

30 YEARS

International Trade Fair of Hotel and Catering Equipment

HORECA®



08th-10th November 2023, Krakow, Poland

Organiser:


Targi
w Krakowie

horeca.krakow.pl

30th

The International Trade Fair of Hotel and Catering Equipment **HORECA**® is one of the most important events in the catering and hotel industry in Poland. It combines a multi-topic formula with the valuable accompanying agenda of the **HORECA**® and **ENOEXPO**® **Knowledge Academy**, with carefully selected special guests and a culinary show in the unique **Masters Kitchen**. In the same place and time the comprehensive offer for hotel and restaurant is presented: equipment for interior, reception, kitchen but also food and wine from all around the world. This is the place where HoReCa industry meets to present novelties and create trends for next season. The event is organised together with **International Wine Trade Fair in Krakow ENOEXPO**®, which is the only professional meeting of producers and importers of wine with HoReCa sector.

For many companies, the trade fair represents an important element in their marketing strategy; an opportunity to showcase products and services to a broad range of customers allows them to save both time and money. It also creates an environment in which they can forge new contacts, with considerable future payoffs. The **HORECA**® is a prestigious event with many years of history, able to attract specific visitors thanks to comprehensive promotion, while Krakow is one of the Polish cities with the greatest impact on the development of the HoReCa sector.



Just like any other year, the trade fair this year has been great. Importantly, the exhibitors are real professionals: professional businesses with professional equipment, offering professional solutions. People who come here look for solutions that are professional rather than merely the cheapest available, and we are here to give them what they need.

Adrian Pittner,
Director of the Marketing and PR Department,
Kala Sp. z o.o.

Thematic scope of the **HORECA**[®] Fair

30 YEARS

- equipment for hotels, restaurants, cafes
- furniture for hotels, restaurants, cafes
- interior decoration, textiles
- glass, porcelain, cutlery
- hotel bathroom and laundry equipment
- computer systems and software for hotels and catering services
- lighting
- burglar and fire protection
- audio-visual equipment and telecommunications
- recreation equipment: swimming pools, saunas, health spas
- cleaning equipment and detergents
- heating and air conditioning for hotel and catering industry



21st

The Food and Drinks for Catering Trade Fair **GASTROFOOD**® is perfectly combined with **HORECA**® Trade Fair and becomes the best opportunity to present offer directly to the customers from catering industry. Here the visitors look not only for newest products and business contacts but also for inspiration for improvement of their companies.

The US is overjoyed to have its own pavilion at HORECA®/GASTROFOOD again, after a hiatus caused by the pandemic. This is proof of our long-standing relations. Exhibitors have showcased fantastic US products, ranging from beer and wine to dried fruit, nuts and excellent beef. Targi w Krakowie have organised a first-rate event. EXPO Kraków is simply fantastic and all the exhibitors are amazed at how well the trade show was prepared. We are really waiting for a further growth in Polish-American relations thanks to all these products imported from the US.

Erin Nickerson,
US Consul-General



30 YEARS

Thematic scope of the **GASTROFOOD** Fair

- frozen foodstuffs, ice creams
- meats including smoked meats and venison
- fish and frutti di mare
- dairy products
- cereals, noodles, flour-based products
- baked foods
- fruits and vegetables (fresh, dried, preserved)
- fatty products
- sweets and confectionery
- soft drinks
- coffee, tea
- concentrates, ketchups, mustards, sauces
- herbs, spices and seasonings



This year, just like any other year, HORECA® strikes us as a very big, very important and very interesting regional event. A great advantage is that it gives you access to people who really care about the highest quality of products, services and their business, and are staunchly committed to continually raising the bar. Judging by the turnout, it is clear there has been a lot of interest. We have met new partners and held a lot of talks. Several contracts are already on the table, too. I give this trade show a thumbs up.

Marcin Wajda,
Marketing and PR Director,
Winterhalter Gastronom
Polska Sp. z o.o.

HORECA® GASTROFOOD® ENOEXPO® 2022

307 exhibitors including 121 foreign companies from 17 countries

8 843 visitors from HoReCa industry

8 102 m² of exhibition space

50 hours of workshops, 20 hours of shows, including 35 experts:
chefs, cooks, sommeliers, bartenders, trainers



The **HORECA®/GASTROFOOD** trade fair is an all-embracing platform for sales, promotion and communication. Participation in the event enables our exhibitors to:

- promote new products, innovative solutions and advanced technologies
- establish many new business contacts
- consolidate relations with existing clients
- collect and exchange information about the HoReCa market

The **HORECA® Knowledge Academy** includes training, hands-on workshops and seminars that complement the agenda of the trade fair. The programme features meetings in several conference rooms and in a special **Masters Kitchen**. HoReCa industry experts, trainers, chefs and cooks are invited to share their knowledge, experience and practical solutions.

I really recommend EXPO Kraków for similar events. The centre has hosted two editions of Bocuse d'Or, which I helped organise, as well as a hunting trade fair, where we also put up a booth and held cuisine shows under the Las-Kalisz brand, and now the Polish Game Championship, because it's just so professional.

Adam Chrząstowski,
the chef, the Culinary Ambassador of Las-Kalisz,
President of the Bocuse d'Or Poland Academy
and Vice-President of the Polish Culinary
Initiative Association

30 YEARS

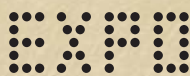


Organiser:



Targi w Krakowie Ltd.
Galicyjska 9 St.
31-586 Krakow, Poland
ph. +48 12 644 59 32, 644 81 65
horeca@targi.krakow.pl
www.targi.krakow.pl

Exhibition's venue:



KRAKOW

International Exhibition
and Convention Centre
EXPO Krakow
Galicyjska 9 St.
31-586 Krakow, Poland
www.expokrakow.com

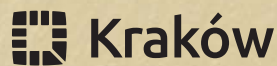
Contact:

Iwona Miliszkiewicz-Bielak – Project Manager/Team Leader
miliszkiewicz@targi.krakow.pl
ph.: +48 12 651 90 30
mob.ph.: +48 501 691 235

Honorary patronage:



The Marshal of the Małopolska Region
Witold Kozłowski



Mayor of the City of Krakow
Jacek Majchrowski

horeca.krakow.pl