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ORGANISER:



FOODSERVICE & HOSPITALITY EXPO

Food, Beverage, Retail and HoReCa

FoodService & Hospitality Expo, 3rd Edition will take place in Bucharest, Romania, having high prospects of being the most prominent event in RETAIL & HORECA of South-Eastern Europe!

LAMINOR HALL, BUCHAREST
4 - 6 NOVEMBER, 2023



 horecainsightmagazine
 horecainsight

About us.



Horeca Insight

Horeca Insight is the most relevant B2B Romanian platform and online magazine, holding an outstanding event planning time-scale in HORECA. Our Conferences and Awards Gala aim to bring together the Food Retailers and HOREA operators in a specialized event whose sole purpose is growth, evolution and networking.

Online

- Unique and complete source of B2B information and communication on www.horecainsight.ro:
- Interviews with hospitality business owners, Chefs, entrepreneurs, Wineries, and suppliers;
 - Latest Trends in design, equipment & technology, food & beverages, and packaging;
 - Solid analyses on market evolution, statistics, legislation and fiscal updates;
 - Suppliers' Presentations of wide ranges of products and services related to Horeca.

Events

The events organized and hosted by Horeca Insight are an excellent occasion for professionals to discuss and analyse emergent business opportunities and manage insightful debates on the economic environment in general and Hospitality in particular.

Mision

Our mission is identifying trends and providing support for the Hospitality sector as a reliable member of the European business environment.



Marketing Zone

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“Our Business Is Driven By Passion, Real Expertise And A Blend Of Real Knowledge.”

Romania has shown promising signs of development, even under the harsh conditions world Hospitality has been subjected to in recent years, drawing more investors' attention. I am proud to stand by this flourishing industry as a managing partner of Horeca Insight and now as the organizer of the third edition of the Food Service & Hospitality Expo. So, I'd like to invite you to discover the tremendous potential of business growth by participating in the most significant Food Expo of the 2023 fall.

We are hosting an event that will surely set your company on the right path for further development by bringing together the relevant partners and potential collaborators in Horeca and Retail.

Take a bold step towards meaningful growth, and book your place now!

Sincerly, **SILVIA ION** - Managing partner Horeca Insight

Key Romania figures

- Romania is one of the largest agricultural producers in the European Union (EU) and has a significant role in food production in the region. In terms of total agricultural output, Romania is typically ranked in the top 10 of the EU member states. According to Eurostat data from 2021, Romania was the 5th largest agricultural producer in the EU in terms of gross agricultural output. As for specific food products, Romania is among the top producers of wheat, corn, sunflower, and plums in the EU. The country is also a significant producer of other food products such as pork, poultry, and dairy.
- According to the latest available data from Eurostat, in 2020 Romania was ranked as the 11th largest food importer in the European Union (EU), with a total value of imports of around 5.7 billion euros. The main categories of food products imported by Romania are meat, dairy products, vegetables and fruits, fish and seafood, and grains. Some of the largest food suppliers to Romania include Germany, the Netherlands, Italy, Poland, and Hungary.
- The Romanian F&B sector serves as a strong economic growth indicator even after the hardships experience by the sector the past three years. Our country provides the right setting for investments in a dynamic market with a high appetite for food and beverages imports, all year round.
- Romania holds the second position in Europe on both the growth and growth potential in the Food & Beverage (F&B) sector consumption. This includes restaurants, fast-food units, coffee shops, tea houses, and ice cream parlours intake according to a study by Cushman & Wakefield.
- Sales in the F&B serving activities rose in most of the EU Member States in 2021. However, the highest sales growth for F&B serving activities was recorded in Romania - rose by 57.4 %.
- Of the 26 Member States data was available for, three recorded a higher level of turnover in 2021 compared to 2019: Bulgaria, Poland and Romania; according to the report of EUROSTAT F&B 2021/2020 index;
- The local distribution in Retail & Horeca registered a high in the turnover of 2022 with an increase from these two industries by 27% compared to 2020, reaching 21.1 billion lei in 2021, according to a Keys Fin study.
- Delivery market

Previous editions.

Competence and event-organizing expertise brought together to best serve the Hospitality operators and suppliers, evolving year after year into a promising third edition.



The two previous editions were a real success, meeting and exceeding the set goal of having visitors exclusively from the industry and exhibitors from all important Horeca branches.

The number of visitors and exhibitors doubled from one edition to the other, just a taste for the professionals to expect more from the 2023 edition.

The workshops and the culinary demonstrations were among the strong points of the 2019 exhibition, drawing many visitors. Also, the 2019 edition offered as novelties Wine Masterclass, Culinary contests, cooking shows, among which one moderated by a Michelin-starred chef.

Overview.



FOODSERVICE & HOSPITALITY EXPO

Food, Beverage, Retail and HoReCa

FoodService & Hospitality Expo, 3rd Edition will take place in Bucharest, Romania, having high prospects of being the most prominent event in RETAIL & HORECA of South-Eastern Europe!

FOODSERVICE & HOSPITALITY EXPO, Bucharest is the only B2B dedicated fair for Food, Beverage, Retail and HoReCa professionals in Romania and South-Eastern Europe.

The 3rd edition of FoodService & Hospitality Expo will be held on 4 - 6 November 2023 and will contribute to bringing together major supplier and retail companies, Romanian and international. This is a major event for exhibitors, as well as thousands of selected Romanian and international buyers in search of mutually beneficial commercial deals.

An adequate meeting place for dialogue with companies and professionals, a mix of exhibition and specialized event, professional updating, and information exchange. The food Retail & the Hospitality in Romania have both shown great potential for growth. The trend of fast development will continue in the short term, with investments targeting expansion and new openings, thus making Romania an attractive market that needs to be set in a proper frame through an international Expo.



FOODSERVICE & HOSPITALITY EXPO
Food, Beverage, Retail and HoReCa

2023

 **3 days exhibition**

For a three days period, suppliers of food and non-food products, furniture suppliers, equipment, and tech solutions for the Retail & Horeca operators will display and promote their portfolios of products, through dedicated stands and through related events at the most important Romanian event of the fall.

 **Strengthen your brand**

By participating and securing your place at the FoodService & Hospitality Expo 2023 you will have the chance to strengthen your brand and access new markets & business, meet the right retailers, buyers, and importers to further develop your company.

2023 Forecast Key Figures

 **10.000+ industry professionals**

 **350 exhibitors**

 **80 international exhibitors**

Save the date
November 4 - 6, 2023!

B2B

World renowned buyers in retailing and foodservice will align at the opening in search of new products, new trends, new vendors, and new connections to help meet record consumer demand for their range of business.

Access is granted by registration only, to professional visitors active in the Horeca & Retail industries: managers, entrepreneurs, buyers or specialists. The Foodservice & Hospitality Expo will reveal its guests and exhibitors an impressive array of novelties, innovations, and trends of the Horeca & Retail field.

MEET Industry Professionals

A unique opportunity for business optimization and the rare occasion of networking within a lucrative environment, while being part of the only international exhibition in Romania dedicated solely to the Horeca & Retail industries!

Free extra consulting to the exhibitors, in identifying logistics company, warehouseing, accomodation, personal driver, mini van, shuttle bus, chefs hired exhibition jobs, promo material printing companies, "horeca insight finalists" restaurant reservations, post-event tourist planning.

Tailored services

Events @ FoodService & Hospitality Expo.



3 days of events for Horeca & Retail professionals

- » Shows & Creative Cooking demonstrations, including Vegan Kitchen
- » Meat culinary show
- » Baristas & Bartenders demonstrations
- » Chefs Contests
- » Pastry Chefs Contests
- » Sushi Cup
- » Food& Beer and Food& Wine pairing
- » Workshops: Food Waste & Sustainability, Functional Design, Fiscality&Legislation
- » Innovation Show



Visitors.

Prepare to be amazed in a detailed tour of the best retailers and Horeca providers.

- International Buyers
- Food & Beverage wholesalers and distributors
- Hypermarkets, Supermarkets, Cash & Carry
- Owners, F&B Managers of Hotels, Restaurants, Confectionaries, and Cafes
- Procurement Managers, Sales&Marketing Managers
- Chefs, Pastry Chefs, Bakers
- Sommeliers, Bartenders, Baristas
- Industry Analysts
- Designers and architects



How can your company benefit from visiting?

- ✓ All in one place to host the leading suppliers and Food & Beverage producers;
- ✓ Explore a huge range of products and services, saving research time and money;
- ✓ Up-to-date with innovations through workshops, trainings, cooking demonstrations and events.
- ✓ B2B meetings with Romanian and international exhibitors, competition analysis across product category;
- ✓ Romanian and International food and drinks trends providing your business a competitive edge;
- ✓ Closing up business deals;

Exhibitors.



An exclusive opportunity to be part of the largest fair in SE Europe, a chance to mingle with peers and future partners.

- Manufacturers, distributors, and suppliers
- Retailers and wholesalers
- Exporters and importers
- Technological start-ups
- Solution providers and technology companies
- Experts and industry specialists



Categories of products/ services

Food

Meat & Poultry, Dairy, Canned products, Pulses grains & cereals, Fats & oil, World food, Vegan, Organic, Halal kosher, Alternative meat, Superfoods, Aerizanal local producers, Fresh fruits and vegetables, Fish, Eggs, Sweets and snacks, Bread and other bakery products, Oils and Fats, Sauces and Pickles, Ready meals, Instant food, Pasta, Baby Food, Breakfast Cereals, Herbs, Spices and Salt, Nuts, Seeds and Dried Fruits, Jams, Honey and Creams, Gourmet products etc.

Organic food

Organic, certified food, Natural and traditional products, Clean Label, Gluten-free products, Other organic products

Soft drinks& alcoholic beverages

Water, Soft Drinks, Coffee, Tea, Wines, Alcoholic beverages, Beers, Ciders, Premium alcohol, Organic wines

Ingredients

Food raw materials and ingredients, Food additives, Flavourings and Colourings, Proteins and starches.

Foodtech

Food Processing Machines, Filtering, Heating and Cooling Equipment, Software, Automation and IT Services, Quality Control, Automation software solutions, SAS solutions, POS, Digital marketing, E commerce, Delivery platforms, Virtual brands

Equipments& software solutions

Food and Beverages Production Equipment, Food Processing Machines, Filtering, Heating and Cooling Equipment, , Refrigeration and Controlled temperature logistics, Automation and IT Services, Quality Control, Delivery and aggregators solutions.

Non-Food Products/Services

Interior design services, Cleaning& Hygiene Products, Textile Products, Crockery Items For Hotels, Restaurants, Furniture, Packaging for Food&Drinks

What being an exhibitor can do for your company?

- ✓ Direct business contacts, acquiring new business contacts, generating databases of potential customers, new business partners from Romania and abroad, existing customers networking;
- ✓ Market review and evaluation of the competition's offer – tracking the latest trends and innovations, objective analysis against the competition, and feedback collection;
- ✓ Positive brand image promotion;
- ✓ Newest trends in the industry – through seminar and discussion panels participation, attending workshops and conferences, specialists and authorities constructive dialogues;
- ✓ Chance to reduce the company's operating costs by finding alternate or more suitable suppliers.
- ✓ Presentation of the company's offer, new products and not least sales; ;



Participation fees

Registration fee

€250

Registration fee (compulsory for each exhibitor) exhibitors' badges according to exhibit area, inclusion in the official list of Exhibitors, 1 parking permit, Wi-Fi connection)

Exhibiting rates per sqm - bare area

| | 1 open front | 2 open fronts | 3 open fronts | 4 open fronts |
|--|--------------|---------------|---------------|---------------|
| FAST BOOKING RATES only if deposit paid within 1th june 2023 | € 125 | € 130 | € 135 | € 140 |
| STANDARD BOOKING RATES | € 140 | € 145 | € 155 | € 160 |

Bronze stand

Description

The stand area must be a multiple of 9 sqm

- Standard modular walls
- Board with company name
- Access to single-phase electric power
- Spots
- 1 table
- 4 chairs
- Dust bin
- Carpet

€25 /sqm

Silver stand

Description

The stand area must be a multiple of 9 sqm

- Bronze stand description
- Digital printing for interior walls*

€50 /sqm

* The graphic models are made by the customer according to the specifications, the cost includes only their printing and mounting.

Custom stands by our design main partner



PickTwo is an interior design studio that creates custom solutions for hospitality, office and retail spaces.

Our mission is to find a different concept and mood, unique for each project.

We like to work with brands, to tell their story, and to inspire end users to become part of the world we create!

We've started in 2013 as a design studio with services niched in the hospitality business.

As the years went by we began taking projects for offices, hotels and retail spaces.

In this process we honored requests for business concepts, architecture, graphic design and consultancy.

Today our services take a much more complex and wide approach, as we aim to be a 'one-stop-shop'. We are an interior design agency that can create and implement unique brands in physical forms!



www.picktwo.ro

In numbers, our experience translates to the following:



10 years of experience



280 clients



400 projects



200,000 sqm



110,000,000 invested budgets

Partner Packages



€5000

Event at the cooking point

The sponsor of this package benefits of the possibility to organize its own event for 1 hour, at the cooking point, which is the main point of attraction of the exhibition, with the most important visibility. The organizer of the event will have all necessary logistics, utilities, equipment for the good progress of the demonstration. The event will be promoted audio and it will be announced in the official schedule of the fair.

- »» All benefits of this partnership are the following:**
 - The possibility to organize an event at the cooking point
 - Promotion of the event in the newsletters sent periodically to participants and exhibitors
 - Promotion of the event on the site of the exhibition at the category Schedule

- »» Promotion of the company logo:**
 - In all the promotion materials of the exhibition at the category Partner- Event at the cooking point
 - in the Exhibition Schedule sent by e-mail to all the participants before the event
 - with link to its own site in the newsletters sent periodically to the participant and exhibitor database
 - on the site of the event, with link to its own site, at the category Schedule
 - on the mai screen of the exhibition

- »»**
 - 50 free invitations for the Horeca premises offered by the company
 - 9 free square meters upon purchasing an exhibition space
 - 7 name tags for the company' representatives



€4000

Customized workshop

The sponsor of this package benefits of organizing its own workshop in a separate space-for 1 hour. The organizer of the workshop will have all necessary logistics, utilities, equipment for the good progress of the demonstration. The workshop will be promoted audio and it will be announced in the official schedule of the fair.

- »» All benefits of this partnership are the following:**
 - The possibility to organize a customized workshop
 - Promotion of the workshop in the newsletters sent periodically to participants and exhibitors
 - Promotion of the workshop on the site of the exhibition at the category Schedule

- »» Promotion of the company logo:**
 - in all the promotion materials of the exhibition at the category Partner- Customized Workshop
 - in the Exhibition Schedule sent by e-mail to all the participants before the event
 - on the site of the event at the category Schedule
 - on the mai screen of the exhibition
 - with link to its own site in the newsletters sent periodically to the participant and exhibitor database
 - on the site of the event, with link to its own site, at the category Schedule

- »»**
 - 30 free invitations for the Horeca premises offered by the company
 - 5 free square meters upon purchasing an exhibition space
 - 5 name tags for the company' representatives

Partner Packages



€3500

Sponsorship an event of the exhibition

The sponsor of this package benefits from the possibility to sponsor a related event (cooking demonstrations) from those listed in the official schedule. The organizer of the event will have all necessary logistics, utilities, equipment for the good progress of the demonstration and also will book the Chef. The event will be promoted audio and it will be announced in the official schedule of the fair.

» All benefits of this partnership are the following:

- The possibility to use the partner's products within the related event
- Promotion of the event in the newsletters sent periodically to participants and exhibitors
- Promotion of the event on the site of the exhibition at the category Schedule

» Promotion of the company logo:

- In all the promotion materials of the exhibition at the category Partner- Event at the cooking point
- in the Exhibition Schedule sent by e-mail to all the participants before the event
- with link to its own site in the newsletters sent periodically to the participant and exhibitor database
- on the site of the event, with link to its own site, at the category Schedule
- on the mai screen of the exhibition

» 25 free invitations for the Horeca premises offered by the company

- 6 free square meters upon purchasing an exhibition space
- 5 name tags for the company' representatives



€2500

Event at your stand

The sponsor of this package benefits from the possibility to organize its own event, promoted within the exhibition.

» The event will be promoted:

- in the newsletters sent periodically to the participant and exhibitor database
- in the Exhibition Schedule sent by e-mail to all the participants before the event
- audio during the event
- on the site of the event at the category Schedule
- on the mai screen of the exhibition

» Promotion of the company logo:

- in all the promotion materials of the exhibition at the category Partner- Events
- in the Exhibition Schedule sent by e-mail to all the participants before the event
- on the site of the event at the category Schedule
- on the mai screen of the exhibition
- with link to its own site in the newsletters sent periodically to the participant and exhibitor database
- on the site of the event, with link to its own site, at the category Schedule

» 15 free invitations for the Horeca premises offered by the company

- 4 free square meters upon purchasing an exhibition space
- 5 name tags for the company' representatives

Partner Packages



€30000

Main partner

The sponsor of this package benefits of organizing its own event at the main point of attraction of the exhibition - cooking point, for 1 hour in a day of exhibition or he will have the possibility to have a chef which will cook for aprox. 45 minutes in this space.

» All benefits of this partnership are the following:

- The possibility to organize an event within an exhibition - Event at the cooking point or Customized Workshop
- The possibility to use the partner's products within the related event: Product placement
- SPEECH of max. 10 min. at the official opening of the event.

» Promotion of the company logo:

- In all the promotion materials of the exhibition at the category MAIN Partner:
- The Event Schedule
- Outdoor event promotion boards
- Indoor event promotion boards
- The event banner at the entry of location
- Link to its own site in the newsletters sent periodically to the participants and exhibitors database
- On the site of the exhibition, with link to its own site, at the category MAIN PARTNER
- In the exhibition schedule sent by e-mail to all participants before the exhibition
- The publication of a material (interview, article, news) on the site www.horecainsight.ro with sharing on the Facebook page
- The possibility to post a banner of 760x100 px, for one month, on the site www.horecainsight.ro

» 80 free invitations for the Horeca premises offered by the company

- 18 free square meters upon purchasing an exhibition space
- 15 name tags for the company' representatives
- Free parking for three cars during the exhibition



€45000

Special Partner: Contest of Chamipions

The sponsor of this package benefits of organizing its own contest at the main attraction of the exhibition- cooking point, for 1 day in the period of exhibition and will benefit of the necessary space and logistics in all cooking points that he will use.

» All benefits of this partnership are the following:

- Necessary space for the contest organized during 1 day of exhibition
- Necessary logistics for 8 cooking points for the contest organized in the selected day of exhibition
- The possibility to grant prizes to the winners
- Possibility to have a chef which will cook for aprox. 45 minutes in this space
- The possibility of use the partner's products within the related event: Product placement
- SPEECH of max. 10 min. at the official opening of the event

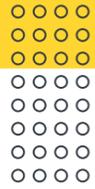
» Promotion of the company logo:

- Main partner services
- The company logo on the participants badges
- The company logo on the Official Cooking Point Branding

» 200 free invitations for the Horeca premises offered by the company

- 18 free square meters upon purchasing an exhibition space
- 15 name tags for the company' representatives
- Free parking for three cars during the exhibition

Partner Packages



€4000

Name tags branding

» Name tags will be printed for all the visitors.

The sponsor of this package will benefit from the exclusive branding of the visitors' name tags, as follows:

- sponsor's logo on the front/back of the name tag
- the possibility to supply its own Indyards

€2000

Promo video run on the main screen

» Running a promo video (max. 3 min) on the main screen/day.

€2000

Branding t-shirts for the auxiliary staff

» The sponsor's logo will be printed with the same color on the front, sleeve and back of the T-shirt near the text "Foodservice&Hospitality Expo".

ORGANISER:



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