# SIRH/+ ISTANBUL

## 18 - 20 NOVEMBER 2021

### EURASIA SHOW AND ARTS CENTER

sirha-istanbul.com

sirhafood.com

GL events
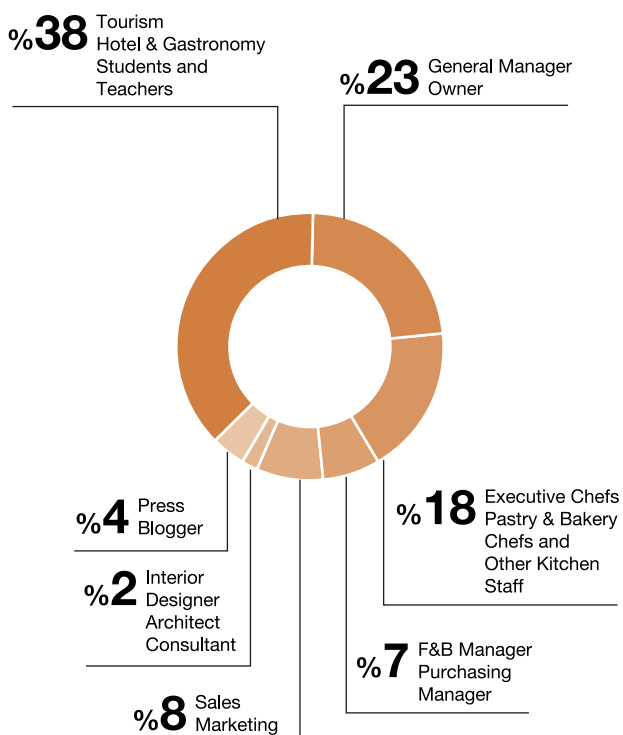
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# SIRHA ISTANBUL 2019 KEY FIGURES

**15.314**
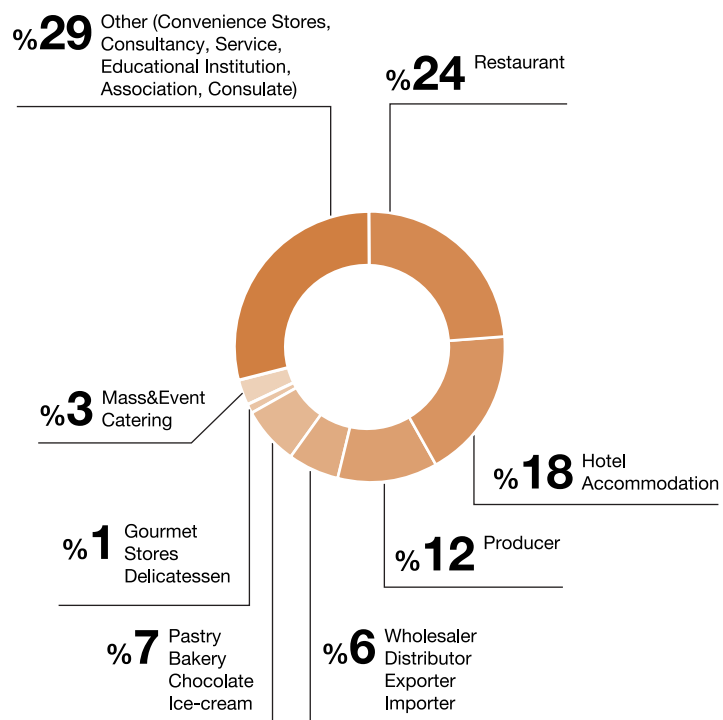**PROFESSIONAL VISITORS**



## GATHERING OF THE DECISION MAKERS

• Hotel and restaurant owners
• Executive chefs and other kitchen staff
• F&B and purchasing managers
• Housekeeping
• Bartenders and baristas
• Mass and gourmet catering sector managers
• Importers, wholesalers, distributors
• Architects, designers
• Retailers (Gourmet shops, concept stores and e-shopping)
• Convenience stores

## VISITOR PROFILE



%38 Tourism Hotel & Gastronomy Students and Teachers

%23 General Manager Owner

%4 Press Blogger

%2 Interior Designer Architect Consultant

%8 Sales Marketing

%7 F&B Manager Purchasing Manager

%18 Executive Chefs Pastry & Bakery Chefs and Other Kitchen Staff

## VISITORS BREAKDOWN PER SECTOR



%29 Other (Convenience Stores, Consultancy, Service, Educational Institution, Association, Consulate)

%24 Restaurant

%3 Mass&Event Catering

%1 Gourmet Stores Delicatessen

%7 Pastry Bakery Chocolate Ice-cream

%6 Wholesaler Distributor Exporter Importer

%12 Producer

%18 Hotel Accommodation

## 360° VIEW
## OF THE HORECA
## SECTOR

- Food products
- Organic and ecologic products
- Kitchen equipment
- Bread and pastry products & equipment
- Café-bar products, beverages and equipments
- Table service equipment
- Furniture, decoration and textile
- Sector oriented services and technologies
- Disposable and packaging products

**420**
**EXHIBITORS**

# EVENTS

Demonstrations showcasing latest innovations in the industry, advanced equipments and techniques from all over the world to improve and ease your business practices.

# SIRHA ISTANBUL 2021
# EURASIA SHOW AND ARTS CENTER
# A PRESTIGIOUS EXHIBITION AND
# EVENT AREA IN THE CITY CENTER



• Easily accessible by public transportation such as subway, tram, bus, train, Marmaray, and ferry



• Column-free, spacious halls

• 8.000 vehicles parking capacity

THE EVENT IS HELD WITH AUTHORISATION FROM THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY (T.O.B.B.) IN ACCORDANCE WITH DECREE

| PROJECT MANAGER | SALES MANAGER | MARKETING EXECUTIVE |
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**SIRHA** FOOD
A WORLD OF CUISINE AND HOSPITALITY
**SIRHA** GREEN    **SIRHA** BUDAPEST    **SIRHA** ISTANBUL    **SIRHA** BOCUSE D'OR    **SIRHA** COUPE DU MONDE DE LA PÂTISSERIE

**SIRHA** EUROPAIN    **SIRHA** OMNIVORE    **SIRHA** LYON    **SIRHA** MADE

All participants and visitors are required to present their HES codes to enter the exhibition premises.

@sirhaistanbul

KOSGEB    GL events