

INTERNATIONAL
EXHIBITIONS

11-14.11.2015

**MEATMANIA
THE WORLD OF MILK
BULPEK
SALON DE VIN
INTERFOOD & DRINK**





The International Exhibitions MEATMANIA, THE WORLD OF MILK, BULPEK, SALON DE VIN, INTERFOOD & DRINK

- Give opportunities to establish direct contacts among producers, processors, traders and consumers
- Make some of the high quality products accessible
- Reflect the development of food industry in Bulgaria
- Stimulate the new trends in the food industry
- Reveal new prospects for specific products

Exhibitors' Profile



meat and meat products, additives and packaging, machines and technologies



milk and dairy products, additives and packaging, laboratory equipment, machines and technologies



bread and bakery products, confectionary, base materials, additives and packaging, machines and technologies



wine and grape products, spirits, accessories

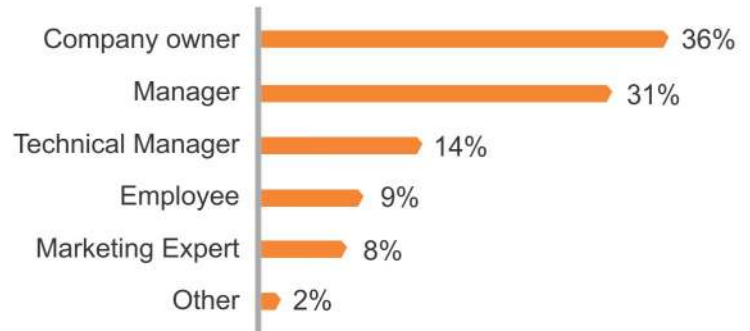


food and drinks, organic products, supplements, machines and technologies

Business Programme 2015

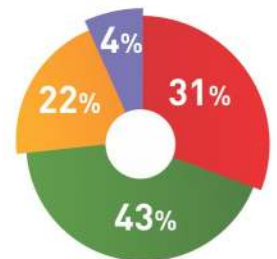
- Conferences, seminars, presentations, round tables
- Demonstrations, tastings, trainings, competitions
- Gold medal and diploma - Contest for high quality and original market products and/or additives
- Consumer contest

Qualification level of visitors



Evaluation of attendance

- Excellent
- Good
- Very Good
- Unsatisfactory



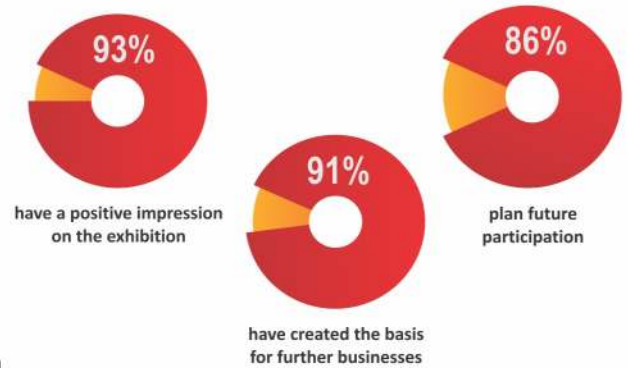


The International Exhibitions **MEATMANIA, THE WORLD OF MILK, BULPEK, SALON DE VIN, INTERFOOD & DRINK and SIHRE** are one of the largest and the most prestigious events in the field of food industry and hospitality sector in Bulgaria and in the South Eastern Europe.

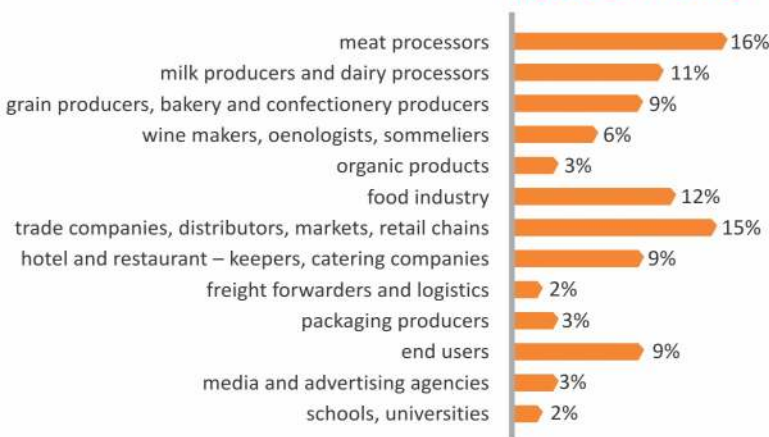
The Exhibitions in 2014

- 6 exhibition halls
- 374 direct exhibitors and 348 represented companies
- 111 new exhibitors
- 82 international companies from Greece, Italy, Slovakia, Poland, Hungary, Spain, Romania, Moldova
- 16 472 visitors
- Collective trade fair participations of Bulgarian meat processors, dairy processors, wine makers, fruits and vegetables processors, organic producers
- Italy - country partner of Interfood & Drink for the first time
- Collective trade fair participations of Italy, Hungary, Moldova, China
- Food and beverage manufacturers were presented by the embassies of Argentina, South Africa and Poland
- Bio Zone
- Diet & Fitness Zone

Exhibitors' Opinion



Visitors' Profile



Visitors per Country

Bulgaria, Romania, Greece, Turkey, Serbia, Macedonia, Albania, Kosovo, Croatia, Russia, Moldova, Ukraine, Latvia, Kazakhstan, The Czech Republic, Hungary, Austria, Poland, Germany, Italy, France, Spain, United Kingdom, the Netherlands, Argentina, South Africa, China

Business Programme 2014

- Tasting of Traditional Raw-dried Meat Products
- Round table on Bread - Food of the Gods and the People of the 21st Century
- National conference on Problems and Solutions in the Dairy Sector
- Project on “Free the European Taste”
- Conference on Supporting the Organic Agriculture in the next Programming Period 2014-2020 in the Implementation of the Common Agricultural Policy in Bulgaria
- Event on Naturally and Unadulterated for the Beer
- Hungarian Business Forum
- Laboratorio del Gusto Italiano: Tasting Quality, Culture and Style of Italian Food
- The first Balkan Carving Contest for Bulgaria
- Beverage Convent - Demonstrations, Presentations, Trainings
- Baristas Demonstration Area
- Seminar on Tourism and Environment. An understanding memorandum
- Gold medal and Diploma Contest for high quality and original market products and/or additives
- Consumer Contest



Benefit from synergies

Organizing the six exhibitions in parallel has become a successful combination between different brands and businesses that bring customers with the same interest. The variety of products and services every year attracts Bulgarian and foreign visitors, who can use the platform to work with professionals in the field. The international exhibitions enable consumers to evaluate, and become aware of the advantages of technologies in the food industry as well as the innovations in the field of professional kitchen equipment.

SIHRE

The success recipe for the hotel and restaurant business of SIHRE exhibition includes thematically divided areas for participating companies, as well as attractive areas for demonstrations.

Exhibitors` Profile

- Professional kitchen, bar, confectionary, catering and commercial equipment
- Hotel and restaurant furniture
- Sanitary, hygienic equipment and supplies
- Hotels supplies and accessories
- SPA and fitness equipment
- Professional cleaning, washing and ironing machines
- Interior and design
- Security, information systems and specialized software
- Production of promotional and information items
- Uniforms and work wear

Visitors` Profile:

- Owners and managers of hotel chains, catering companies, restaurants, pizzerias, cafeterias and clubs
- Supermarkets and hypermarkets managers
- Managers of SPA and Wellness centers
- Architects and designers
- Investors in tourism sector
- Catering facilities and service centers





Testimonials by professionals

"The Association of Meat Processors in Bulgaria organized for the 21th time Meatmania exhibition. Each year we provide an opportunity to involve more and more new companies, which means that companies are satisfied." - **Ilonka Avramova, Chairman of the Association of Meat Processors in Bulgaria.**

"The exhibition has grown into an important platform for the presentation of specific and useful qualities of Bulgarian dairy products to the international investors. This provides opportunities for increasing of the manufacturing, the export and for better business relations" - **eng. Dimitar Zorov, Chairman of the Bulgarian Association of Dairy Processors.**

"Bulpek can be broadly classified into two categories: traditional and modern. Annually exhibitors present new innovative products in the range of wheat bread, as well as products produced by crafts techniques." - **Mariana Kukusheva, Chairman of the National Association of Bakers and Confectioners.**

"The key to success of the exhibition is the high level of its organization. The rising number of halls and exhibitors from different countries indicates the progress of the event." - **Antoaneta Bojinova, Executive director of the Union of the Processors of Fruit and Vegetables.**

"More than just an event, the exhibition has grown into a platform both for business partners and end-costumers." - **Radoslav Radev, Chairman of the National Vine and Wine Chamber.**

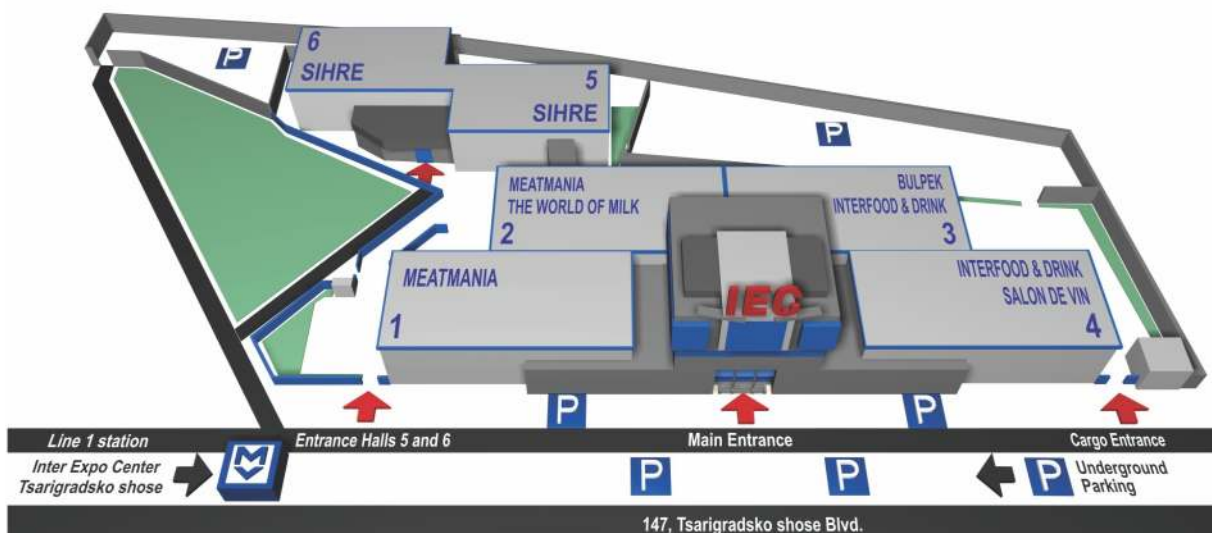
"We are glad there is a hospitality and horeca exhibition where we can meet and discuss the latest tendencies." - **Georgi Georgiev, Chairman of the National Association of Hotel, Restaurant, Cafeteria.**

Useful Information:

Date: 11th – 14th, November, 2015
Venue: Inter Expo Center - Sofia

Open for Visitors:

11th – 13th November, 2015 from 10.00 to 18.30 h
 14th November, 2015 from 10.00 to 16.00 h
Admission: tickets or invitations





How to get to Inter Expo Center?



Sofia Airport

Inter Expo Center is located only 3 km away from the airport and accessible via Metro Line 1, station Inter Expo Center – Tsarigradsko shose”.

Sofia Airport provides daily flights to main European cities and offers all additional services for your trip.

Additional information on: www.sofia-airport.bg

GPS coordinates

N 42.649206

E 23.395404



METRO

Line 1 - station

Inter Expo Center - Tsarigradsko shose

For more information:

www.metropolitan.bg/eng



TAXI

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Yellow taxi

Green taxi

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Organized by:

Inter Expo Center
 Association of Meat Processors in Bulgaria
 Bulgarian Association of Dairy Processors
 National Association of Milk Processors
 National Association of Bakery and Confectionary
 National Vine and Wine Chamber
 Union of the Processors of Fruit and Vegetables
 Bulgarian Organic Products Association
 Bulgarian Organic Trade Association
 National Association of Hotel, Restaurant, Cafeteria