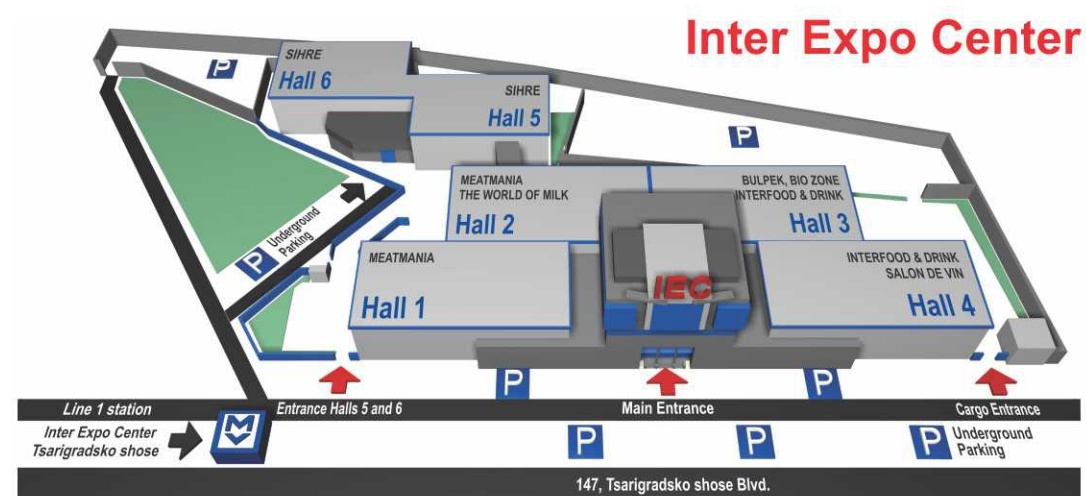
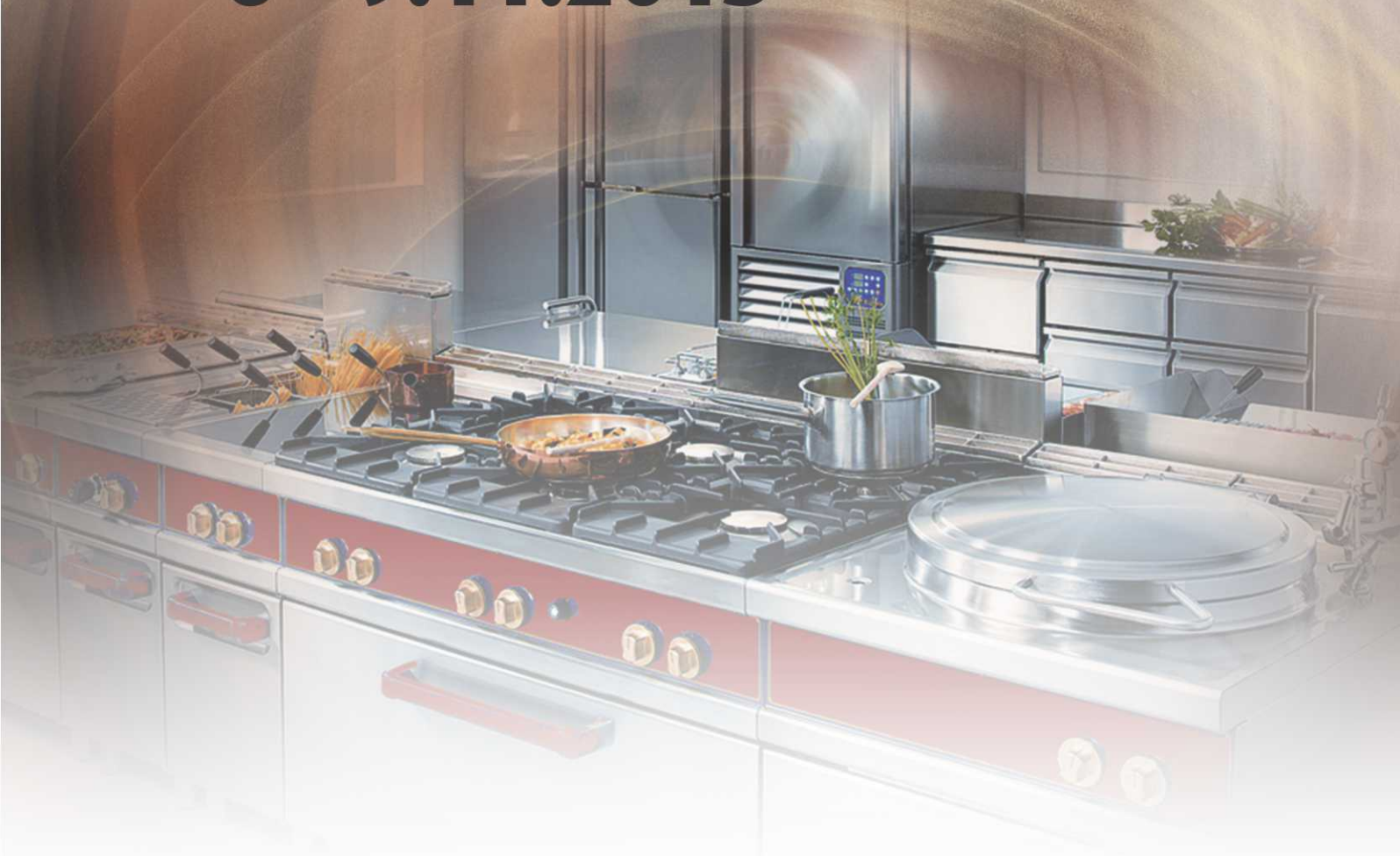


# SIHRE

hotel  
and restaurant  
equipment

6 - 9.11.2013



### How to get to Inter Expo Center



**Sofia Airport**  
Inter Expo Center is located only 3 km away from the airport.  
**Sofia Airport** provides daily flights to main European cities and offers all additional services for your trip.  
Additional information on: [www.sofia-airport.bg](http://www.sofia-airport.bg)



**METRO**  
Line 1 - station  
**Inter Expo Center - Tsarigradsko shose**  
For more information:  
[www.metroplitan.bg/eng](http://www.metroplitan.bg/eng)



**TAXI**  
**OK Supertrans** tel.: (+359 2) 973 21 21, cell: 18294  
**Yellow taxi** tel.: (+359 2) 91119  
**Green taxi** tel.: (+359 2) 810 810, cell: (+359 878) 810 810  
**Radiotaxi FM** tel.: (+359 2) 9 12 80, cell: (+359 887) 991 007

### Sofia Map



**GPS coordinates**  
N 42 38.940' / E 23 23.710'



**BULGARREKLAMA AGENCY**  
147, Tsarigradsko shose Blvd.  
BG - 1784 Sofia, Bulgaria  
tel: + 359 (2) 9655 220  
fax: + 359 (2) 9655 231  
e-mail: [food-exhibitions@iec.bg](mailto:food-exhibitions@iec.bg)  
e-mail: [sihre@iec.bg](mailto:sihre@iec.bg)  
[www.iec.bg](http://www.iec.bg)

### Organizers:

BULGARREKLAMA Agency  
Association of Meat Processors in Bulgaria  
Bulgarian Association of Dairy Processors  
National Association of Milk Processors  
Federation of Bakers and Confectioners in Bulgaria  
National Vine and Wine Chamber  
Bulgarian Organic Products Association  
Bulgarian Organic Trade Association  
National Association of Hotel, Restaurant, Cafeteria

6 - 9 November 2013

specialised  
**exhibitions**



interFood & Drink



The World of MILK



 **INTER EXPO CENTER • IEC**

 **INTER EXPO CENTER • IEC**



The international specialised exhibitions MEATMANIA, THE WORLD OF MILK, BULPEK, SALON DE VIN and INTERFOOD & DRINK proved to be a traditional B2B forum for Bulgarian and foreign companies from food industry. In 2012, these exhibitions were held in parallel with the 12<sup>th</sup> edition of SIHRE - the exhibition for hotel, restaurant, catering and spa equipment. Bringing two exhibitions at a time increased the impact for business participants and consumers of products and services in both sectors.

The upcoming edition of the exhibitions is going to take place between 6 - 9 November, 2013, to showcase again the new trends in various sectors of food industry and the Horeca sector, with an extensive side-event programme and demonstrations of major brands and technologies.

#### The exhibitions in 2012:

- ▶ 6 exhibition halls
- ▶ 343 direct exhibitors from 17 countries
- ▶ 380 represented companies from 38 countries
- ▶ 14 182 visitors
- ▶ Collective participations of companies from Italy - "Spazio Italia", Greece, Hungary
- ▶ National participation from Turkey
- ▶ Specialised zones: **BIO ZONE** for certified organic products and **DIET & FITNESS ZONE** for healthy, dietetic and diabetic products
- ▶ Elite wines from Bulgaria, Argentina, Italy, South Africa, etc.
- ▶ Another year of participation for the Association of SLOW FOOD Convivia in Bulgaria, highlighting our national culinary treasures
- ▶ "Laboratory of Italian Taste" - representing some of the best culinary traditions and products of Italy
- ▶ Bulgarian premiere: The "Designer Cakes" Parade devoted on "Wedding Cakes"
- ▶ Tastings under the motto: "Let's rediscover tradition", organized by the Union of the processors of fruit and vegetables in Bulgaria
- ▶ The "Gold Medal with Diploma" Contest for high quality and innovative market products and / or additives "Consumer Contest"
- ▶ **Useful business program:**
  - Hungarian Economic Forum
  - South African Business Forum
  - Business delegations from Jordan and Turkey
  - **BIO ZONE** Conference 2012
  - SLOW FOOD in Bulgaria Conference
  - Meetings with organizations from UK meat industry

#### Exhibitors' Profile

- ▶ meat and meat products
- ▶ meat delicacies
- ▶ additives
- ▶ packaging
- ▶ machinery, equipment, technology
- ▶ milk and dairy products
- ▶ additives
- ▶ laboratory equipment
- ▶ packaging
- ▶ machinery and equipment
- ▶ bread and bakery
- ▶ confectionery
- ▶ raw materials and additives
- ▶ packaging
- ▶ machinery, equipment, technology
- ▶ wines
- ▶ grape products
- ▶ spirits
- ▶ accessories
- ▶ food
- ▶ drinks
- ▶ organic products
- ▶ supplements
- ▶ packaging
- ▶ machines and technology



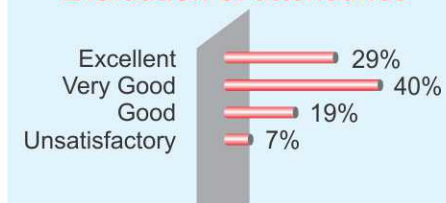
#### Outputs of a 2012 survey conducted among participants:

- ▶ 94% of exhibitors have a positive impression of the exhibition
- ▶ 88% of respondents gave positive assessments of attendance
- ▶ 63% of all visitors are company owners and managers
- ▶ 73% of respondents stated intention for future participation

#### Qualification level of visitors



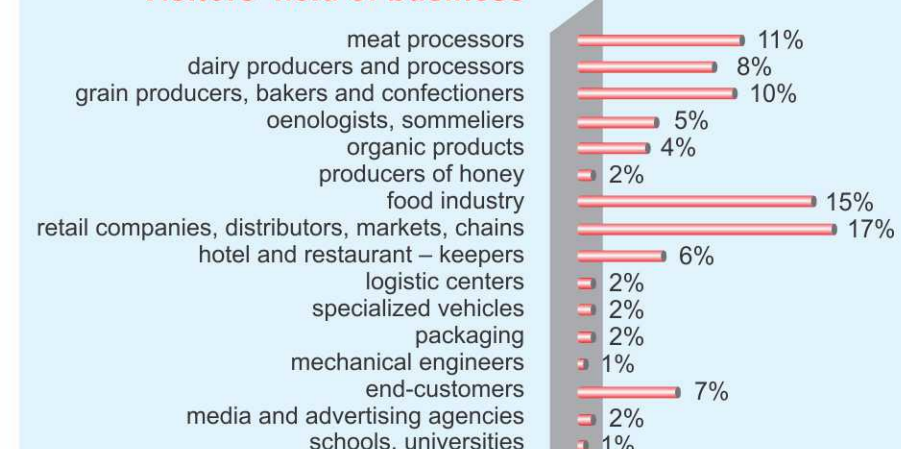
#### Evaluation of attendance



#### Visitors:

The exhibitions were visited by 14 182 professionals and end-customers from Bulgaria, Romania, Greece, Turkey, Serbia, Macedonia, Albania, Kosovo, Cyprus, Russia, Ukraine, Moldova, Slovenia, Czech Republic, Hungary, Poland, Germany, Italy, Austria, Spain, France, Great Britain, Belgium, Denmark, Switzerland, Finland, South Africa, South Korea, Indonesia, Thailand, Nigeria, Argentina, Egypt, Jordan.

#### Visitors' field of business



#### Highlights for 2013:

- ▶ The exhibitions will be held alongside with the 13<sup>th</sup> edition of SIHRE (the exhibition for hotel, restaurant, catering and SPA equipment)
- ▶ Expectations for some 350 direct exhibitors
- ▶ Demonstrations of new technologies, products and services made up to modern standards
- ▶ An extensive side-event business program
- ▶ Opportunities for direct contacts and on-the-spot negotiations

#### Useful Information:

**Event dates:** 06-09.11.2013  
**Venue:** Inter Expo Center - Sofia  
**Working hours for visitors:**  
 06 - 08.11.2013 - 10:00 to 18:00  
 09.11.2013 - 10:00 to 16:00

**Admission:** Tickets at Inter Expo Center main entrance



SIHRE - the 13<sup>th</sup> specialised exhibition for hotel, restaurant, catering and SPA equipment.  
 SIHRE - to inform on innovation and to present traditions.  
 SIHRE - to determine trends in the construction, equipment and management of hotels, restaurants, fitness and SPA centers.

#### Exhibitors' Profile

- ▶ professional kitchen, bar, confectionery, catering and commercial equipment
- ▶ hotel and restaurant furnishing
- ▶ sanitary and hygienic equipment and supplies
- ▶ hotel supplies and accessories
- ▶ SPA and fitness equipment
- ▶ professional cleaning, laundry and ironing machines
- ▶ interior design
- ▶ landscape architecture and garden design
- ▶ sports grounds and playgrounds
- ▶ security, information systems and specialized software
- ▶ production of promotional and informational items
- ▶ uniforms and workwear

#### Visitors' profile

- ▶ owners and managers of hotel chains, catering companies, restaurants,
- ▶ pizzerias, cafes and clubs
- ▶ directors of super- and hypermarkets
- ▶ managers of SPA and wellness centers
- ▶ architects, designers and planners
- ▶ investors in tourist sector
- ▶ facilities for catering and services

#### Highlights for 2013

- ▶ The forum will be held in parallel with the specialised exhibitions for food and drink: Meatmania, The World of Milk, Bulpek, Salon de Vin and Interfood & Drink
- ▶ A platform for presentation of innovative projects, new ideas and cutting-edge design solutions
- ▶ Creating new opportunities for negotiation and sales in Bulgaria and the region
- ▶ On-the-spot meetings with colleagues, business partners, potential customers, horeca professionals, media representatives
- ▶ Convenient way to demonstrate the qualities of the product and transfer of knowledge, skills and experience working with product offerings
- ▶ Introduction with the leading industry trends and comparison with competitors
- ▶ Professional environment with potential for business and investments

#### www.iec.bg

- ▶ **Plan your participation!**
- ▶ **Plan your attendance: make a preliminary registration for gratuitous admission!**
- ▶ **Be informed for the attending business events!**

