

SIRHA+ BUDAPEST

POST SHOW REPORT

2024
5TH-7TH OF MARCH
HUNGEXPO
BUDAPEST

“ In 2024 SIRHA BUDAPEST brought a record number of visitors and serious businesses!

In this year, for the sixth time, the most important food and HoReCa trade exhibition in Central and Eastern Europe took place at the HUNGEXPO Budapest Congress and Exhibition Centre. Over 30 000 square metres of exhibition space with more than 300 exhibitors from 16 countries attracted nearly 26 000 trade visitors, which is almost 10 percent more than two years ago.

Despite the difficult market conditions (rising raw material and energy sources), participants described the event as a great success.

The food industry is one of the most innovative and responsive to change. This year's SIRHA Budapest proved this in every respect: all major segments of the industry – bakery and pastry, confectionery, food, hotels, restaurants and catering, coffee and beverages, packaging and kitchen technology – also brought their latest developments and products. ”

Ganczer Gábor

CEO of Hungexpo Zrt.



Be part of the next success of SIRHA Budapest, let's meet in spring 2026!

26 000
professional visitors

16
countries

314
exhibitors, of which

78
foreign exhibitors



SIRHA BUDAPEST EXHIBITION HAS BECOME A REAL PROFESSIONAL CELEBRATION

SIRHA Budapest is not only the perfect platform for learning about new developments in the sector and building business relationships, but it is also an excellent venue for professional competitions that attract a growing number of professionals and more and more excellence every year.

The focus of SIRHA Budapest 2024 was on artisanal ice cream, for which the Gelato Square, the **Ice Cream Arena**, provided an exclusive venue. In our country it was the first time when a show of this scale was organised for professional audience from inland and abroad, specialised on ice-cream. The programme was organised in cooperation with the organisers of the **Gelato World Masters** and the Hungarian Confectioners' Association (MCI). The same new venue also hosted the **Ice Cream Adventure** student competition, also organised by MCI in cooperation with HUNGEXPO. The **Hungarian qualifying round of the World Pizza Championship** was also held for the first time at SIRHA Budapest, giving the opportunity to enthusiastic pizza chefs from Hungary and the surrounding countries to compete.

In addition to all these, the now traditional **IX. National Final of the Public Catering Competition** was also held, as well as the **SIRHA COFFEE CHALLENGE** barista competition, furthermore the **Hungary's Cake** and the **János Pataki Memorial Competition**. **Tamás T. Nagy's Coupe du Monde style presentation** was a novelty, as well as the **PizzaArt Gourmet Experience** organised by Szabolcs Szabadfi, Gianni Annoni and Tamás Mák.

COUNTLESS PROFESSIONAL PRESENTATIONS AND CONFERENCES

The international trade exhibition, besides the companies and organisations representing the domestic industry, was also attended by the most important players in the international food sector, such as Czechtrade, the Italian Institute for Foreign Trade (ICE) and the Indonesian Trade Promotion Center (ITPC), which dazzled visitors with exciting attractions and demonstrations at their stands. Trade magazine presented its exclusive innovation stand, the Future Store, at the usual high standard, and in addition to the Innovation Product Competition, it also presented a completely new project: the Start Up Island. In 2024, METRO Wholesale again had the largest exhibition zone at the expo: 9 stands on 800 square metres, where 314 programme awaited professionals over 3 days.

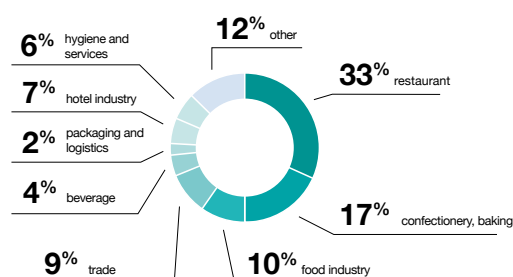
The **SIRHA Business Café**, HEPA's **B2B Partner Matchmaking programme**, was open again, with 210 companies registered, including 111 Hungarian companies and 22 other corporations from around the world. The **Hungarian Baker's Association** and the **Hungarian Confectioners' Association** also welcomed the experts. We were delighted to welcome once again the professional conferences of the **Pannon Gastro Academy** and the **Hungarian Catering Industry Association**, as well as the **Responsible Gastro Chef**, the **Only the Free Island**, the **Hungarian Association of Packaging and Materials Handling** and the **Packadémia**.

Last but not least, the HoReCa and Event section of the Hungarian Marketing Association presented a traditional returning event at the SIRHA exhibition. This year, its programme was organised in a cooperation with the Green Section, focusing on sustainable gastronomy, complemented by marketing communication best practice presentations and round table discussions, showing good examples to the attendees.



26 000 VISITORS FROM 42 COUNTRIES

DISTRIBUTION OF PROFESSIONAL VISITORS BY INDUSTRY



DISTRIBUTION OF VISITORS BY DECISION-MAKING ROLE



MAXIMUM MEDIA REACH

120 million forints

500 media appearances, including



160

online appearances on platforms such as Dining Guide, Index, Portfolio, Trade Magazine, Hungarian Confectioners' Association



21

print publication in media such as Trade Magazin, Termékmix, Chéf & Pincér, Landra, Mestercukrász, Pékmester, Transpack, Pack Market, Store Insider

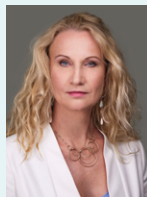


targeted reach on our social media platforms



EXHIBITOR REVIEWS

“ We like to establish direct contact with our partners, and SIRHA is always the perfect opportunity to do so. The exhibition is an opportunity for everyone to have informal discussions, find new partners, showcase new products, but it is also a great platform to showcase innovative uses of old products. We are always looking forward to the year of SIRHA, as Hungexpo's high quality organisation will host the largest professional exhibition in the region. If you are not out there, you might say you don't exist in the profession. We are delighted with the first round statistics, which confirmed our experiences that this year 10% more people than in the past were interested in this high quality trade show. ”



Márta Galács
Managing Director
KOTÁNYI

“ 100% of our invited partners attended our stand, and we were able to talk to each other in a relaxed friendly family atmosphere over a glass of delicious Prosecco and prosciutto. We also registered nearly 100 new potential visitors, who were contacted after the exhibition. We have also been approached by suppliers (packaging, promotional items, manufacturers) who have also been contacted. This year, many young innovative family businesses have also exhibited and this is very encouraging for the Hungarian food market. ”



Andrea Boda
Commercial Director
Caffé Perté



**SIRHA BUDAPEST, MEMBER OF THE SIRHA INTERNATIONAL NETWORK.
NEXT DATE FOR SIRHA BUDAPEST: 3TH-5TH MARCH 2026**

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