800 m² at the SIRHA exhibition, along with the market's latest product developments, innovative technological solutions and services to be launched soon.

SIRHA Innovation Product Competition 2024

The competition is reserved for registered SIRHA 2024 exhibitors if they sign up with their products, services, technological novelties, or packaging solutions launched since the previous exhibition.

START-UP ISLAND

Together with its professional partners, Trade Magazine prepares with a new program for SIRHA 2024. Beside Future Store, the magazine will set up a START-UP ISLAND where they are planning to host the exhibitions of 10 start-up enterprises that are selected from the applicants by a jury for being the most promising start-ups in the past 3 years in the FMCG market or a related area.

Hungary's Cake 2024

The competition was renewed in 2023. Working with a basket of materials consisting of national values and Hungaricums, competitors had to use a mandatory material for the cakes signed up for the competition.

János Pataki Memorial Competition

The Hungarian Confectionery Association holds the János Pataki Memorial Competition for students and adults for the fifth time in 2024. Themes are selected freely in each competition category, there are no pre-determined topics or restrictions.

Sustainability in gastronomy – conference by the Heroes of Responsible Dining

For over 10 years now, the Heroes of Responsible Dining Foundation has been helping Hungarian catering facilities to reduce their ecological footprint by giving advice and tips on environmentally friendly operation. The Heroes of Responsible Dining Foundation will participate in the exhibition in 2024 and contribute to the diverse spectrum of events by organizing professional programs.

Bakery programs

In 2024, the Hungarian Bakery Association will focus its professional programs at Sirha Budapest on the bakery products sought after by consumers.

Sirha Budapest Coffee Challenge

The Coffee Challenge event was an immense success at the 2022 exhibition, so we are planning to organize it in next year's exhibition as well.

HoReCa – marketing communication workshop

The HoReCa Marketing Communication Workshop will discuss topics and issues that HoReCa professionals are interested in and may be solved using marketing tools. Beside the current trends and challenges, the presenters will also give participants an overview on the latest market trends as well as an insight into the intricacies of communication.

TRENDS AND ACTUALITIES AT THE PROFESSIONAL CONFERENCES

Conference of the Hungarian Catering Industry Association

Catering facilities' data reporting to the NTAK system; experiences and development opportunities; adoption of the mandatory Deposit & Return Scheme of disposable drinks containers on the HoReCa side.



PLEASE FEEL FREE TO CONTACT OUR TEAM

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JOIN THE REGION'S MOST SIGNIFICANT FOOD INDUSTRY AND HORECA EVENT!

EARLY BIRD DISCOUNT FOR REGISTRATION

20% DISCOUNT UNTIL JUNE 30, 2023

10% DISCOUNT UNTIL OCTOBER 30, 2023

Space fee EUR/m ²	Till 30th June 2023	Till 30th October 2023	After 30th October 2023
9 - 47 m ²	101	114	127
48 - 95 m ²	98	111	123
above 96 m ²	93	104	115

The prices do not include VAT, registration and marketing fees and the fee for the stand build-up.

For discounted package deals or customized and sponsorship offers, please contact our staff, or visit our website at www.sirha-budapest.com.

OUR PARTNERS:

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