



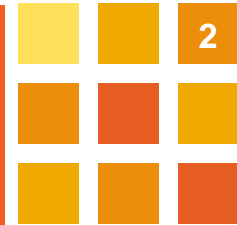
SALIMA / VINEX - MBK - INTECO

International Food Fairs

17–20/2/2016, Brno Exhibition Centre

www.salima.eu

Food Fairs



30th International Food Fair



8th International Milling Industry,
Bakery and Confectionery Fair



28th International Fair of Equipment for
Retail Trade, Hotels and Catering Facilities

simultaneously with

17-19/2/2016



29th International Fair
for Packaging and
Printing

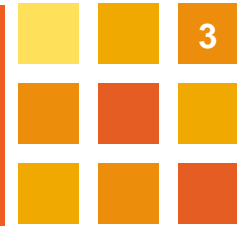
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Food Fairs - an opportunity for the whole sector of food production and distribution



- They represent the **latest trends** in individual fields
- They allow exhibitors to reach a **significant portion of the Czech and Central European market**
- They bring **solutions to current issues** of the represented fields

Sectors represented at the trade fairs:

Technology 60 %

Food and drinks 40 %

- In 2014, SALIMA, MBK, INTECO, VINEX and EMBAX and PRINTexpo fairs attracted :
 - 874** exhibiting companies from **26** countries
 - 1314** other represented brands
 - 49,1 %** foreign exhibitors
 - 28 196** visitors from **39** countries
 - 8 %** visitors from abroad
 - 171** accredited media representatives from CR and abroad

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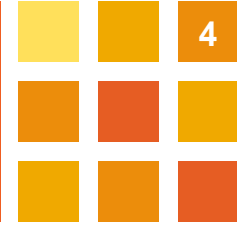
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SALIMA celebrates its 30th anniversary



and brings numerous novelties:

- **New days** – Wednesday till Saturday
- **New companies** - demand for new target groups of exhibitors and trade visitors - experts from among traders and small and medium enterprises
- **New pricing conditions** - tailored to large and small businesses, long-term exhibitors and newcomers
- All exhibitions are **intended for B2B visitors**, but also enable contact with the consumer. Both customer groups will be effectively distributed **through locations in halls** and **temporally separated with entry times** for experts and the public.

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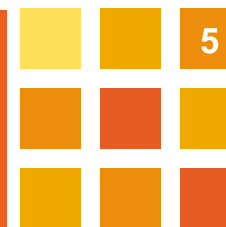
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Salima 2016 will build on and deepen all proven qualities from 2014



Food fairs prepared a number of major innovations for the next year.

- Salima 2016 will be for both experts in the field, as well as the general public
- Salima 2016 will offer a gastronomic experience for consumers and a range of highly specialized topics for specialists from various fields
- **Food and drinks**
 - ✓ Food and drinks pavilion - Focus on both B2B and B2C
 - ✓ Tastings, selling possibility, extension of the market supply for RETAIL and HORECA
 - ✓ Regional and sectoral arrangement of CZ exhibitors, official participations from abroad, individual exhibitors
 - ✓ Programmes and attractions for visitors
- **Technology**
 - ✓ Separated from food - B2B focus
 - ✓ Professional program - conferences, seminars
 - ✓ Technological chain, case study, etc.

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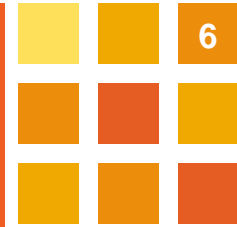
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Placement of the fairs - separate presentations of technology and finished products



- **„Food and drinks pavilion“**
(Halls A1, A2)
- **„Technology pavilion“ -**
SALIMA/VINEX, MBK, INTECO
(Hall V)
- **„Packaging and printing fair“**
- EmbaxPrint
(Halls G1 and G2)



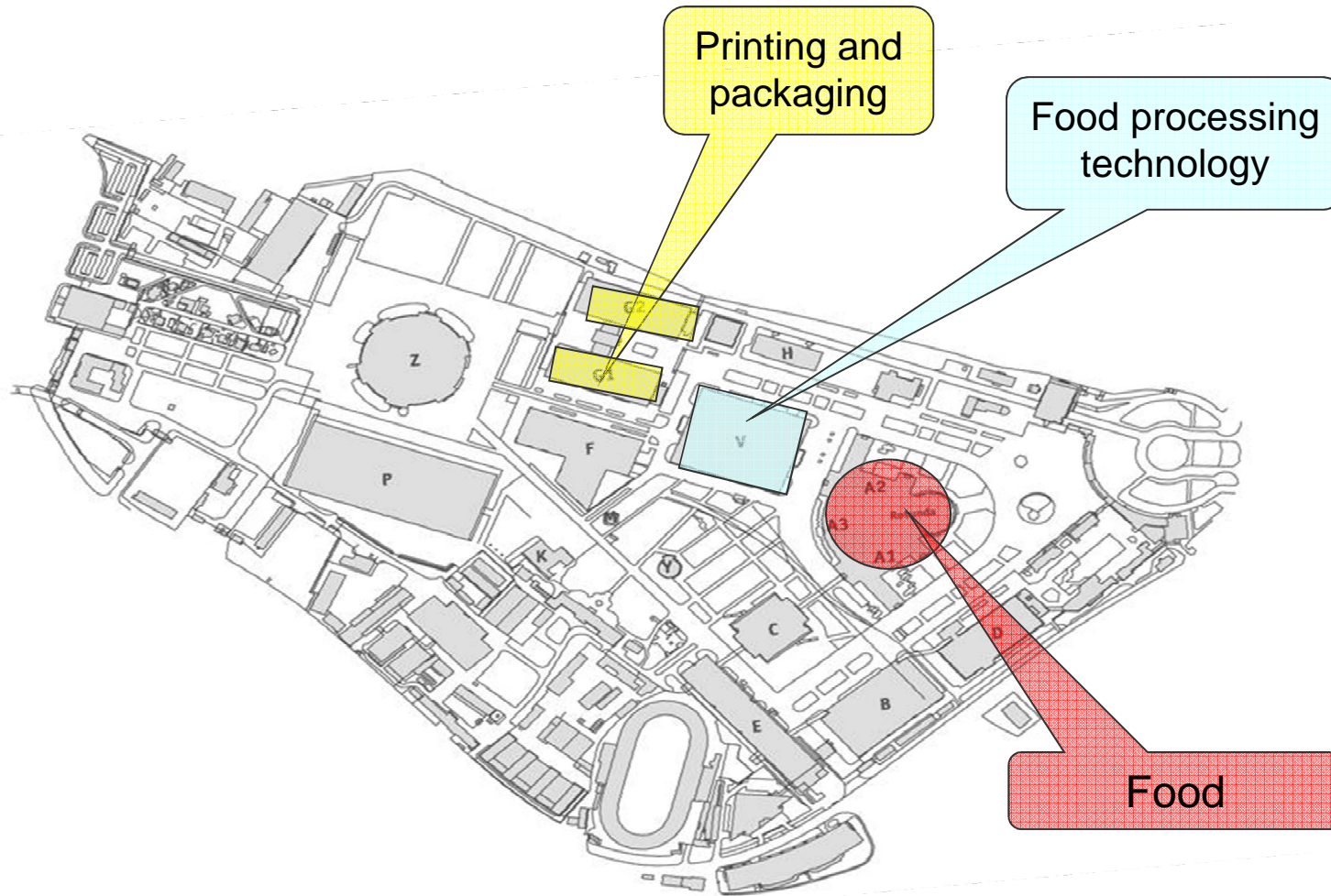
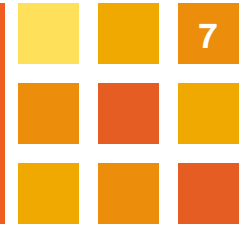
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Map of the premises



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Prices and important dates

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Price conditions of exhibition space rental:

from 1.500,- to 2.200,-CZK/m² (excl. VAT)

+ extra charges 10,15, resp. 20% for the shape of the exhibition stand

Registration fee : 5.000,- CZK as exhibitor
 1.000,- CZK as co-exhibitor

The application deadline is 30/9/2015

After the expiry of the deadline
the price is increased by 20%

Find more information at www.salima.eu/on-line application form

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SALIMA trade fair patrons

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MINISTERSTVO ZEMĚDĚLSTVÍ
ČESKÉ REPUBLIKY



POTRAVINÁŘSKÁ
KOMORA
ČESKÉ REPUBLIKY



SOCR ČR
Svaz obchodu a cestovního ruchu ČR

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EMBAXPRINT

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- **Synergy** of the packaging, printing and food industry
- Comprehensive presentation **in Halls G1 and G2**
- New machinery, technology and materials
- Rich and interesting **supporting programme**



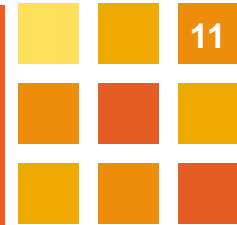
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THE FOOD AND DRINK PAVILION

from this country and abroad



Food and drinks - Present **new and innovative products**, help extend your range - with tastings, demonstrations of proper processing and verification of merchantability

Food and drinks – a hot topic that currently employs a number of specialists. **Food safety and quality, fresh food, self-sufficiency, reducing the energy intensity of food logistics, rural development and relations to the environment**

SALIMA 2016 will provide a platform for discussion among the experts, producers and traders.

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THE FOOD AND DRINK PAVILION

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The aim of the attractive programme is to reach the general public

- ✓ A day of Czech and foreign cuisine – specialities according to their origin
- ✓ **COOKING SHOW - cooking with regional food**
 - Cooking school for men, women and children
 - Cooking with the family
- ✓ **Beer specials and tastings at the exhibition centre**
- ✓ **A showcase of Moravian, Czech and foreign wines**
- ✓ **Bartender competition and bartending show**
- ✓ **Extended section "World of Coffee" - Barista contest, interactive café**
- ✓ **Competition for the best recipe for selected food**– links with the website and the subsequent preparation of selected recipes by top chefs



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THE FOOD AND DRINK PAVILION

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- **Connection with Brno restaurants, wine bars and wine shops** – A Week of Slovak, Hungarian, Austrian, Italian Cuisine – A Week of Moravian, Czech or foreign wines
- **SALIMA FOOD FESTIVAL - gastronomic experience** – a restaurant at the trade fair
- **Wine from Moravia – a tour programme to cooperating wineries in South Moravia** – an evening with wine tasting, music, gastronomy

The entire SALIMA programme will be promoted as a week of top gastronomy in Brno with the involvement of restaurants, hotels and other partners, culminating at SALIMA 2016

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SALIMA 2016 – technology for experts (B2B)

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Technology will be separated from food

■ Logical links with validated models will be retained

- ✓ **INTECO** – front cooking on exhibited technologies
- ✓ **MBK** – Bakery forum (school competition, presentations of craft bakeries)
- ✓ **MBK** – baking from exhibited material, production of ice cream and confectionery products
- ✓ **SALIMA** – drinks technology, bar equipment, refrigeration – connecting and presentation in practice

■ Other options include specialist supporting program – in case of partners interest

- ✓ **For professionals** – seminars, presentation of news, examples from practice
- ✓ **For the public** – competitions, records, auction - linking across multiple pavilions

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SALIMA 2016 – technology for experts (B2B)

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■ Expert programme – proposed topics

- ✓ „FOOD FORUM“ international conference (food sovereignty, security, breaking production quotas)
- ✓ Meetings of ministers, supervisory bodies, professional unions and associations of V4 and others = V4 is chaired by the Czech Republic in 2016
- ✓ VTS, EET laws etc.
- ✓ Logistics and warehousing, Fresh Food
- ✓ Technological chain, case study
- ✓ IT involvement in the technological chain

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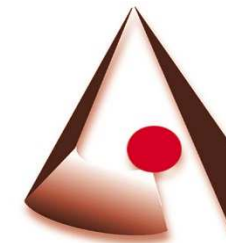
SALIMA 2016 – technology for experts (B2B)

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■ Linking with the EmbaxPrint fair

- ✓ Packaging and new trends in packaging for food and drinks
- ✓ Colours suitable for printing on food packaging
- ✓ New packaging labelling in accordance with the standards of the European Commission

■ Competition for the best exhibit: **Golden SALIMA**



ZLATÁ SALIMA

■ Social programme – Wednesday 17/2/2016

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TRENDS ON THE FOOD MARKET OF THE CZECH REPUBLIC

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Characteristics of a Czech consumer :

**Focus on quality food at
an affordable price**

Characteristics of a Czech importer :

Price pressure



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VISITOR INTEREST

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A visitor to SALIMA is most interested in:

1. milk and milk products
2. sugars and sweeteners, sweets and chocolate
3. coffee, tea, cocoa
4. meat raw material and additives, poultry, fish, meat products
5. spices, seasonings, salt, rice, pasta

Expectations for 2016: ca. 35.000 people

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The number of visitors corresponds to both B2B and B2C

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Characteristics of visitors to SALIMA 2014:

- **79% professional visitors** have a decisive, co-decisive factors or advisory voice.
- **55% visitors** work in the company as director, executive, manager or deputy.
- **29% visitors** are traders, buyers, professional experts and skilled officers.
- **Pre-registration and registration** on-site enables personal (personified) communication after the fair - especially with the "**opinion/mind**" leaders with positive perceptions.



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Make use of media support!

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- **A trade fair is a highly effective marketing tool**
- A trade fair is a meeting place with business partners and a place that strongly influences business decisions!
- **Unlike the Internet a fair is a means of interactive marketing communication.**
- Face to Face communication can not be replaced by any marketing campaign.
- **It offers a range of sensations** - experience, emotions, visual effects, sound sensations, direct contact with the products and personal contact.

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EXCEPTIONAL PROMOTION!

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The Exhibition Centre offers exhibitors free and exceptional promotional tools

- media support before and during the fairs
- **strong communication potential of the fairs**
- the interest of a particular visitor and potential customer in products and services
- **extended scope through the connection with the EmbaxPrint fair for Packaging and Printing, Packaging and Printing Technology**



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WE WILL SUPPORT YOUR PRESENTATION!

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THROUGH THE MEDIA

- **Through PR articles** in the media (newspapers, TV and radio) and in professional journals and web portals in the Czech Republic and Slovakia / June 2015 - May 2016 /
- **Press conferences** before the opening of trade fairs (Praha, Brno, Bratislava)
- **Media partners - national media** HN, MF DNES, ČTV, radio, journals, and more
- **Advertising on the PR portal** „Exhibitors news“ and under "News" on www.salima.eu.
- **I-Catalogue of exhibitors**

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SALIMA IN THE MEDIA

MEDIA PARTNERS



Hospodářské noviny



Czech television



Czech Radio



Mladá fronta DNES



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SALIMA IN THE MEDIA

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Salima Food Fairs provide **high added value** due to significant media coverage

Number of articles and the value of publicity in recent years

monitored period	05/2008 - 04/2010	05/2010 - 04/2012	05/2012 - 04/2014
number of articles	947	1 094	1 211
Euro value	140 000	150 000	162 000

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COMMUNICATION SUPPORT BY BVV

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- **E-letter** sent to exhibitors:
 - 5x to more than 10.000 e-mail addresses
- **E-letter** sent to visitors:
 - 10x to more than 37.000 e-addresses
- **i-Catalogue** of exhibitors at www.salima.eu

196.012 = the number of displayed SALIMA web pages and the i-catalogue 04/2012-03/2014 = an increase by 10% compared to 2012

- **Website:** www.salima.eu



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CONTACTS

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Thank you for your attention, we look forward to seeing you!

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