

## INVITE YOU TO PARTICIPATE IN THE EXHIBITION

Modern trends, complex solutions, the latest technological advantages for Catering and hospitality Industry in Minsk **from 12 to 14 March** at the 28<sup>th</sup> international specialized Exhibition for restaurants, hotels and retail **HoReCa. RetailTech!**

For the first time with **"Coffee Fest Belarus"** on one platform!

Venue: **111A Pobediteley av., Speed skating stadium, Minsk, Belarus**

## 6 REASONS TO PARTICIPATE:

- The unique thematic Exhibition in Belarus for extended demonstration of production and new products presentation in the Catering and Hospitality Industry sector.
- HoReCa oriented Visitors – market professionals: production and services suppliers and producers for the HoReCa RetailTech sector, restaurant top-executive staff, the leading specialists of the Catering manufacture sector, trade and networks establishments, hotels representatives, and heads of the tourist projects
- Interactive platform for new customers research, production, services and brands promotion
- New marketing opportunities for turnover growth and geographical expansion in sales
- Modern platform for Hotel and Restaurant Industry trends foundation and market key-players assembly
- Intense business agenda focused on professionalism improving and business ideas promotion

**HoReCa and RetailTech is an effective tool to attract new customers and increase the production turnover of your company.**

## PARTICIPATION IN THE EXHIBITION IS A GREAT CHANCE TO:

- Introduce and demonstrate new products and services to the potential consumers
- Connect and cooperate with Belarusian and international partners
- Find new target clients
- Find out the correspondence between your production offers and real consumer demands

## ABOUT

- Three days of active presentations
- More than 80 participants
- 3000 potential clients on one platform

**EXPOSITION AREA** includes 6 basic thematic sectors:

- Restaurant business
- RetailTech
- Foods. Ingredients. Drinks
- Tea. Coffee
- Hotel World
- Franchising

In 2019 **Coffee Fest competition** will take place at the HoReCa.RetailTech Exhibition. It's the tournament between the most experienced coffee masters with the support of Specialty Coffee Association (International coffee association) in Belarus, and unites two national coffee championships between the professionals:

- Cuptesting championship
- Coffee in good spirits championship.

## AGENDA

Annually more than 30 speakers share the topical issue cases and modern ways of consumers attraction, introduce IT-solutions for business process management, consult and promote business to the new level. Presentations, master-classes, conferences and seminars will be performed on the exhibitor's stands and presentation platform.

## Participants comments and groups of visitors 2018:

**84,4%** of the participants found new partners and clients  
**64,5%** satisfied with the Exhibition outcomes  
**47,4%** permanent visitors of the Exhibition  
**97,4%** were glad to visit the Event

## Professions and job positions of visitors at HoReCa.RetailTech 2018

Director/head of the company	17,1%
Deputy director	15,1%
Head of the department	11,8%
Director/owner of restaurant (cafe, bar)	9,2%
Administrator	8,6%
Sales manager	6,6%
Barman/Barista	5,3%
Marketer	5,3%
Chef/Brand-Chef/Su-Chef	4,6%
Cook/Confectioner/Baker	3,3%
Individual entrepreneur	2,6%
Purchasing manager	1,9%
Others (teacher, lawyer, accountant, technologist, bank specialist, student)	8,6%

## EXHIBITION SECTORS

### Restaurant business

- industrial cooking equipment: for fast food, canteen, gastronomy, restaurants, cafes, bars: heat (ovens), baking, electromechanical, beverage equipment, dishwashing machines and components, neutral, demonstration, service, refrigeration equipment, food counters
- kitchen equipment
- kitchen utensils and cutlery
- professional textile, serving and decor items
- restaurant furniture, bar counters
- cleaning technologies
- automation and control systems
- visual concept and advertisement services
- consulting

### Products. Ingredients. Drinks

- fish and seafood, exotic kinds of fish, delicacies
- meat, exotic kinds of meat, meat delicacies
- poultry meat, semi-finished foods from poultry meat
- restaurant delicacies
- traditional farm products
- cheeses and premium quality dairy products
- snack production, nuts, dry fruits, crackers, dry biscuits, pop-corn
- additives and ingredients
- vegetables, fruits, mushrooms
- beer
- cognacs, liqueurs and vodka, premium quality alcohol
- soft drinks: juices, kvass, mineral waters

### Tea. Coffee

- elite and collection tea, teabags
- tea sets and accessories
- coffee, coffee-machines, coffee tableware and accessories
- coffee-roasters and coffee-grinders
- syrups, toppings, additives
- cacao, chocolate, confectionery and bakery products
- equipment and ingredients for soft ice-cream making

### RetailTech sector

- trade facilities outfitting
- trade equipment: for weighting, packing, and bar-coding
- refrigerating and freezing equipment for foods and semi-finished foods storage
- trade furniture: bars, counters, showcases, china cabinets
- hand carts, consumer baskets, consumer pass systems
- vending machines
- management and accounting automated reporting systems for trade enterprises: ERP, CRM, WMS
- technical equipment for trade enterprises: bar-code scanners, stamp printers, data terminals, consumables, service and support
- control and security systems: turnstiles, video surveillance of sales areas and security of storage facilities
- professional cleaning equipment and tools, cleaning products
- decoration and advertising vehicles
- packaging, storage, and warehouse logistic

### Hotel World

- hotels management and projecting, architectural and engineering support
- IT-systems and technologies for automation of management and accounting in hotel business
- Furniture and décor: hotel rooms and special facilities design, lightning solutions, windows, doors, building materials, plumbing and equipment
- professional textile: bedclothes and accessories
- perfumes
- climat equipment
- room cleaning machines
- equipment for dry cleaners and laundries, detergents and disinfectants
- equipment for hotel sport centers, massage service and SPA-zones
- audio and presentation equipment

### Franchising

- franchise, consulting and support