

SIRH+ BUDAPEST

05-07
MARCH
2024

HUNGEXPO
HUNGARY

www.sirha-budapest.com

MORE INFO



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OUR PARTNERS:

SPECIAL MEDIA PARTNER:



SPECIAL TRADE PARTNER:



PROFESSIONAL PARTNERS:



@sirha_budapest



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SIRHA BUDAPEST – GREATEST EVENT OF FOOD AND HORECA SECTOR IN THE CEE REGION

PROGRAMS

VISITORS in 2022

24 000

PROFESSIONAL FROM
44 COUNTRIES

3 800

CHEFS, BAKERS
AND CONFECTIONERS

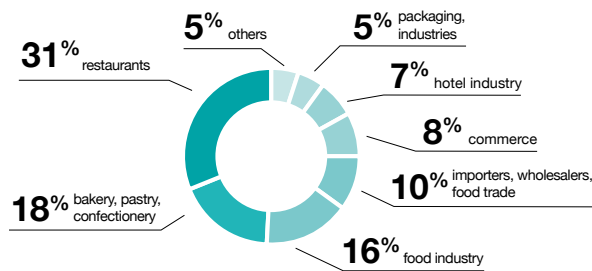
65%

DECISION MAKERS

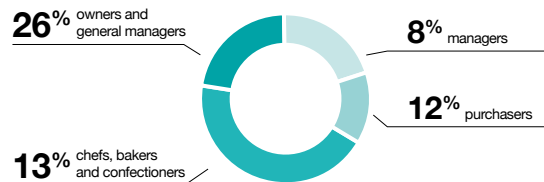
36%

OWNERS AND MANAGERS

ACTIVITY SECTORS



DECISION MAKERS



EXHIBITORS in 2022

376

EXHIBITOR FROM
17 COUNTRIES

65

FOREIGN EXHIBITOR

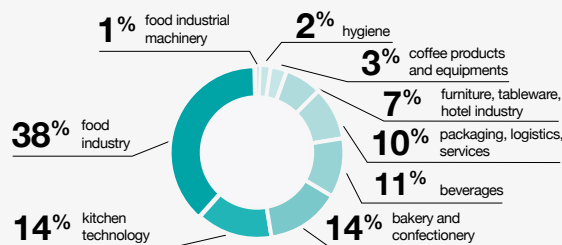
43

MULTINATIONAL
EXHIBITOR

24 500m²

WITH BOUCSE D'OR FINAL

ACTIVITY SECTORS (PER M²)



Sirha Budapest 2022 figures.

AUDIENCE AND COMMUNICATION

270

JOURNALISTS

225 000

EUR MEDIA VALUE

181 600

VISITS ON THE EXHIBITION'S WEBSITE
(JANUARY 2020)

240

MEDIA APPEARANCE

60 000

ADDRESSES FOR DIRECT
COMMUNICATION

1 092 900

REACH ON SOCIAL MEDIA (JANUARY 2020)

One of the principles of SIRHA Budapest is to bring together trade exhibitions with world-class professional competitions and demonstrations. The exhibition offers the opportunity to:

- connect partner industries as a business forum
- professionals to discuss and share best practices and innovations
- provide an opportunity to build relationships and share experiences

A NEW ELEMENT IS ADDED TO THE PROGRAMME!

The spotlight of the trade exhibition will be on artisanal gelato, which will receive an exclusive showcase at the **Gelato Square!**

• **GELATO SQUARE** NEW!
– Competition and presentation of the world-famous Italian-style gelato

• **HUNGARY'S CAKE 2024** competition of the Hungarian Confectionery Association

• **NATIONAL MASS CATERING CHAMPIONSHIP** National Final

• **FUTURE STORE** – Innovative commercial tools and service solutions for the FMCG industry

• **SIRHA BUDAPEST 2024** – Innovation Product Competition

• **START-UP ISLAND** – presentation of brand new ideas for the HoReCa and FMCG sector

• Bakery innovations presented by the **HUNGARIAN BAKERY ASSOCIATION**

• **SIRHA BUDAPEST** Coffee Challenge

• **HoReCa** marketing communication workshop

