

# BACK TO FUTURE

INTER  
EXPO  
CENTER

SOFIA, BULGARIA



NEW  
PROFESSIONAL  
RECIPE

28 - 31  
JANUARY

20  
20  
SIHRE



# SIHRE back to future

# 2020



SIHRE – the trade fair for restaurant, hotel, catering and SPA equipment in Bulgaria – reflects in the last years the intensive development of the Horeca sector in Bulgaria, the ever-increasing interest in the world trends in the hotel and restaurant industry and the improvement of the culinary culture in the country. With an unprecedented charge, SIHRE has become the place where leaders and decision makers meet to exchange experiences, ideas, and interact with

current and potential customers and business partners. 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. During the four days of the event exhibitors and visitors come together in perfect balance between making new contacts, being aware of the HoReCa market evolution and innovations and entertaining in the numerous

accompanying events and demonstrations. In the last 7 years SIHRE was held parallel with the food industry exhibitions. The strong development of the Horeca branch, as well as the central location of the exhibition for the

sector, combined with its ever-growing scale, created the prerequisite for the exhibition to be held independently and to re-live its own life, changing the shape and the period of its existence and enriching its thematic scope.



## WHY PARTICIPATE

- To expand your business in the fast growing Bulgarian Horeca market
- Detailed understanding of the sector ecosystem
- Track the latest trends in the HoReCa sector
- Increase your business contacts in the region
- To be part of professional lectures, presentations and master classes for professional chefs, confectioners and baristas
- Networking activities for lead generation



## VISITORS PROFILE

Restaurants, pizzerias, catering companies, cafeterias and bars

Supermarkets and hypermarkets

Investors in the field of tourism

Canteens

Catering facilities and service centers

Construction companies

Fast Food chains

SPA and Wellness centers

Services and consultancies

Bakery, Confectionary manufacturers

Architects and designers

Entertainment/ Leisure

Hotels and hotel chains

Distribution

Venues

## EXHIBITORS PROFILE



- Professional kitchen equipment
- Neutral equipment
- Refrigeration equipment
- Industrial ventilation
- Catering supplies
- Bar, confectionary and buffet equipment
- Café and vending equipment
- Tableware
- Installation for manufacturing of beverage and beverage equipment
- Food service for the HoReCa sector



- Hotel and restaurant furniture
- Hotels supplies and accessories
- Interior textile
- Sanitary, hygienic equipment and supplies
- SPA , wellness and fitness equipment



Professional cleaning, washing and ironing machines  
Sanitary, hygienic equipment and consumables



Security, information systems and specialized software  
Production of promotional and information items



Uniforms and workwear

## TOP LEVEL ACCOMPANYING PROGRAM



- **GastronomiX** culinary event, organized by Inter Expo Center, Bulgarian Chefs Association, Gourmet Publishing and with the support of The Alimentaria Experience – in 2018 the forum hosted the demonstrations of Eduard Xatruch, Mateu Casacas and Oriol Castro from Disfrutar restaurant in Barcelona and Mario Sandoval – The master chef in Coque restaurant, Madrid.
- **Barista Championship**
- **Bocuse d'Or national qualification** – the most prestigious competition for professional chefs

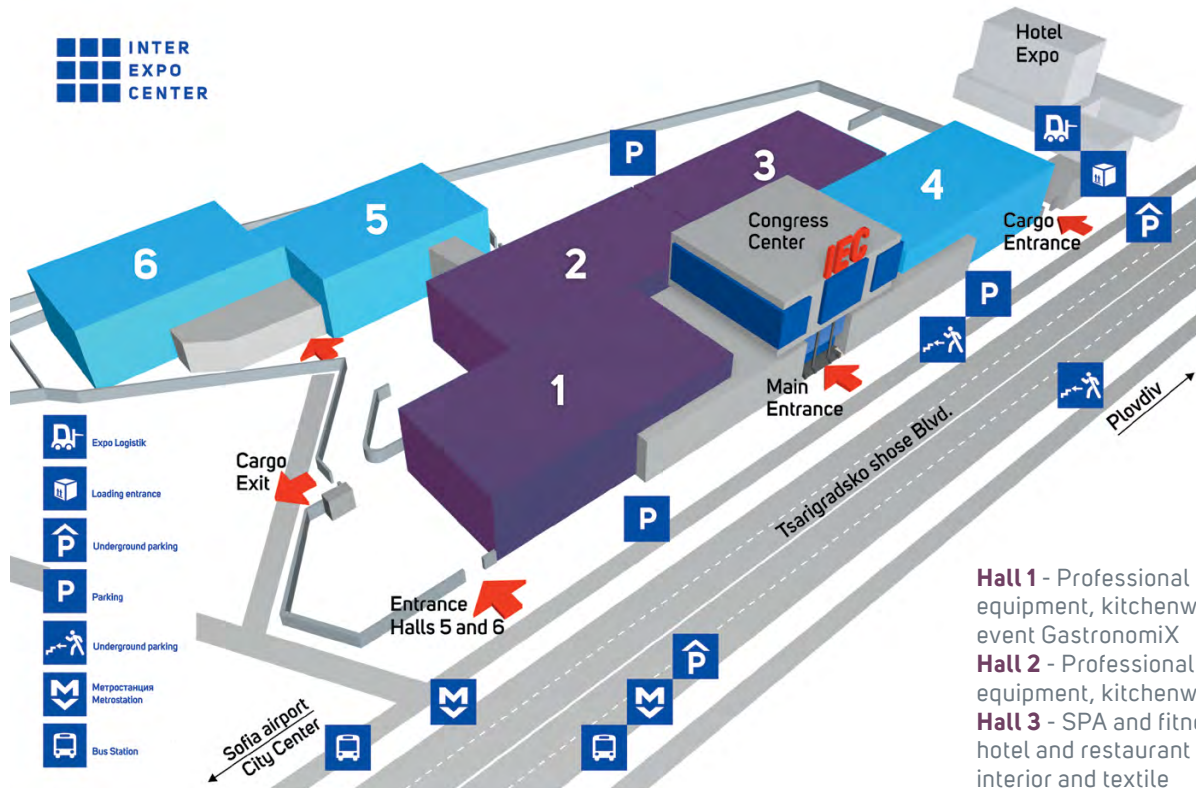
## SIHRE 2018 HIGHLIGHTS\*

- 6 exhibition halls
- 500+ Bulgarian and foreign participants
- 23 000+ visitors
- SIHRE 2018 marked a **30% rise** in the number of participating companies

## \* INTERACTION AMONG EXHIBITIONS AND THEMES

Till 2018 the exhibition was held together with the 5 exhibitions for the food industry. The data is for all themes in 2018 – food and HoReCa industry.





**Hall 1** - Professional kitchen equipment, kitchenware, culinary event GastronomiX  
**Hall 2** - Professional kitchen equipment, kitchenware  
**Hall 3** - SPA and fitness equipment, hotel and restaurant furnishing, interior and textile

**Useful information:**

**Venue:** Inter Expo Center – Sofia, Bulgaria

**Dates:** 28 – 31 January 2020

**Open for visitors:** 28 – 31 January – 9.30 am to 6.30 pm;

**Entrance policy:** tickets, invitations, online registration

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**Organized by:**

Inter Expo Center;  
 National Association of Hotel, Restaurant, Cafeteria

**How to reach 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 any 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