

specialised **exhibitions**

10 - 13 November 2010



INTER EXPO CENTER (IEC)
www.iec.bg



2009 exhibitions' highlights:

- 4 exhibition halls
- 411 exhibitors and subexhibitors from Bulgaria and abroad, 180 of them – direct participants
- 29 presented countries – Germany, Italy, Turkey, Spain, France, Austria, Belgium, USA, Poland, Hungary, Czech Republic and others
- 9600 visitors – professionals and general public, which is 3% growth compared to the 2008 edition of the exhibitions
- 25 foodstuffs were awarded the Golden Medal and Diploma for high-quality and original market products presented by the exhibitors
- 11 companies were awarded Diplomas for First Impressive Participation
- 3 Diplomas for Joint Participation from Bulgaria, Hungary and Czech Republic

2009 exhibitors' survey results:

- 91% of the exhibitors are satisfied with the exhibition
- 72% of the participants in the survey intend to take part in the future
- 48% have achieved their goals and 38% expect future benefits resulting from their participation
- 75% of the visitors are company owners and managers
- 86% of the exhibitors rate the attendance as positive

The goal of all companies operating in the branch is to keep the competitiveness of the national food processing industry in the difficult market conditions. Taking part in specialized exhibitions like **MEATMANIA**, **THE WORLD OF MILK**, **BULPEK**, **SALON DE VIN** and **INTERFOOD & DRINK** will contribute to the achievement of this goal. The exhibitions are held in parallel in the halls of **Inter Expo Center** which emphasizes their effect of synergy.



Exhibitors' profile:

- meat and meat products
- delicacies
- additives
- machines, equipment, technologies

- milk and dairy products
- machines and equipment
- laboratory equipment
- additives

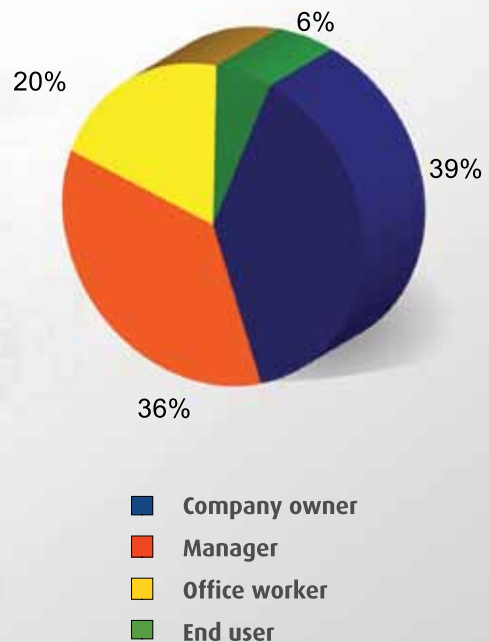
- bread and bakery products
- confectionery products
- machines, equipment, technologies
- packages

- wines
- grape products
- spirits
- accessories

- food
- drinks
- food additives
- machines and technologies



Occupational status of the visitors

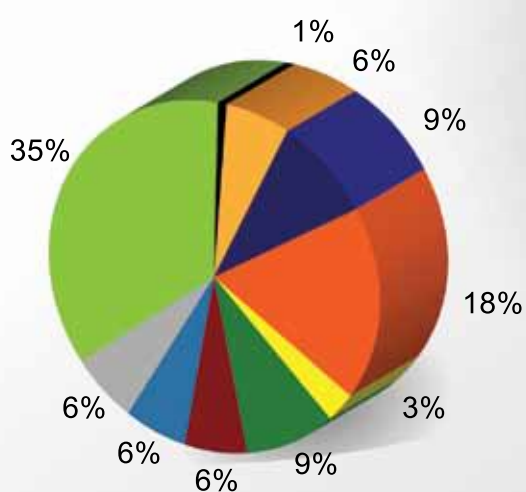


Visitors' profile:

The exhibition was visited by professionals and general public from Bulgaria and another 29 countries among which Germany, Poland, Hungary, Italy, Greece, Turkey, Macedonia, Austria, Serbia, France and others.



Visitors' profile



- Hotel and restaurant keeping
- Traders and chain shops
- Advertising agents
- Bread and confectionery products
- Fast-food restaurants
- Restaurants
- Wholesale importers
- Producers and processors
- Wine-growers, sommeliers and connoisseurs
- End users

What we offer to the exhibitors and visitors in 2010:

- Opportunity for business contacts with recognized Bulgarian and foreign producers and representatives of the food processing industry
- Accelerating the trade relations with present partners and meeting potential new customers
- Information on new technologies and services offered by the companies
- Interesting and useful attending programme – presentations, seminars, trainings and contests



Useful information:

Dates: 10-13.11.2010

Venue: Inter Expo Center - Sofia

Application deadline: 01.09.2010

Entry tickets: Available at the IEC's central entrance

On-line registration: www.iec.bg

Open for visitors:

10-12.11.2010 - 10.00 - 18.00

13.11. - 10.00 - 16.00



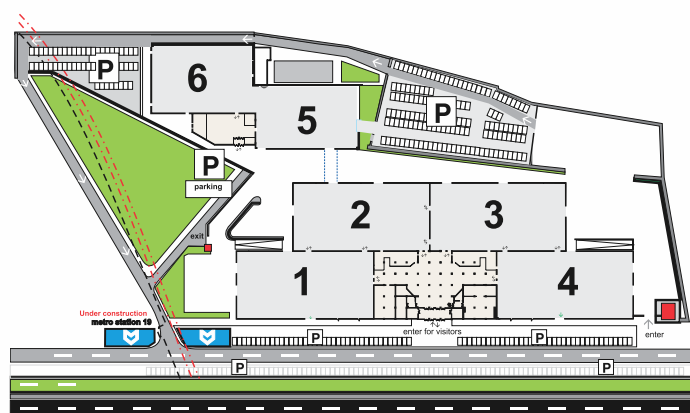
Sofia Airport

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.

Bus lines 84 and 284 connect the airport with the city center and the region of the exhibition complex.

Additional information on www.sofia-airport.bg



Transport facilities

Bus line 114 provides direct approach from Orlov most bus stop to IEC

Additional information:
www.skg-t-bg.com



Taxi:

OK Supertrans – tel.: +359 (2) 973 21 21, 18294

Radiotaxi FM – tel.: +359 (2) 91007

Taxi S-Express – tel.: +359 (2) 9 12 80, (88) 7 991 007

Radio CV taxi – tel.: +359 (2) 9 12 63, (88) 12 63, (89) 12 63



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Organisers:

Bulgarreklama Agency
Association of Meat Processors in Bulgaria
Association of Dairy Processors in Bulgaria
National Association of Dairy Processors
Federation of Bread Producers and Confectioners in Bulgaria
National Vine and Wine Chamber