

Prot. n. 1880 TRUM

li, 13 OTT. 2015

ALLE AZIENDE ASSOCIATE LORO SEDI

Oggetto: Partecipazione delle Imprese italiane alla edizione di "Sirha Budapest" 2016.

Si trasmette, in allegato, il materiale informativo circa la partecipazione delle imprese italiane alla rassegna in oggetto <u>dedicata al settore Agroalimentare</u>, organizzata da ICE Agenzia per la promozione all'estero e l'Internazionalizzazione, in programma dal 9 all'11 maggio 2016.

Cordiali saluti.

IL DIRETTORE GENERALE (Dr. Enrico Sarbone)

CONFINDUSTRIA FOGGIA

71121 FOGGIA - Via Valentini Vista Franco 1 Telefono 0881/563011 Fax 0881/723091

www.confindustriafoggia.it - protocollo@confindustriafoggia.it

PEC: confindustriafg@postecert.it Codice fiscale 80002530717







INTERNATIONAL HORECA & RETAIL SHOW IN HUNGARY

AGRO-FOOD | BAKERY-PASTRY FOOD SERVICE | HOSPITALITY







SIRHA BUDAPEST 2016

Budapest, 9 - 11 maggio 2016

Siamo lieti di comunicare che L'ICE – Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane curerà la partecipazione italiana all'edizione 2016 di "SIRHA BUDAPEST".

La manifestazione, dedicata al settore agro-alimentare, incluso l'industria dolciaria, l'industria della panificazione ed il settore HORECA, avrà luogo a Budapest dal 9 all'11 maggio 2016, presso l'HUNGEXPO Budapest Fair Center.

PERCHÉ PARTECIPARE

L'evento è attualmente la principale manifestazione del settore agroalimentare in Ungheria. Nel 2015 Hungexpo si è aggiudicata l'organizzazione della finale europea del "Bocuse d'Or 2016", coppa del mondo dell'alta cucina, che si svolgerà nell'ambito della prossima edizione della Fiera SIRHA (9-11 maggio 2016) e che darà maggiore visibilità alla manifestazione a livello internazionale. All'evento saranno presenti squadre di cuochi provenienti da 20 Paesi, Italia compresa.

A marzo 2014 l'Ente fierisitico HUNGEXPO ha dato avvio a Budapest alla prima edizione della fiera "Gourmet by SIRHA Budapest", che si è svolta su una superficie di ca. 20.000 mq e ha visto la partecipazione di 300 espositori, 15.000 visitatori professionali e 40 hosted buyers provenienti da diversi Paesi. Maggiori informazioni sulla manifestazione sono disponibili alla pagina http://sirha-budapest.com/en

COSTO DI PARTECIPAZIONE

Il costo totale di partecipazione varia sulla base di diversi parametri: espositore o co-espositore (suddivisione dello spazio tra più espositori), data di presentazione della domanda, ampiezza stand, posizione, tipo di allestimento, ed è composto dalle seguenti voci:

Quota d'iscrizione (4. Registration fee)

- €198 + IVA per l'espositore principale (€212 + IVAdopo il 9/4/2016)
- €140 + IVA per il co-espositore (€173 + IVA dopo il9/4/2016)

Affitto area (5. Stand reservation)

Grazie all'accordo in essere con ICE-Agenzia gli sconti in scadenza 30 settembre sono stati prorogati al 10 ottobre 2015.

L'organizzatore fornisce varie tipologie di allestimento:

- Pre-equipped stand (da 12 a 30 mg)
- Fully equipped stand (da 12 a 30 mg)
- "New to market" package
- "Corners"

Ai suddetti importi va aggiunta l'IVA se dovuta.

Riferimenti ICE-Agenzia: Ufficio di Budapest

Direttore: Enrico Barbieri Tel: 00 36 1 2667555 Fax: 00 36 1 2660171 Email: budapest@ice.it

www.ice.gov.it/paesi/europa/ungheria/ufficio.htm?sede

L'Ufficio è in grado di fornire una vasta gamma di servizi di marketing ed informazioni commerciali, che potranno integrare la partecipazione a questa fiera (es.: fornitura di nominativi di buyers e distributori da invitare). L'ufficio è inoltre a disposizione per fornire assistenza ed informazioni necessarie per operare nel mercato ungherese.

SITI UTILI

http:/sirha-budapest.com sito della manifestazione http://sirha-budapest.com/en versione in lingua inglese

www.ice.gov.it portale istituzionale dell'ICE

http://www.ice.gov.it/paesi/europa/ ungheria/index.htm Informazioni sull'economia

ungherese, statistiche andamento del mercato locale.

www.italtrade.com

portale istituzionale dell'ICE rivolto agli operatori esteri
Le aziende italiane possono inserire il proprio profilo aziendale (con foto, logo, link al sito e proposte d'affari) all'interno della "The Made in Italy Business Directory", il catalogo delle aziende italiane consultabile sul sito italiane





The International Event for Professionals in the Food, Bakery, Pastry and Hospitality Industries 9-11 May, 2016 **HUNGEXPO Budapest Fair Center** www.sirha-budapest.com sirha-budapest@hungexpo.hu



Budapest X., Albertirsai út 10. Letters: H- 1441 Budapest, P.O.Box 44

Fax: +36 1 263 6086 Bank account: K&H BANK,

IBAN: HU78 10402283 50526554 52511013

SWIFT: OKHB HUHB

APPLICATION FORM

APPLICATION FORM			Early bir	d deadline:	30 Septem	ber 2015	
. Classification of the CONTRACTING PART	Y:						
☐ Exhibitor (own stand) ☐ Collective exh	ibitor 🗆 Or	ganiser (Does not to	ake part in the exhi	bition, but he is th	e addressee of al	the invoices)	
2. Details of the CONTRACTING PARTY:							
COMPANY name:							
Registered office/Address:		Postcode:	City:		Country:		
Registration No:							
Bank: SWIFT:		IRΔN·					
nvoicing address:							
Letters:							
Геl.:							
Person in charge of the exhibition							
_ast name	First i	name					
Job titleTel. Tel.	EIIIali (mobile)			Fax			
Stand Manager during the exhibition (if different	ent from the perso	n in charge of the ex	(hibition)	ux			
_ast name	First ı	name					
Job title	Emai						
Tel. (direct) Tel. DEO or Manager Tel.	(mobile)			ғах			
Sales Manager	e-mail						
Sales Manager Com. /Marketing Manager Export Manager	e-mail						
Export Manager	e-mail						
Main field of activity: ☐ Manufacturer ☐ Retail Multinational company: ☐ yes ☐ no	trade U Wholesa	ller ⊔ Importer ⊔ Di	stributor ப Service	e ப Other			
3. Product groups (According to the attached 'I	ist of products' on	page 5.):					
The registration includes: link from the exhibition website, 2 exhibitor pass, 1 wi-fi code Registration fee is compulsory for all co-exhi Approximate price, exchange rate on 10th March 2015 STAND RESERVATION: SPACE ONLY» STAND Rental of bare area includes ground floor and standard and st	ibitors! In case t	ne Co-exhibitor is ı				•	
Space fee HUF/sqm (*space fee EUR/sqm approximately price, exchange rate at 10th March 2015)	Till 30th Se	eptember 2015	Till 30th Nov	Till 30th November 2015		After 30th November 2015	
9-47 sqm	19 900	66*	24 900	81*	29 900	98*	
48-95 sqm	18 900	62*	23 900	78*	28 900	94*	
above 96 sqm	17 800	58*	21 900	72*	26 500	86*	
number of stand (Price until 30 th stand) (Pric	building of double- space only sqm: September, pleas EFEE, Octanorm ise facing - 1 spot e-equipped sqm building bu	decker stand we ch	arge further 30% s _i X	Carpet - Fascia b - 3kW electric cor 111* EUR = - Carpet - Fascia b	oard (company na inection and cons H ooard (company na dustbin - 1 counte	umption IUF exc./ VAT	
for additional fittings and for the creation of a custom in CORNERS corner = 2 sides open / 2 corners = 3 sides open	n - built stand (with 3 en / 4 corners = 4	D design, technical dra	wing, etc.) please co	ntact the organizatio	n dept.! E-mail: <u>szer</u>	vezes@hungexpo.l	
nı	umber of corners	S:	_X <u>19 000 HUF/</u>	62* EUR =		HUF exc./ VAT	
Stand construction can only be started if the Regist							
The undersigned acknowledges the General Terms	and Conditions. (V	AT is not charged for	companies with na	tional tax number a	ind registered offic	e in abroad)	
Date:		Legally binding	eignatura:				



H-1101 Budapest, Albertirsai út 10. H-1441 Budapest, P.O.B. 44 Phone: (+36-1) 263-6000 Fax: (+36-1) 263-6098 info@hungexpo.hu

www.hungexpo.hu



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PRE-EQUIPPED AND FULLY EQUIPPED STAND OFFER

FULLY EQUIPPED PRE-EQUIPPED Price: 33 800 HUF/ sqm (111* EUR/sqm) + VAT till 30th September Price: 36 800 HUF/ sqm (121* EUR/sqm) + VAT till 30th September Price: 38 800 HUF/sqm (128* EUR/sqm+VAT for application Price: 41 800 HUF/sqm (137* EUR/sqm+VAT for application received after 30th September received after 30th September The following services are included in the prices of the pre-The following services are included in the prices of the fully equipped stands: equipped stands: SPACE FEE SPACE FEE Octanorm system with white walls (2,5 m high) Octanorm system with white walls (2,5 m high) Carpet Fascia board (company name) Fascia board (company name) In the corner a 50x50x330cm Octa column with turquoise facing In the corner a 50x50x330cm Octa column with turquoise facing 1 spotlight / 3 sqm 1 spotlight/ 3 sqm 1 socket 1 socket Daily cleaning 1 table, 3 chairs + 3kW electric connection and consumption 1 coat rack, 1 dustbin 1 counter desk 1 bar stool 1 storage room 3 shelves Daily cleaning + 3kW electric connection and consumption Stands available: 12-30 sqm Stands available: 12-30 sqm

Attention! The above prices do not include the Registration fee

*Approximate price, exchange rate on 10th March 2015

NEW TO MARKET PACKAGE

Package price = 775 000 HUF(2551* EUR) + VAT *Approximate price, exchange rate on 10th March 2015



The following services are included in the prices of the shell scheme stands:

- 9 fully equipped sqm in the international corner
- List of reliable importers in your area of business
- 3 business matching meetings organized on your stand during the show
- One bilingual hostess on your stand during the show
- Registration fee

Stand signboard (max 20 characters):				
Company name:				
Contact person:	Tel.:			

Date: ______ Legally binding signature: _



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REGISTRATION OF CO-EXHIBITORS, COLLECTIVE PARICIPANTS AND REPRESENTED FIRMS

Co-exhibitor's Basic Marketing Package: 43 000 HUF (140* EUR) + VAT/co-exhibitor (53 000 HUF (173* EUR) + VAT for applications received after 9th April 2016.)

The registration fee includes: registration in the visitor information system; registration of the company name on the website of the exhibition; link to the exhibitor's homepage; 2 exhibitor badges; basic catalogue entry with coloured logo.

Name of CONTRACTING PARTY	for exhibition :		
Data of CO-EXHIBITOR(S) dispos	sing of a part of the stand	rented by the contracting party:	
1. Company name:	3 1	,	
	City:	Street:	No
Letters – Postcode:	City:	Street:Street:	No
F-mail:		Web:	
Phone:		Fax:	
	cturer: Distributor - the	name of the product:	
☐ Importer; ☐ Wholesaler; ☐ Ret		name of the product.	-
Multinational company: yes;			
The co-exhibitor intend to exhibit		ict group(s)	
		,,	
	filst of product groups)		
2 Company name:	0.7	O 1	
Address – Postcode:	City:	Street:	No
Letters – Postcode:	City:	Street:Web:	No
E-mail:		Web:	
Phone:		Fax:	
	cturer; 🗕 Distributor - the i	name of the product:	
□ Importer; □ Wholesaler; □ Ret			
Multinational company: ☐ yes;			
The co-exhibitor intend to exhib			
(please use the codes given in the	ist of product groups):		
3 Company name:			
Address – Postcode:	City:	Street:	No
Letters – Postcode:	City:	Street:	No
F-mail·		Street:Street:	
Phone:		Fax:	
Main field of activity: Manufaction	cturer: D Distributor - the	name of the product:	_
☐ Importer; ☐ Wholesaler; ☐ Ret		name of the product.	
Multinational company: yes;			
The co-exhibitor intend to exhib		ict group(s)	
(please use the codes given in the			
	s list of product groups)		
4 Company name:	-		
Address – Postcode:	City:	Street:	No
Letters – Postcode:	City:	Street:	No
E-mail:		Web:	
Pnone:		rax:	
Main field of activity: ☐ Manufact	cturer; 🖵 Distributor - the i	name of the product:	
□ Importer; □ Wholesaler; □ Ret			
Multinational company: ☐ yes;			
The co-exhibitor intend to exhib			
(please use the codes given in the	ist of product groups):		
	lisposing of any part of	the stand but REPRESENTED by the	ne contracting and/or participating
companies:			
1			
2			
3			
Date:		Legally binding signature:	

^{*}Approximate price, exchange rate on 10th March 2015





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Deadline: 31st March 2016

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SWIFT: OKHB HUHB

INVITATION CARD ORDER FORM

Fax: +36/1-263-6098

Our exhibitors have the opportunity to maximize the value of their participation at SIRHA by inviting their partners using printed *Invitation cards* can be ordered by this form.

The Invitation card also acts as a registration form to enable each of our exhibitors' guests attend to the exhibition and its various industry events for free of charge.

Beside of the printed invitation card, we are able to make you a personalized *internet link (free e-ticket)*, so you can send your invitation via e-mail to your partners (saving your postal costs). The Invitation cards include your barcode label.

	Company name:				
	Address:				
	Contact person:				
	Phone number:				
	Email:				
Orde	Ordering:				
	☐ printed Invitation cards (max 150 pcs), ordered amount:pcs				
	☐ e-ticket, forward to the following e-mail:				
Receiving:					
	☐ Please send the Invitation cards to the postal address above (Maximum 150 pcs can be posted!)				
	☐ We would like to collect them personally				
Date	Date:Legally binding signature:				

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Albertirsai út 10.

H-1441 Budapest, P.O.B. 44





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SIRHA BUDAPEST LIST OF PRODUCTS

1. Food products

- 1.1 Meat and preserved products, meat products
- 1.2 Vegetables, fruits
- 1.3 Fats and oils
- 1.4 Milk, dairy products, egg
- 1.5 Flour and flour-based products, starches
- 1.6 Baked goods and pastas
- 1.7. Frozen food
- 1.8.Other food products
- 1.9 Ingredients, auxiliary materials
- 1.10. Animal feed products

2. Beverages

- 2.1 Mineral water
- 2.2 Soft drinks, non-alcoholic drinks and juices
- 2.3 Beers
- 2.4 Wines
- 2.5 Sparkling wines and champagnes
- 2.6 Vermouths
- 2.7 Aperitifs
- 2.8 Spirits
- 2.9 Tea and coffee

3. Bakery and pastry products & equipment

- 3.1.Baking industry products
- 3.2 Baking industry machinery, equipment and devices
- 3.3 Confectionery products, sweets
- 3.4. Equipment and devices for ice and pastry industry
- 3.5. Ice cream and pastry display cabinets
- 3.6. Ingredients, additives
- 3.7. Semi-finished and finished products
- 3.8. Auxiliary and decoration materials

4. Food industry machinery & supplies

- 4.1 Food processing machinery and technologies
- 4.2 Automation, data processing, control technology
- 4.3 Food safety, quality assurance
- 4.4 Laboratory and measuring instruments, scales
- 4.5 Biotechnology
- 4.6 Cooling and air conditioning

5. Kitchen equipment & supplies

- 5.1. Kitchen equipment, technology
- 5.2 Auxiliary kitchen equipment, pots and pans
- 5.3.Refrigerators, cooling equipment
- 5.4. Dishwasher
- 5.5. Planning, consulting, design, service

6. Coffee products & equipment

- 6.1. Coffee house and bar furnishings
- 6.2. Coffee mashines
- 6.3. Coffee

7. Furniture, decoration, tableware, textiles

- 7.1. Restaurant and hotel furniture
- 7.2. Textile for hotels and restaurants, table cloth, curtain
- 7.3. Tableware, porcelainware, glasses, plates, tableware sets
- 7.4. Decoration

8. Hotel equipment & supplies

- 8.1. Electronic equipment, TV, entry systems
- 8.2. Wellness equipment, sauna, jacuzzi, swimming pool
- 8.3. Ventilation and heating technology, air-conditioners
- 8.4. Interior design, shop design, terrace furnishings
- 8.5. Maintenance, safety technology
- 8.6. Fire and work safety equipment

9. Technologies, hygiene and cleaning products, services

- 9.1. Hotel and restaurant software
- 9.2. Cash registers, store furnishings
- 9.3. Food and drink vending machines
- 9.4. Hygiene products, cleaning products and services
- 9.5. Waste disposal, recycling, environmental protection
- 9.6. Protective work clothing
- 9.7. Banking services, insurances, loans, leases
- 9.8. Trade associations
- 9.9. Trade magazines
- 9.10. Educational institutions

10. BUDATRANSPACK, Packaging technology, logistics

- 10.1. Packaging machinery
- 10.2. Packaging materials
- 10.3. Materials handling equipment, forklift trucks
- 10.4. Freight forwarding, transportation equipment, shipping
- 10.5. Utility vehicles
- 10.6 Warehouse technology, shelf systems, pallets
- 10.7. Logistics services
- 10.8. Industrial parks, logistics centres, warehouses
- 10.9. IT solutions for the packaging and logistics industry



General Business Terms and Conditions

Signing the Application Form signifies accepting the General Business Terms and Conditions

1. Conclusion of contract
1.1. Contracting parties
For the purposes of these General Terms and Conditions, Hungexpo Väsär és Reklâm Zrt. (registered office:
10. Albertirsai ut, Budapest H-1101, company registration No.: Cg.:01-10-041503, hereinafter referred to as
"HUNGEXPO") and the partner (hereinafter "Contracting Party") who completes and properly signs the
relevant application form (hereinafter "Application Form") for the exhibition organised by Hungexpo on
the territory of Hungexpo (hereinafter "Exhibition") shall be considered as contracting parties.
1.2 Invitation to tender
For the purposes of concluding this contract (hereinafter: "Contract"), the act of sending or downloading
the following documents from the website www.hungexpo.hu shall be considered as a tender invitation by
HUNGEXPO: Application Form, General Terms and Conditions of Business – hereinafter General Conditions.
1.3. Conclusion of contract

HUNGEXPU: Application Form, General Terms and Conditions of Business – hereinafter General Conditions.

1.3. Conclusion of contract

This Contract shall be considered concluded between the Parties after a copy of the Application Form has been returned by post or fax, properly signed by the Contracting Parties (on behalf of their companies) HUNGEXPO (hereinafter: "Contract Conclusion"). Simultaneously, the Contracting Party declares that it has acknowledged and accepted these Business Terms, which constitute an inseparable part of this Contract.

has acknowledged and accepted these Business Terms, which constitute an inseparable part of this Contract.

1.4. First request for advance payment

Upon receipt of the Application Form, HUNGEXPO shall send the first request for advance payment (hereinafter: First Request for Advance Payment') to the Contracting Party, which contains the amount specified in section 6.1 below. If the full amount of the First Request for Advance Payment is not credited to HUNGEXPO's account by the prescribed deadline on the relevant invoice, HUNGEXPO shall be entitled to nullify the contract by a unilateral written declaration addressed to the Contracting Party, and to claim a Non-Performance Penalty as specified in section 9.2.

Non-Performance Penalty as specified in section 9.2.

1.5 Area Designation

HUNGEXPO shall make a decision on designating the exhibition area (hereinafter: 'Exhibition Area') upon receipt of the amount referred to in section 1.4 without having to justify its decision, and it shall send its decision together with a site plan indicating the Exhibition Area to the Contracting Party.

1.6 General Terms and Conditions of Operation

The Contracting Party shall familiarise itself with Hungexpo's current General Terms and Conditions of Operation (hereinafter "Operating Conditions") constituting part of this Contract. The Operating Conditions can be downloaded from Hungexpo's website at www.hungexpo.hu, or sent to the Contracting Party by Hungexpo by post upon request.

2. CONTRACTING PARTIES

2. CONTRACTING PARTIES
2.1 Contracting Party is a natural or legal person or an unincorporated body that completes and properly signs an Application Form. Only the Contracting Party may be the recipient and obligor of the invoices issued by Hungeypo (e.g. for stall fees and services). The Contracting Party shall specify which categories are applicable to it in the Application Form.

2.1.1 Exhibitor
The Exhibitor shall be present on its own territory or part thereof at the Exhibition (hereinafter "Exhibition Area") or it may organise participation for others (hereinafter "Co-exhibitors") who have their own areas within the Exhibitor Area required by the Exhibitor. Data on any Co-exhibitors must be indicated in the Application From (under the heading "Declaration of Co-exhibitors").

2.1.2 Organiser of a collective exhibition
Participation in the exhibition is aganised by a national/provincial or federation/chamber, although it may not necessarily appear at the Exhibition with its own Exhibition Area. The data of exhibitors it organises must be indicated on the Application From (under the heading "Declaration of Co-exhibitors").

2.1.3 Paying Organiser

Definition of the Application From (under the heading "Declaration of Co-exhibitors").

2.1.3 Paying Organiser

The Paying Organiser does not have its own Exhibition Area but organises participation at the Exhibition for another Exhibitor or Exhibitors, and concludes contracts with the organiser of the Exhibition. The Paying Organiser specifies its data in the field entitled "Contracting Party", and the parties it organises under the heading "Declaration of Co-exhibitors" in the Application Form.

2.2 Co-exhibitor

The Co-exhibitor has no Exhibition Area or Part thereof of its own at the Exhibition, or any contractual relationship with HUNGEXPO. The Contracting Party shall specify the data on Co-exhibitors in the field entitled "Co-exhibitors" in the Co-exhibitor Notification Form. The Contracting Party shall be fully responsible for the Co-exhibitor's observance of the code of conduct applicable to the Contracting Party. The Contracting Party shall pay Hungexpo the fees charged to the Co-exhibitor (e.g. starting marketing package, service charges, etc.). The Co-exhibitor may not be the recipient of any invoice.

2.3 Penresented company.

2.3 Represented company
A legal person or business association without a legal personality not participating in the Exhibition on an Exhibition Area of its own, but represented by the Exhibitor or Co-exhibitor in business transactions (hereinafter "Represented Company").

3. Occupancy and alteration of the Exhibition Area

3.1 OccupancyOnly after advance payment of the Stall Fee, Starting Marketing Package, and Service Fee and receipt of the Stand Construction plan documentation, as approved by Hungexpo, may the Exhibition Area be occupied and construction work commence.

3.2 Alteration

The Exhibition Area designated by HUNGEXPO cannot be arbitrarily exchanged with another exhibitor, extended by agreement with another exhibitor, transferred or sublet either for a fee or free of charge, and only and exclusively with the written preliminary consent of HUNGEXPO may it be altered in any way.

only and exclusively with the written preliminary consent of HUNGEXPO may it be altered in any way.

4. Products, product groups and services

The Contracting Party shall only be entitled to display the products, product groups and services indicated in the Application Form and approved by HUNGEXPO, and advertise its Co-exhibitor and Represented Company as indicated in the Application Form.

If the exhibitor fails to remove goods or services inappropriate to its advertised product group, or romotional advertising material representing a party other than the Contracting Party, its Co-exhibitor, or Represented Company, from the Exhibition Area at first request, HUNGEXPO shall be entitled to have the said Exhibition Area locked at the Contracting Party's cost and risk, and claim indemnification from the latter.

5. Exhibition Catalogue

5.1 Official Catalogue
Only HUNGEXPO is entitled to publish an official catalogue of the Exhibition (hereinafter "Catalogue") in
print, and also publish it on the exhibition's website. The official catalogue of the Exhibition must display the
HUNGEXPO and/or Exhibition logos. All Contracting Parties who applied to participate by the deadline shall be included in the catalogue.

be included in the catalogue.

5.2 Basic Entry

The Starting Marketing Package shall include the fee for the Contracting Party's Basic Entry in the Exhibition catalogue. HUNGEXPO will charge an inclusion fee for any requests beyond the basic entry. Instead of the Paying Organiser, the exhibitor representing it shall be entitled to inclusion in the catalogue, and the fee charged for such inclusion shall be paid by the Paying Organiser.

5.3 Cancellation

Provisions regarding the cancellation of paid services ordered from the Catalogue are set forth in section 9.4.

6. Payment terms and occupation
6.1 Payment obligations of the Contracting Party
The Contracting Party shall pay the starting marketing package (hereinafter "Starting Marketing Package"), a stall fee for the Exhibition Area used (hereinafter "Stall Fee"), service charges for the services used (hereinafter "Gervice Charge"), and, if required, a Contractor's Bond (hereinafter: "Contractor's Bond") for participation in the Exhibition.

"Contractor's Bond") for participation in the Exhibition.
6.2 Amount of the Registration Fee
The Exhibitor (cf. section 2.1.1), the Paying Organiser (cf. section 2.1.3) and the Collective Exhibitor (cf. section 2.1.2) shall pay 100% of the Starting Marketing Package. The Starting Marketing Package rates for the main exhibitor and co-exhibitor are indicated on the application form. The organiser of a Collective Exhibition is obligated to pay the starting marketing package for each participant it organises (cf. section 2.1.2), and the Exhibitor is obligated to pay for its Co-exhibitor (cf. section 2.2).

6.3 The extent of provisions.

6.3 The extent of provisions The amount of the Stall Fee shall be determined on the basis of the floor area and type of the Exhibition

The service fee payable by the Contracting Party shall be aggregated and invoiced in accordance with the fees for the service as specified in the service order form in effect at the time.

6.5 Contractor's Bond In order to protect Hungexpo assets and property, any non-Hungexpo contractor or Exhibitor who chooses to build their own stand shall pay a Contractor's Bond prior to commencing construction. The Bond and the payment terms are defined in the relevant information sheet.

6.6 Payment Terms

The fees indicated in section 6.1 are payable according to the agreed payment conditions on the relevant invoice or request for advance payment. Payment schedule: First Request for Advance Payment: 30% of the starting marketing package, mandatory liability insurance fee and stall fee as indicated in section 6.1, the Second Request for Advance Payment: 70% of the starting marketing package, mandatory liability insurance fee and stall fee as indicated in section 6.1. A Request for Advance Payment shall be issued for 100% of services ordered prior to the first construction day of the exhibition, of which the Contracting Party is obligated to pay before the start of construction. is obligated to pay before the start of construction. A Request for Advance Payment will also be issued during the exhibition's construction period on site for the services ordered. These services can only be provided for the Contracting Party if they have been properly compensated for on site. Payment is only at the Main Cashier's Desk and at the Service Stand in Building K, by cash or bank card. The exception to this shall be

Final Invoice: shall consist of the value of the complete Stall Fee, the Starting Marketing Package, the mandatory liability fee, and the Service Fees for services ordered. The Contracting Party is obligated to pay

the Starting Marketing Package, the Stall Fee, and the Service Fees of the ordered services on the Request for Advance Payment in full by the deadline specified on the invoice. In an exceptional case, when the Contracting Party is unable pay the services it has ordered and a partner it has designated will be the Paying Party, in all cases the Paying Party must complete a Declaration to Undertake Obligations to satisfy the invoice.

The fact that the invoices have been paid shall – on request – be proven at the Exhibition Registration desk. If the terms and conditions relating the application for participation offer a discount for early application by the deadline specified for this purpose, the early registration discount shall be credited to the amount specified in the Second Request for Advance Payment after the payment of the amount specified in the First Request for Advance Payment. Request for Advance Payment.

Request for Advance Payment.

6.7 Lien

If the Contracting Party fails to perform its obligations as set out in Section 6.6, HUNGEXPO may apply the legal consequences set forth in section 1.4.8 of the Operating Conditions (hereinafter: 'Lien').

6.8 Late payment

If any financial obligation arising from this Contract is paid late, HUNGEXPO shall be entitled to charge a late

If any financial obligation arising from this Contract is paid late, HUNGEXPO shall be entitled to charge a late payment penalty amounting to 20% p.a. The Contracting Party shall provide evidence of payment to the Registration Office of the Exhibition (Building K) before the close of the Exhibition. The Exhibitor acknowledges and agrees that HUNGEXPO shall be entitled to assign its outstanding claim from the Exhibitor to a factoring company.

6.9 Bank fees

Any and all fees charged by financial institutions in the course of banking operations shall be borne by the Contracting Party, and shall not reduce any claims by Hungexpo.

6.10 VAT

As all services provided by HUNGEXPO are considered as complex, they are subject to the payment of VAT, as determined in the current law on value added tax.

7. Insurance 7.1 Liability insurance

For the period of its activity performed on the territory of HUNGEXPO, the Contracting Party shall have an insurance policy valid for accidental and unexpected damages caused by its exhibitors or itself in its capacity as builder (decorator, disassembler, etc.), as well as for its subcontractors.

7.2 Liability Insurance Premium

The premium payable for the mandatory liability insurance (hereinafter "Insurance Premium") shall be 1% of the Stall Fee as determined in the Application Form, excluding discounts. The Contracting Party shall bear the financial obligation for the Stall Fee invoice in connection with this.

The mandatory Exhibition Insurance Premium shall be included on the stall fee invoice and collected by HUNGEXPO on behalf of and for the benefit of the insurer.

7.3 Collateral

7.3 conateral Following payment of the insurance premium, the Insurer - instead of the Exhibitor and/or the builder (decorator, disassembler, etc.), except for the down payment - shall pay compensation for any and all accidental and unexpected damages caused by the exhibitor and/or its builders (decorators, disassemblers, etc.), and who bear financial responsibility under the regulations of the Hungarian Civil Code. The Exhibitor

etc.), and who obear financial responsibility under the regulations of the Hungarian CMI Code. The Exhibitor and its subcontractor shall be jointly and severally liable for any and all damages caused by its subcontractor concerning HUNGEXPO or a third party.

7.4 Other insurance
In addition to liability insurance, the Exhibitors maintain the option to take out an insurance policy to cover the items they exhibit, their installations and other objects located on the territory of HUNGEXPO. The Exhibitor shall be liable for any and all damages arising from a delay or late conclusion to the insurance contract. contract.

8. Noise protection
8.1. The provision of music and performance
The Contracting Party shall comply with the prevailing provisions of the Operating Conditions during the provision of music and performance activities, and shall, prior to commencing such activities, obtain the consent of the lessees of the neighbouring Exhibition Areas.

8.2 ProhibitionIf the Contracting Party exceeds the volume set out in the Operating Conditions and despite a joint request from the organiser and the director of the Exhibition it fails to stop its musical activity or performance exceeding the level set above, or breaches the provisions of section I.4.6 of the Operating Conditions, HUNGEXPO shall be entitled to terminate the power supply to the Contracting Party's stand, and shall not be liable for any damages to the Contracting Party arising from this action.

9. Cancellation and legal consequences

9. Cancellation of participation
Subsequent to Contract Conclusion, the Contracting Party may only validly cancel its participation in the
Exhibition in writing, sent in a verifiable form to HUNGEXPO (hereinafter "Cancellation"). Cancellation shall
be valid and effective from the date HUNGEXPO receives the statement of cancellation. If the Contracting
Party or exhibitor it organises fails to occupy the Exhibition Area 24 hours prior to the opening of the
Exhibition, and does not report this late arrival in writing and confirmed by HUNGEXPO (hereinafter
"Absence"), this case shall also be considered as a cancellation. In case of Cancellation, HUNGEXPO Shall "Absence"), this case shall also be considered as a cancellation. In case of Cancellation, HUNGEXPU shall be entitled to lease the Exhibition Area intended for the Contracting Party to another party, and in this respect HUNGEXPO shall not be liable for indemnification under any title whatsoever. In case of Cancellation, the Contracting Party shall be financially obliged to pay a Non-Performance Penalty, as set out below.

9.2 Penalty for non-performance

If the Contracting Party cancels its participation after the conclusion of this Contract, it must pay HUF 100,000 if termination precedes the 61st day prior to the Exhibition opening, 70% of the fee set in section 6.2 between the 60th and 31st day, and 100% of the fee set in section 6.2 within 30 days as a non-performance benalty to Hungexpo.

6.2 between the 60th and 31st day, and 100% of the fee set in section 6.2 within 30 days as a nonperformance penalty to Hungexpo.

9.3 Cancellation of the Area

If the Contracting Party cancels 20% or more of the area it had previously ordered, it shall pay an area
cancellation penalty (hereinafter "Area Cancellation Penalty") up to 61 days prior to the opening of the
Exhibition. The Area Cancellation Penalty shall be proportionate to the size of the area cancelled as follows:
For an area cancelled between the 60th and 31st day prior to opening, 80% of the Stall Fee, and cancellation
reported after the 30th day shall be subject to 100% payment of the Stall Fee.

9.4 Cancelling services ordered and legal consequences
The Contracting Party can only cancel previously-ordered services validly in writing, sent in a verifiable form
to HUNGEXPO. Cancellation shall be effective from the time that the cancellation statement arrives to
HUNGEXPO.

- HUNGEXPO.

 Upon cancellation, the Contracting Party shall bear responsibilities for payment, according to the following:

 if the Contracting Party cancels the service order 7 days prior to the official construction period of the Exhibition, it does not have to pay for the service and shall be refunded the amount already paid,

 if the cancellation arrives within 7 days prior to the official construction period of the Exhibition, it shall be required to pay 100% of the fee for the service ordered to Hungexpo.

10. Complaints

10. Complaints
In the interest of providing proof, any and all complaints by the Contracting Party in relation to the organisation, implementation and operation, etc. of the Exhibition shall be reported in writing before the close of the Exhibition, and all comments on invoicing shall be reported in writing to HUNGEXPO up to the payment deadline indicated in the invoice. HUNGEXPO is not able to receive complaints received after the above deadlines into consideration. If the Contracting Party does not raise any objections regarding the Stall Fee within 15 days of receiving the relevant invoice or the Service Charge by the close of the Exhibition the latest the invales chall be depended received. latest, the invoice shall be deemed received and accepted.

11. Counterfeiting

By signing the registration sheet, Exhibitor declares and guarantees that it is the owner of the intellectual property rights related to the products displayed in the exhibition, or has obtained all licences and authorizations from the rightsholder to display the products. Exhibitor shall respect the intellectual property rights of third parties.

It is forbidden to display any counterfeit products or products breaching the intellectual property rights of others at Hungexpo

others at Hungexpo.
If informed that Exhibitor is in breach of any intellectual property rights, Exhibitor shall guarantee / do its best to discontinue such breach as soon as possible and to remove the infringing product.
Exhibitor shall properly prove the existence of the protection of the products displayed by Exhibitor throughout the exhibition.
Hungexpo shall not assume liability for counterfeit products displayed at the Exposition, and is ready to

provide information on the necessary actions to enforce such rights

12. Force majeure

HUNGEXPO shall be entitled to cancel part or whole of the Exhibition or change the date of its organisation HUNGEXPU shall be entitled to cancel part or whole of the Exhibition or change the date of its organisation, its opening hours or location if an act of God takes place. Force majeure events shall include any and all unpredictable and unavoidable events which prevent or make the Exhibition impossible for reasons beyond the control of HUNGEXPO and otherwise irrespective of HUNGEXPO's actions (e.g. war, riot, civil disturbance, general strike, epidemic, pandemic, natural disaster, fire, flood, earthquake or other unavoidable external reasons, emergencies, etc.) HUNGEXPO shall advise the Contracting Parties of any force majeure event. If the Exhibition does not take place for reasons of a force majeure event, HUNGEXPO shall not be liable to pay indemnification.

13. Governing law and the settlement of disputes
In issues not specifically regulated in this agreement, the relevant provisions of Hungarian law shall prevail.
Parties shall make efforts at the amicable settlement of any eventual dispute. Should this effort fail, the competent courts with jurisdiction shall proceed to settle the dispute.

14. Severance
The Operating Conditions and Application Form shall constitute inseparable parts to this agreement.



Maggiori dettagli sono disponibili nell'Application form, in allegato. L'importo dovrà essere saldato direttamente all'Ente Organizzatore Hungexpo Exhibition.

COME PARTECIPARE

Per partecipare occorre compilare l'Application form relativa alla sezione espositiva di interesse ed inviarla a budapest@ice.it (o fax n°0036-12660171).

L'Ufficio ICE di Budapest rimane a disposizione per ogni ulteriore informazione sulla manifestazione e sul mercato ungherese.

Cordiali saluti.

Enrico Barbieri Direttore



ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane - Ufficio di Budapest Olasz Külkereskedelmi Intézet

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http://www.italtrade.com/countries/europe/ungheria/



Sirha - worldwide event for the food service and hotel sectors - continues its international development with the first edition of Sirha Budapest.

This new event will bring together key players in the Horeca and retail industry in Hungary and Eastern Europe. Professional visitors will discover a comprehensive overview of the latest trends in the agrofood, bakery-pastry, hospitality and food service industries.

Packed with animations and events, the show will offer a platform for expression for all trades in the sector, and for gastronomy in particular thanks to the Bocuse d'Or Europe. Highlight of Sirha Budapest, this prestigious contest will feature the very best chefs from Europe and will reveal tomorrow's talents. Conviviality, innovation, creativity and business will be on the menu at the show and no effort has been spared to appeal to your clients and prospects!

Come and share the success of this first edition: join the exhibitors at Sirha Budapest in May 2016!

Jérôme Bocuse, President of Sirha





MARKET FOCUS

A population pool of more than 94 million

 A domestic market of 9.9 million inhabitants. A zone of influence covering more than 84 million individuals: Hungary, Slovakia, Ukraine, Romania, Serbia, Croatia, Slovenia.

High-potential and accessible domestic market

Part of the Schengen Area

- Free movement of goods and individuals.
- Stable local currency.

Dynamic agro-food industry

- Hungary is an important European producer of meat, fruits, vegetables, honey, and 4th European wine-producing country.
- Multinational corporations: Bongrain/Savencia, Danone, Unilever, Bonduelle, etc.

Extensive network of food outlets

- More than 1,500 hypermarkets, supermarkets, and discount food stores.
- More than 19,000 grocery stores and in excess of 3,400 pastry shops.
- Major international brands: Tesco, Spar, Metro, Auchan, Lidl, Aldi, etc.

Rapidly developing restaurant and food service sector

- More than 25,000 restaurants, of which 5,700 full service restaurants.
- An emerging gastronomy with a culinary identity asserting itself on the international scene.
 - 2010: first mention of Hungary in the Guide Michelin.
 - 2012: first Gault & Millau guide dedicated to Hungary,
 398 restaurants listed in 2015.

Tourism, a major industry that boosts the hotel sector

- 9.5 million tourists in 2014,
 + 7,2% vs 2013.
 (Hungarian tourist report 2013)
- 1,031 hotels, total accommodation capacity of more than 365,000 beds, + 8.7% in 2014 vs 2013.







WHY EXHIBIT AT SIRHA BUDAPEST?

- Introduce your products to the players in Hungary and Eastern Europe.
- An exhaustive hotel, food service and agro-food offering.
- Quality services that enhance your company image.
- Bocuse d'Or Europe, a major gastronomic event that attracts significant media coverage and draws both the continent's top chefs and major press agencies.
- Contests, animations for all trades in food service, retail and hospitality.
- Efficient services designed to optimise your participation:
 - personalized support for new entrants to the market.
 - « hosted buyers » programme.
 - possibility to invite your partners with free e-tickets

INTRODUCE YOUR NEW PRODUCTS TO VISITORS FROM ALL OVER EASTERN EUROPE

20,000 professional visitors expected

Professionals and decision-makers from the agro-food, hospitality and food service industries, from Hungary, Slovakia, Ukraine, Romania, Serbia, Croatia, Slovenia.

- Restaurant owners and managers
- Chefs
- Bakers, Pastry Chefs
- Purchasing directors for mass catering
- Hotel owners and managers
- F&B directors

- Hotel housekeeping
- Purchasers for retail food stores
- Wine merchants
- Importers, distributors of food products, equipment and beverages
- Associations, press, hotel & catering schools

10 SECTORS COVERING HORECA AND RETAIL

- Food products
- Beverages
- Kitchen equipment and appliances
- Products and equipment for bakery-pastry
- Coffee products and equipment
- Furniture, tableware, decoration, textile
- Products and equipment for the hotel industry
- Services, new technologies, hygiene
- Products and equipment for the agro-food industry
- BUDATRANSPACK: Products and equipment for packaging and logistics

MULTI-CHANNEL COMMUNICATION PLAN TO PROMOTE THE EVENT

- Media campaigns in the specialised press and on social networks.
- Participation of professional associations in the hotel, restaurant and food service trades from Hungary and neighbouring countries.
- Direct marketing campaigns targeting 32,000 professionals.









THE VERY BEST CONDITIONS TO PROMOTE YOUR PRODUCTS & SERVICES

SIRHA BUDAPEST "NEW TO MARKET" PACKAGE

Efficient services to help you take your first steps on the Hungarian and Eastern European markets

- 9 m² fitted stand in the international corner of the trade show.
- The list of importers for your sector will be forwarded to you upon signing your participation contract.
- 3 business appointments arranged at your stand according to your requirements.
- A bilingual Hungarian-English hostess at your stand.

TOTAL PRICE excl. VAT

775 000 HUF

2 551 €(1)

Several stand options

EXPAND YOUR NETWORK!

Hosted buyers programme

Sirha Budapest will invite around forty major purchasers from countries in the zone of influence: come and meet them to develop your business in Eastern Europe!

Networking cocktail event

With the exhibitors, chefs and experts attending the contests and animations at the show, and purchasers of the buyers programme: a unique opportunity to meet colleagues and potential clients.

Take part in the Sirha Budapest Innovation Award

Promote your new products and services with the press and visitors to the show!

PRICES EXCL. VAT			EXAMPLES OF LAYOUT		
	HUF	€ ⁽¹⁾		HUF	€ ⁽¹⁾
Registration fee	60 000	198	12 m² bare incl. 1 corner	317 800	1 046
m² bare ⁽²⁾	19 900	66	12 m² fitted incl. 1 corner	520 600	1 714
m² pre-fitted	33 800	111	24 m² bare incl. 2 corners	575 600	1 895
m² fitted	36 800	121	48 m² bare incl. 4 corners	1 091 200	3 592
corner	19 000	63			

⁽¹⁾ For information only, exchange rate as of March 19, 2015

⁽²⁾ For orders placed before 30th September 2015, passed that date 25% surcharge on price excl. VAT bare m².



Bocuse d'Or Europe 2014 - Stockholm

AN EXCEPTIONAL PROGRAMME FEATURING CONTESTS AND ANIMATIONS



An opportunity to meet the very best European chefs

A true culinary show presided over by **Zoltán Hamvas** - one of Hungary's top chefs - and covered by international media. This prestigious contest will bring together the best talents from twenty European countries. Eleven chefs will earn their qualification for the world finale of the Bocuse d'Or in 2017.

Dessert on a plate contest

Organised by **Zoltán Kolonics** - one of the country's most famous pastry chef.

Bakery contest

Orchestrated by the Principal Order of Hungarian Bakers, this contest will federate the entire trade.

Barista animation

The best baristas of the country will demonstrate their savoir-faire on stage at Sirha Budapest.

Future Store

Featuring innovative solutions for food shops. In partnership with the specialized professional review Trade Magazin.

TOPICAL CONFERENCES IN THE PRESENCE OF OPINION LEADERS



Discussions and exchanges on the latest trends with Hungarian opinion leaders

Frédéric Loeb, Sirha's very own specialist will present the future trends in catering from around the world and in Eastern Europe. The conference will be followed by exchanges with players in the sector.

A day of conferences, tastings and animations on the theme of mass catering

Organized by ELOSZ, Hungarian professional mass catering association.

ENHANCE YOUR COMPANY'S VISIBILITY

Become a partner of the Bocuse d'Or Europe!

Contact our International Sponsoring Manager to draw up a proposition best suited to your strategy.

Dorothée BASSEGUY

dorothee.basseguy@gl-events.com







THE PROFESSIONAL SKILLS OF AN EXPERIENCED AND PRO-ACTIVE BI-NATIONAL TEAM

The French team of Sirha (GL events Exhibitions) contributes its significant expertise in the organisation of trade shows and contests for the Food Service sector.

The HUNGEXPO team is in charge of the operational aspects of the trade show and contributes its in-depth knowledge of the Hungarian market.

SIRHA BUDAPEST, A SHOW MADE BY GL EVENTS

GL events is a leading international integrated group in the events organisation sector and is present all over the world with three main activities:

- Organisation of shows, exhibitions, congresses and events.
- Management of reception spaces for local authorities and event organisers.
- Support and services associated with events.

With a presence on 5 continents and 19 countries, the group achieved a turnover of M€ 939 in 2014 and employs 4 000 people. GL events Exhibitions organises more than 300 shows, exhibitions and contests worldwide.

YOUR UPCOMING EXPORT-RELATED EVENTS

Sirha Rio

14 - 16 October 2015 Sul'America, Rio de Janeiro, Brazil

Sirha Istanbul

26 - 28 November 2015 Istanbul Congress Center, Turkey

Sirha Genève

24 - 26 January 2016 Palexpo, Geneva, Switzerland

Sirha Mexico

10 - 12 February 2016 World Trade Center Mexico City

Europain & Intersuc

5 - 9 February 2016 Paris-Nord Villepinte, France

Sirha

21 - 25 January 2017 Eurexpo Lyon, France www.sirha.com

www.sirha-budapest.com

COMMERCIAL CONTACT DETAILS

HUNGARY

Hungexpo

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Gergó BARANYAI

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OUTSIDE HUNGARY

GL events Exhibitions

To exhibit:

Ana SALGADO

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To become a partner of the Bocuse d'Or Europe : Dorothée BASSEGUY

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Sirha Budapest, member of the international network











