

**SIHRE**  
**08-11**  
**NOVEMBER**  
**2017**

**INTER**  
**EXPO**  
**CENTER**



## SIHRE

- ✓ Enables for business expansion in the fast growing Bulgarian Horeca market
- ✓ Offers colourful range of events - from professional lectures and demonstrations to the competitions of chefs working in top restaurants, confectioners and baristas
- ✓ Features hundreds of new products and services, as well as exclusive dedicated stages that showcase the latest trends in Horeca sector
- ✓ Promotes quality business management in hotel and restaurant-keeping sector



## EXHIBITORS' PROFILE

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

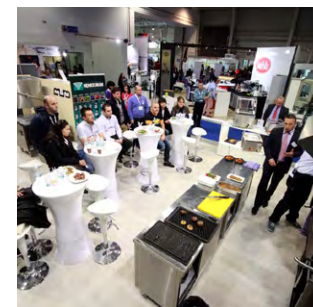


## VISITORS' PROFILE:

- Restaurants, pizzerias, catering companies, cafeterias and bars
- Hotels and hotel chains
- Supermarkets and hypermarkets
- Catering facilities and service centers
- SPA and Wellness centers
- Distribution
- Services and consultancies

## BUSINESS PROGRAMME

- Boccuse d'Or - the national qualification for the most prestigious competition for professional chefs
- GastronomiX culinary event, organized by the Bulgarian Association of Chefs
- Barista championship, organized by Baristo University and Rancillio
- International Pizza Championship, organized by the Bulgarian Pizza Association
- Demonstrations, presentations and trainings



## BENEFIT FROM SYNERGIES

SIHRE is a co-located event with MEATMANIA, THE WORLD OF MILK, BULPEK, SALON DU VIN, and INTER-FOOD & DRINK. The 6-in-1 trade shows are the largest business platform of its kind in Bulgaria, thus providing copious opportunities to both exhibitors and visitors amassing together in the form of product showcasing, unveiling new world-class products, business networking and researching market trends in the Horeca and food industries. Covering restaurant equipment, hotel keeping, meat and dairy processing, bakery and pastry industry, wine and spirits manufacturing and many related services, the 6-in-1 event brings together all branches of foodservice and hospitality under one roof



**MEATMANIA** – meat and meat products, additives and packaging, machines and technologies

**THE WORLD OF MILK** – milk and dairy products, additives and packaging, laboratory equipment, machines and technologies

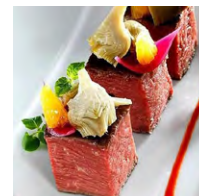
**BULPEK** – bread and bakery products, confectionary, base materials, additives and packaging, machines and technologies

**SALON DU VIN** – wine and grape products, spirits, accessories

**INTERFOOD & DRINK** – food and drinks, organic products, supplements, machines and technologies

## FACTS AND FIGURES:

- 14 500 square meters, 6 exhibition halls
- 450+ Bulgarian and international exhibitors
- 412 represented companies from 34 countries
- 78 foreign participants from Argentina, Austria, Belgium, Great Britain, Greece, Italy, Iran, Poland, Portugal, Republic of Korea, Thailand, the Netherlands, South Africa, Spain
- 22 000+ visitors - Bulgarian and international professionals and general public
- Distinctive presence of leading brands for coffee, vending equipment and accessories





### 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.metropolitan.bg/eng](http://www.metropolitan.bg/eng)

#### TAXI

Yellow taxi

tel.: (+359 2) 91119

OK Supertrans

tel.: (+359 2) 973 21 21

Green taxi

tel.: (+359 2) 810 810

GPS coordinates

N 42.649206 / E 23.395404

### Useful information:

Venue: Inter Expo Center – Sofia

Dates: 8-11 November 2017

Open for visitors: 8<sup>th</sup> – 10<sup>th</sup> November –

9.30 am to 6.30 pm;

11<sup>th</sup> November –

9.30 am to 4.00 pm

Entrance policy: tickets, invitations, online registration

### Next date:

7-10 November 2018

### Organized by:

Inter Expo Center  
National Association of  
Hotel, Restaurant, Cafeteria

### Online registration:



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