



IFE FOODAPEST

18-20 NOVEMBER 2008

HUNGEXPO BUDAPEST FAIR CENTRE, HUNGARY

Post Show Report

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Introduction

A Trade Only Business Forum

The second edition of IFE Foodapest took place on the 18th – 20th November 2008. It is the only international food and drink trade exhibition in Hungary.

Some key achievements are listed below:

- 10, 458 visitors, a 48% rise from 2007.
- 294 exhibitors and 23 media partners.
- Exhibitors from 24 countries including:

Austria	Belgium
Croatia	Cyprus
Czech Republic	France
Germany	Greece
Hungary	India
Italy	Kazakhstan
Pakistan	Malaysia
Macedonia	Thailand
Netherlands	Poland
Spain	Slovakia
Sri Lanka	Romania
UK	Vietnam



- Support from 17 leading international trade associations and group organisers including Agrármarketing Centrum (Hungary), Brussels Export (Belgium), Croatian Chamber of Economy County Chamber Osijek, Flanders Investment and Trade (Belgium), Hanseatic Trade (Germany), ICE (Italy), Ministry of Agriculture of the Czech Republic, Ministry of Agriculture of the Slovak Republic, Ministry of Agriculture and Rural Development (Romania), Polexpo Exhibitions (Poland), Sopexa (France), The Sri Lankan Tea Board, The Indian Tea Board, The Coffee Board of India and WKO (Austria).



- The exhibition was officially opened by Zoltán Gőgös, the State Secretary of the Agricultural Ministry and HUNGEXPO Chief Executive Officer, Miklós György.

Exhibition Profile

IFE Foodapest is Hungary's only dedicated international business to business exhibition for the food, drink and hospitality industry. It is organised in partnership, by Montgomery International Ltd (London) and HUNGEXPO/GL Events (Hungary).

- **Event Title:** IFE Foodapest
- **Dates:** 18th – 20th November 2008
- **Venue:** HUNGEXPO Budapest Fair Centre, Hungary
- **Net Exhibition Area:** 2,924.5m²
- **Gross Exhibition Area:** 3,649m²
- **Exhibitors:** 294 from 24 countries
- **Visitors:** 10,458 from 33 countries



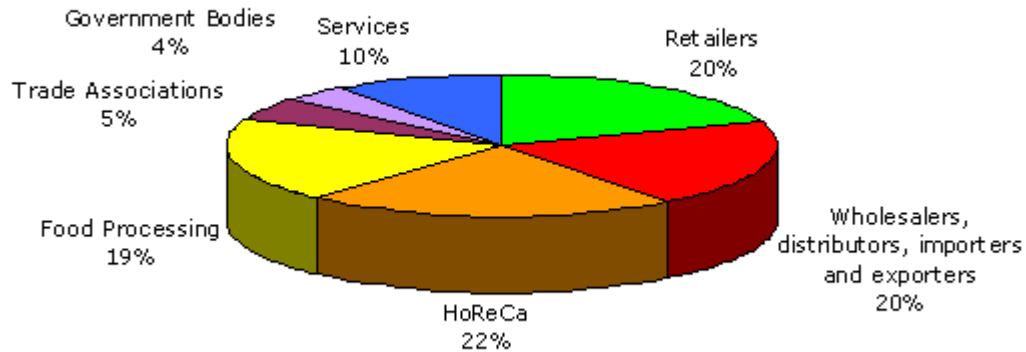
Visitor Analysis

IFE Foodapest 2008 attracted visitors from 33 countries including: Algeria, Austria, Belgium, Bulgaria, Canada, China, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Ireland, Italy, Lebanon, Lithuania, Madagascar, Netherlands, Poland, Romania, Russia, Serbia, Singapore, Slovakia, Slovenia, Spain, UK, Ukraine and USA.

Trade Delegation Attendance

Trade delegations of 20-25 buyers and decision makers from Romania, Poland, Slovakia, Slovenia and Bulgaria visited IFE Foodapest 2008 to source new products and business partners.

Visitor Business Activity



Key buyers

HoReCa	Importers/Distributors
Accor Hotels	Auchan
Astoria	Bako Hungária
Club Tihany	Bentley
Danubius Hotels	Biopont
Daubner Cukrászda	Brenntag Hungária
Don Pepe	Cora
Four Seasons	Delforg
Hunguest Hotels	Frosta
Kempinski	Intercoopertation Zrt.
McDonald's	Latinum
New York Palace	Match
Novotel	Metro
Ramada	Pro Coop
Sandwich Bt.	Spar
Szamos marcipán	Tesco
Retailers	Manufacturers
Auchan	Alföldi Tej
CBA	Bonbonetti
Coop	Bonduelle
Cora	Cerbona
Halker	Csabahús
Halmschlager	Délhús
Happy Sweet Life	Friesland Hungária
Lindbeck	Gallicoop
Match	Globus
Metro	Herz
Miélker	Merian Orosháza
Profi	Pacific Óceán
Reál	Pápai Hús
Spar	Pick Szeged
Tesco	Sága Foods

- 93% of exhibitors were satisfied with the number of Importers, Distributors and Wholesalers met at the show.
- 46% of exhibitors expect to achieve more than €50,000 of business from contracts negotiated at the show alone.

Testimonials

"Once again, IFE has managed to successfully organise and promote a very professional event here in Budapest, making our presence here at the Exhibition more positive and allowing us to achieve our company goals.

Special thanks to the team for their experience in organising such a successful event."

Mr. Philip Phillppou - Alion Vegetables and Fruits Co (Cyprus)

"IFE Foodapest provided us with an excellent platform for interaction with the industry. We met some very influential people and have had firm enquiries from our target markets. We will continue to use IFE Foodapest to promote our company and business in the future."

Parvesh Nathwani – One World Drinks (Hungary)

"Today, India is renowned for her 16 regional & speciality coffees such as The World Famous Monsoon Malabar, Robusta Coffee Royale and Mysore Nuggets. Thanks to IFE Foodapest 2008 the Hungarian industry has been able to be introduced to these niche coffees with high praise. Its aroma and flavour was highly appreciated by all buyers, traders and retailers that visited our stand.

The future of Indian Speciality Green Coffee in Eastern Europe looks very Bright and IFE Foodapest has proven to be a successful medium to begin this venture."

Dr. C. G. Anand - Coffee Board of India (India)

"Tesco, Match and Cora all gave positive feedback and we are pleased with the outcome of IFE Foodapest."

Ignace Soenen - Galana, Frozen Food (Belgium)

"IFE Foodapest presented a lot of potential buyers and importers for the Eastern European market"

Helmee Effendee – Norani Cookies Worldwide (Malaysia)



Features

Business Strategy Forum

The comprehensive business strategy forum covered relevant topics such as 2008 trends and changes in the food industry, successful marketing strategies to adopt, the current economy and its effect on business and the values of a brand.



Speakers included:

- Fórián Zoltán, Director of the Agrár Európa Consulting Agency
- Palotásné Gyöngyösi Ágnes Senior Counsellor, MoARD Food Chain Analysis Department
- Dr Totth Gedeon, MMSZ, Member of Presidency, AMC Professional Consultant
- Kövesi Krisztina Marketing Councillor, Pátria Nyomda

Tastings, Seminars and Workshops

Organisations and companies were encouraged to stage and promote visitor led events during the exhibition. Seminars included:

Topic	Representative
Quality Food in Quality Packaging	Tűv Süd Kermi Kft.
Excellent Hungarian Food Products Awards	AMC
Wine Tasting for Wine Importers	Region of Eastern Macedonia & Thrace-Greece, Mr. Maria Netsika
Trade Marketing Club Meeting	Trade Magazin
Food Industry Conference	Ministry of Agriculture and Rural Development
Meat Industry Conference	Association of Hungarian Meat Industries
Excellent Hungarian Food Conference	AMC
Members Meeting of the Trade Association of Hungarian Soda Makers	MOSZI
Mid Term Hungarian Food Industry Strategy Seminar	Éfosz (Federation of Hungarian Food Industries)

New Product Showcase

For the second year IFE Foodapest has played host to the New Product Showcase, an opportunity to exhibit the latest product launches in the Hungarian market. Entries included:

Company name	Product	Description
Char Import and Distribution Ltd (Char Kft)	Chocolate orange minibite oat biscuits	A crunchy oat biscuit that's just enough for a mouthful. Having a lovely aroma of coco and orange as you open the packet, with chocolate pieces to melt in the mouth, bringing back memories of Christmas treats.
Char Import and Distribution Ltd (Char Kft)	Café Brasilia	Café Brasilia is blended with bourbon and mundo novo beans from Brazil. The blend is finished with a handful of African beans to add extra liveliness to this dark, rich and seductive coffee.
Char Import and Distribution Ltd (Char Kft)	Traditional Chutney	Sweet, spiced chutney with crunchy chunks of vegetables. It has a rich and tangy flavour leaving the mouth watering with a pleasant after taste. It is still made to Joseph Patteson's original 1910 recipe.
One World Drinks Kft.	Ocean Spray	Enjoy the crisp, refreshing taste of Ocean Spray cranberry juices. Made without artificial colours, flavours or preservatives.
One World Drinks Kft.	Gaymers Original Cider	Gaymers Original Cider is a clean, crisp, easy drinking medium cider. It is made using the finest English cider apples. 4.5 % vol.
One World Drinks Kft.	Rubicon Exotic Fruit Juices	Rubicon Exotic is the market leader in the UK for single flavour exotic juices. Enjoy authentic flavours such as mango, guava, passion fruit, pomegranate and more.
Salzberger Kaserebellen Sennerei Gmbh	Ii. Lajos Király Királysajt	II. Lajos Király King Louis II royal cheese, a majestic processed cheese. The Royal Cheese is an original Bavarian speciality. In 125g re-sealable packaging.
Mona Hungary Kft.	Montice Esl Milk 1.5%, 3.5% Montice Uht 1.5-3.5%	Montice probiotic drinking yoghurt, strawberry flavoured, Montice Probiotic drinking yoghurt, peach-maracuja, Montice low fat butter, Montice creamy table curds 250g.
Morvay Autó Szervíz Kft.	Saint-Omer, Blonderbrau, Le Panaché De Saint-Omer	Alcoholic bottled beverages



The Ministry of Agriculture

Zoltán Gőgös - The Ministry of Agriculture and Rural Development
State Secretary spoke about IFE Foodapest 2008:



"IFE Foodapest is an important event for the Hungarian food industry. Several unexpected difficulties have hindered the industry; this means new challenges for the food industry. The food industry has nothing to feel ashamed of; it has developed a lot in the past few years and tried to meet the great challenges of the world. We (IFE Foodapest) should run ahead since only developments can enhance the industry."

Zoltán Gőgös, the State Secretary of the Agricultural Ministry encouraged every player of the market to give new solutions to the problems and learn from one another at domestic and international level. He stated;

"IFE FOODAPEST is an excellent occasion for doing just that".



The Hungarian Market: Future Prospects

2009 presents a very difficult economic situation globally; a large proportion of the world is in the grip of a financial crisis, and Hungary is not immune. The coming year will be challenging, but one of the most important things to do is to keep a breast of the market and continue to develop and promote your products to the potential international buyers. Positive examples of expansion in Hungary include Costa and Aldi opening their first stores in the country. Nationally large retailers are also expanding, for example CBA are opening 16 more stores this year.

Hungary remains an important jumping off point into Central and Eastern Europe.

For additional information on how to become a part of IFE Worldwide contact Iona Smith at Montgomery International Ltd, 9 Manchester Square, London, W1U 3PL, United Kingdom or by phone on +44 207 886 3149 or email at: iona.smith@montex.co.uk

