

HUNGARY

# Hungexpo with stable growth

The balance sheet in Budapest makes satisfying reading. Things are expected to continue to go well in the coming year. The country's market leader is constantly reinventing itself.

The current situation is highly promising. "That can be seen from the figures," emphasises Gábor Ganczer, CEO of Hungexpo. "2014 was a very successful year for our company." The only minor exceptions were in the consumer segment. "Changes in consumer behaviour and the decline in domestic consumption led to some dips," observes Ganczer. "That's why we are making serious efforts to counteract these negative influences in our projects in this segment." Business-to-business trade fairs, on the other hand, went extremely well in Budapest. All the B2B events met the targets set for them, and in some cases even exceeded them.

Sirha Budapest made its debut in March this year, providing a new regional focus for the food, hotel and catering industries. It's

not difficult to work out from the fair's name that it's an offshoot of the well-known trade fair Sirha in Lyon – an event organised by Hungexpo's parent company GL Events. It was a help to the organisers not to have to start from scratch. "We are not newcomers to these industries," remarks Gábor Ganczer with reference to previous trade fairs held in this sector. "We were able to establish partnerships, build up contacts and create databases at that time," he reports. "That provided us with a good basis, but the key to the event's success was the support of GL Events and those responsible for Sirha there."

**The results of the first edition** of the Budapest Sirha offshoot are certainly impressive. Around 15,000 trade visitors came on three days, and there were almost 300 exhibitors,

the show occupied a total of around 20,000 square metres of exhibition space. The event was accompanied by the Hungarian national preliminary round of the famous Bocuse d'Or competition for chefs. Sirha Budapest 2016 will go one better by staging the European selection. "That will be a big opportunity for Hungarian gastronomy and the tourism sector," believes Ganczer. The engine of the economy in Hungary remains the automotive industry. Last year, Hungexpo successfully launched the trade fair Automotive Hungary, which coincided with the established Autotechnika. The second edition has just been held at the beginning of November with 15 percent more exhibitors than last year.

As far as expectations for 2015 are concerned, Ganczer is keeping his feet firmly on the ground. "I'm not expecting anything dramatic, just continued steady growth," he says. Events that cover the entire spectrum of their industries will make a particularly valuable contribution. These are "mandatory" events, also because the key companies in the relevant segments take part in them. Nevertheless, Hungexpo will continue to listen carefully to its customers in order to do an even better job of giving them what they need. "We provide our exhibitors with new developments," is how Ganczer puts it. The recession that began in 2009 showed, he believes, that you can only cope with economic crises if you are prepared to make some strategic changes ([www.hungexpo.hu](http://www.hungexpo.hu)). **PB**

Der Budapester Ableger der Lyoner Fachmesse Sirha war gleich auf Anhieb ein großer Erfolg.

The Budapest spin-off of Lyons-based Sirha trade fair was a great success from the start.



Photo: Hungexpo