

# 22<sup>nd</sup> INTERNATIONAL EXHIBITION OF FOOD AND DRINKS, PACKAGING, MACHINES AND TECHNOLOGIES FOODTECH



The 22nd International Exhibition of Food and Drinks, Packaging, Machines and Technologies “Foodtech” was held from 24 to 28 February 2016.

Organizer: International Fair Plovdiv

Partners: Association “Traditional Raw-Dried Meat Products”, Association of Meat Processors in Bulgaria, Association of Dairy Processors and other branch organizations.

**The 22<sup>nd</sup> edition of the exhibition made substantial progress in its development** in terms of a significantly increased number of participants and a rich range of products.

- “Foodtech” demonstrated **all kinds of foods** and some of them were showcased for the first time on the Bulgarian market.
- A focal point was the **greater participation of companies, offering technologies and equipment** for the food industry.
- **The exhibition area involved was twice as much as compared to 2015.**



**“Foodtech” was again part of a mega forum for agriculture, wine, food and tourism, which included also the following exhibitions: “Agra” and “BioAgra” - for agriculture, “Vinaria” - for vine growing and wine producing, “Horeca Plovdiv” - for equipment for commercial facilities and hotels, “Tastes of Italy”, “Api Bulgaria” - for beekeeping. Their being held jointly led to an increase of 30% of visitors and exhibitors.**

**The mega forum gathered together more than 670 companies from 29 countries. It united over 170 industries with common marketing interests and presented an overall concept for the development of an**

**important sector of economy, ranging from methods of land cultivation, technologies and machinery to manufacture and supply of wine and food.**



## **PARTICIPANTS**

- **Exhibitors – over 45**
- **Countries – 4: Bulgaria, Greece, India, Italy я**
- **For the first time – official participation of India (16 companies)**

## **VISITORS**



- ❖ **Number – nearly 40 000, 10 000 more than the previous year**
- ❖ **Average per day – 8500, 1000 more than the previous year**
- ❖ **Profile – over 40% have a significant involvement in making trading decisions:**
  - of crucial importance – 16.2%
  - of importance – 24.9%
  - advisory – 29.6%

**86% of the visitors are professionals.**

**Newly attracted visitors are 28%.**

## „FOODTECH“ IN THE CITY OF WINE

With its expanded product range “Foodtech” took over more territory in the City of Wine and turned it into a zone of gustatory delights and pleasures. Food products, delicacies and gourmet cuisine were presented there together with wines and spirits of nearly 50 Bulgarian and foreign wineries.



## OPINIONS OF THE PARTICIPANT

(data from survey)

### Objectives of participation

The three most important objectives are:

Bulgarian exhibitors	Foreign exhibitors
Establishing business contacts – 66.3%	Establishing business contacts – 77.8%
Advertising and promotion of products and services - 57%	Research and analysis of the branch and of competition – 55.6%
Development of new markets – 31.4%	Advertising and promotion of products and services – 48.1%

## Attendance rate

The share of the exhibitors, who evaluate the number and quality of visitors as very good, continues increasing.

Very good evaluation for attendance rate	2015	2016	<b>Changed</b>
Quality of visitors	11.0%	17.0%	<b>+6%</b>
Number	22.0%	32.0%	<b>+10%</b>

## Satisfaction with participation

Degree	2015 г.	2016 г.	<b>Промяна</b>
Fully satisfied	37.0%	48.0%	<b>+11.0%</b>
Unsatisfied	7.0%	3.5%	<b>-3.5%</b>

## Intentions to conclude transactions after the exhibition

49% of the participants have positive expectations for concluding transactions as a result of their performance at "Foodtech".



## OPINIONS OF THE VISITORS

(data from survey)

### Main objectives

The three most important objectives, identified by the respondents are:

Objective	Share
Guidance on new trends	75.5%
Study of offers	36.8%
Study of competition	35,00%

Intention for next visit – 93% of the visitors, who are professionals stated their willingness to visit

- yes for sure – 63%
- yes, I intend to – 30%

## MEDIA COVERAGE

The exhibition was presented in nearly 160 publications in national, regional and specialized media.

## ACCOMPANYING PROGRAM

The focal points in the accompanying program were:

- Healthy cooking workshops
- Four-day forum for food industry, organized by the University of Food Technologies



## COMPETITIONS

- Innovations competition
- “Consumer's Choice” competition
- Design competition – industrial design and stand design competition

## OTHER EXHIBITIONS

Two more exhibitions, which were held at International Fair Plovdiv from 24 to 28 February 2016 are connected with food production and supply.

### ■ International Exhibition of Equipment for Hotels, Restaurants, Cafeterias and Commercial Facilities HORECA PLOVDIV

“Horeca Plovdiv” offers everything for hotels, restaurants, bars and commercial facilities. The exhibition is organized for the 12<sup>th</sup> time. Main branches: restaurant and bar equipment; utensils and cutlery; equipment for commercial facilities and warehouses; hotel equipment and furnishings; heating appliances; ventilation, refrigeration and air-conditioning equipment; professional cleaning equipment; household chemical products; security systems.



### ■ Exhibition of High Quality Italian Food and Wines SAPORI D'ITALIA

“Tastes of Italy” provides an opportunity for connoisseurs of fine wines, food and drinks to feel the charm of the famous Italian cuisine. 27 companies were presented in the 12<sup>th</sup> edition of the exhibition. They offered wine, olive oil, sweets and confectionery, tea, coffee and cocoa, nuts, fruits and vegetables, canned food, marmalades, jams, as well as restaurant equipment.



**THANK YOU FOR TAKING PART IN “FOODTECH 2016”!**

**WE ARE LOOKING FORWARD TO WELCOMING YOU TO THE NEXT EDITION OF THE MEGA FORUM FOR AGRICULTURE, WINE, FOOD AND TOURISM IN 2017.**