

FINAL REPORT



DANUBIUS GASTRO

EXPOSHOP, GASTROPACK, EXPOREKLAMA 2011

I. BASIC INFORMATION

On 23 January, 2011, INCHEBA EXPO Bratislava closed its gates on the Petržalka bank of the Danube. For four days, it hosted exhibitors and visitors of a series of significant events:

18th international gastronomy fair Danubius Gastro, 11th year of the exhibition of machines and technologies for trade Exposhop, 10th exhibition of packing materials and packing technology Gastropack and 15th exhibition of advertising services Exporeklama.

The fair Danubius Gastro has recently become a decisive event in the field of gastronomy and hotel business in terms of the entire Slovakia as well as Central European region.

Traditionally, it offered an attractive show of the world's biggest suppliers for small and medium sized companies. Danubius Gastro along with concurrent expositions Exposhop and Gastropack offers a unique opportunity to introduce a complex range of products and services throughout the scale of fair profile.

The fair Danubius Gastro was held under the auspices of the Ministry of Agriculture and Rural Development of the Slovak Republic in close cooperation with business partners, namely the Guild of Bakers and Confectioners of the Western Slovakia Region, Coffee School, Slovak Association of Cooks and Confectioners, Slovak Bartenders Association, Slovak Dairy Union, Slovak Union of Grape Growers and Wine Producers and Slovak Association of Commerce and Tourism.



In all, 304 exhibitors from the Czech Republic, France, Hungary, Germany, Poland, Austria, Italy and Slovakia introduced themselves covering total area of 17,000 m².

More than 30% of direct exhibitors came from abroad. Along with indirectly represented foreign companies it amounts to more than 55% of exhibitors at the fair, which is a clear proof of the international character of the event. The attractive fair was seen by 72,362 visitors during the four days.

We were pleased to welcome the inclusion of the fair Danubius Gastro in the calendar of exhibitions and fairs for the year 2011 guaranteed by the Ministry of Agriculture, and rural Development which was reflected on wider representation of Slovak producers of food and beverages. In terms of the National Support Program for Domestic Agricultural Products and Food the exposition of Quality Mark Slovakia was presented. A significant increase was achieved in the field of wine. Besides many representatives of domestic producers, also Czech and Moravian wine producers as well as further exhibitors from Austria, France and Italy presented themselves

collectively. A record representation from Austria comprising more than 25 exhibitors introduced a wide range of Austrian gastronomic specialities.

II. CEREMONIAL OPENING



The fair Danubius Gastro was ceremonially opened by the Minister of Agriculture and Rural Development of the Slovak Republic **Zsolt Simon** along with the Director General of the company Incheba, a.s. **Alexander Rozin** in attendance of the First Vice Prime Minister and the Minister of Transport, Construction and Regional Development of the Slovak Republic **Ján Figel'**, mayors, members of diplomatic corps, representatives of professional associations and other guests.



III. ACCOMPANYING PROGRAM

Accompanying events were devoted to experts as well as general public. The quality level was extraordinary this year. In cooperation with professional guarantors special attention was paid to their preparation, the result of which were seminars, competitions and presentation and sale shows. More than 600 organisers and competitors took part in them actively.



We may mention that one of the most attractive accompanying actions was the **12th year of National Presentation of Culinary and Confectionary Skills Poetry in Gastronomy**, where hotels, restaurants, confectioneries, professional and vocational schools from the whole of Slovakia presented their competition exhibits. A large number of cooks competed in prestigious contests **Incheba Gastro Cup, Gastro Junior and Nowaco Cup, Callebaut Cup**. For the first time, Coffee School presented attractive bar service contests **Junior Coffee Mater and Barista Open**.

5th baker's competition for the **Best Roll of Bratislava** was supplemented with competitions for the **Most Beautiful Plaited Product from Leavened Dough** and the **Most Beautiful Caramel Work of Art**.

9th year of ST. NICOLAUS CUP 2010 and 3rd ST. NICLAUS FREE STYLE were among very intriguing events pleasing both the eye and the taste. Visitors could admire work of arts carved of fruit and vegetables during **Carving Cup 2011** competitions.

The best exhibits and novelties of the fair were awarded the prize **DANUBIUS GASTRO 2011**.

The Director General of State Veterinary and Food Administration of the Slovak Republic Mr Jozef Bireš awarded the prize Danubius Gastro 2011 to ten top quality exhibits of the fair.



IV. COMPETITION RESULTS

PRIZE „DANUBIUS GASTRO 2011“

The exhibits were evaluated by expert commission composed of experts in the field of gastronomy, food industry and trade chaired by Ing. Ján Štulc. In 2011, 54 exhibits were registered in the competition for best exhibits of international exhibitions Danubius Gastro, Exposhop, Gastropack, Exporeklama.

„Danubius Gastro 2011 prize“ was awarded to the exhibits of the following exhibitors:

1. APIMED Dolná Krúpa – Ing. Peter Kudláč - **Original Slovak mead** for very a good balance of taste and aesthetic design of the packing.
2. KON-RAD spol. s r. o. Bratislava – **Pangea Syrah year 2006** red wine from Chile for the nobility and elegance of taste and aroma.
3. Milsy a. s. Bánovce nad Bebravou – **Cheese cake of Bánovce** for high quality parameters, delicious creamy taste and artistic design of the cake.
4. Agro – Movino spol. s r. o. Veľký Krtíš – **Cabernet Sauvignon grape selection year 2009** for unrepeatabe taste experience and elegance, for the harmony of aroma and taste.
5. Gas Familia spol. s r. o. Stará Ľubovňa – **Vodka Goral Master 40%** for excellent organoleptic qualities and attractive packing.

6. Carat Distillery Trade spol. s r. o. Veľký Meder – **Pear brandy** for balanced taste of genuine fruit spirits, bottle design and graphic design of the label.

7. Humenská mliekareň a. s. Humenné – **Consumer whole milk 3,5%** for high-quality milk supporting healthy nutrition and practical packing with well chosen colour design.

8. Villa Víno Rača a. s. Bratislava – the wine **Frankovka modrá year 2009** for well harmonised taste qualities typical of the given kind of wine.

9. Fruit Distillery Cooperation spol. s r. o. Marcelova – the **apricot brandy Marhuľa Veľkopavlovická 42,3%** for the harmony of aroma and taste of the typical representative of an apricot brandy from southern Slovakia.

10. MULTI – INVENT spol. s r. o. Pardubice – **Professional kitchen convection oven Angelo Po FX series** from the manufacturer Angelo Po Grandi Cucine s. p. a. Carpi Italy for huge leap in development of the production of professional catering technologies with many new functions and new construction solutions that preserve existing advantages, like extreme reliability and lifespan, quick start of steam operation, perfect management of steam regime and low operating costs.

V. PROMOTION

The representatives of Slovak as well as foreign media showed extraordinary interest throughout the fair. 485 journalists were accredited at the press centre. Information about the fair appeared in the evening news of television channels Markíza, STV1, TA3, JOJ and the news of regional televisions. Information and live broadcast were also in the radios Expres, VIVA a Slovak Radio. The dailies Sme, Pravda, Plus 1 deň, Nový čas, Šport, Új szó and several regional newspapers were dealing with the fair.

The promotion of the fair event was supported by the main media partner: Zoznam.sk (dromedar.sk, mapy.sk, cestovne poriadky.sk, topky.sk) and expert media partners:

Top Hotelierstvo, Hotelier, Potravinarstvo Slovenska, Vitalita, EPICURE, Gastropress, Slovenský výber and abcreklama.sk.

Advertising campaign encompassed billboards, bigboards, double bigboards, city lights, commercial spots in the radios Expres, VIVA, Slovak Radio and advertisements in the dailies and weeklies: Nový čas, Šport, Nový čas Víkend, Život and in daily Sme extra First moment.

High-quality media campaign reflected on the record attendance.



VI. POSITION ON THE MARKET

This year, thanks to its parameters the fair Danubius Gastro consolidated its dominant position in the field of gastronomy, hotel business and food industry in Slovakia.

VII. EVALUATION OF THE FAIR

The fair got an extremely favourable reception from the exhibitors as well as visitors. We are pleased to state that the fair Danubius Gastro along with the fair ITF Slovakiatour and concurrent exhibitions rank among the most attractive exhibition events in Slovakia.

VIII. INFORMATION ON THE NEXT YEAR'S FAIR

The organizers are already looking forward to the next year's fair, which will be held in the period **from 19 January to 22 January, 2012**, and believe that it will be yet better and richer in exhibitors from the large scale of potential exhibitors from Slovakia and from abroad.

Many exhibitors booked their exhibition area for the year 2012 at this year's exhibition, obtaining thus the priority right to choose their exhibition area under more advantageous price conditions.

Do not hesitate and use this special offer at the fair DANUBIUS GASTRO – EXPOSHOP – GASTROPACK - EXPOREKLAMA 2012 already now.

I am looking forward to our cooperation.

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