

## PROGRAM 2024

## SIHRE, 13 – 16 February 2024

SIHRE is the only trade fair for restaurant, hotel and catering equipment in Bulgaria and one of the leading business events for the HORECA sector in Southeastern Europe.

In 2022 edition of GastronomiX the leading highlight was the topic zero-waste culinary - a trend that turns to be more and more relevant in each part of our live. Zero-waste cooking means a total change in our understanding of the cooking process that challenges the gastronomy specialists to be more creative in inventing the new approach of attractive and environmental friendly cuisine of the future.

During the days of the forum, many ideas were presented to help professional chefs to create their new vision in the direction of zero-waste cooking. Among the guest chefs were: ✓ Chef Georgi Angelov, ✓ Chef Remi Delet,, ✓ Chef Vassilis Mandros, ✓ chefs Juri Velev and Veselin Doikov, ✓ Chef Max, ✓ Chef Robin Villiareal, ✓ Chef Kaloyan Kolev, ✓ Chef Vasil Zlatarev ✓ Chef Jean-Christophe Duc, ✓ Chef Hugues Boutin, ✓ Chef Vanya Pushkar, ✓ Petra Dimitrova, Plamen Evropeiski ✓ Anton Vasev and Martin Nikolov, ✓ barista Veselin Panov, ✓ Chef John Joshida.

## #RETAIL SHOW, 13 – 16 February 2024

#RETAIL SHOW 2024 will show trends and developments in the retail technologies, the challenges and the opportunities they provide, mobile solutions, payments and related security technologies, strategies for success related to digital and traditional channels: solutions for digital marketing; POP and POS software, hardware and services; solutions for online shopping; robots and managing logistics; labelling; access control; communication technologies and networks; monitoring of goods; warehousing and logistic; security systems; mobile devices for distributing system; cloud solutions; analytic apps; print technologies for the retail sector.

**Space planning equipment and furniture:** architecture and design of shops, warehouses and food retail zones; retail equipment for food industry, coffee and vending equipment, bar equipment, industrial ventilation, furnishing shops and warehouses: displays, climatization and ventilation, shopping trolleys, registers, warehouse trolleys, customer guiding systems, cleaning equipment, entrance zones, decoration and packaging services.

**FUTURE SHOP** Powered by #RETAIL SHOW 2024. In 2024 FUTURE SHOP emphasizes on FOOD RETAIL, all about the equipment and the furnishing of food stores and ready-to-eat spots.

## WINE &amp; SPIRITS SHOW 13 - 16 February 2024

**WSS, a new professional format, is the first of its kind business exhibition in the field of spirits, wine, kraft beer and spirits.** The first edition featured over 70 companies - Bulgarian producers, imported wines, beers and spirits, industrial products, premium craft and art beverages in each category.

The holding of Wine & Spirits Show in parallel with SIHRE and GastronomiX provide a large scale of opportunities for B2B contacts with business customers: distributors, restaurateurs, hoteliers, bartenders, sommeliers, bars and club owners and will benefit the exhibition audience with getting acquainted in one place and live with the offered products, to participate in master classes and various demonstrations.

**Highlights of previous accompanying program:**

✓ Principles and strategy for maximum profit from wine in restaurants and bars ✓ Real beer, what is it? ✓ Scotch whiskey and food: essence and rituals. ✓ Round table on "The future of wine regions in Bulgaria" ✓ Bulgarian Development Bank presents new products to representatives of the wine industry ✓ BAEZ – The state guarantor for the security of Bulgarian business ✓ Caribbean rum agricole from Guadeloupe ✓ Cocktail workshop ✓ Tikveš Châteaux & Domaines. Master class with vertical tasting of Barovo Red (North Macedonia) and Terrasse a l'Ombre (South Africa). ✓ Real beer, what is it? Hills Craft Brewery presentation with Weinbeere tasting ✓ Discover California wines. ✓ The high wines of Europe - a selected selection from the Hedonist Wines portfolio.

### HOLIDAY&SPA EXPO SOFIA, 13 - 15 March 2024

The key exhibition for the tourism industry in Bulgaria, organized by Inter Expo Center, under the aegis of the Ministry of Tourism of the Republic of Bulgaria;

HOLIDAY&SPA EXPO SOFIA presents: ✓ state, municipal, regional and local structures, involved in tourism; ✓ national committees, associations, chambers, ✓ NGOs and other organisations in the field of tourism; ✓ tour operators, travel agencies; ✓ hotel and holiday resorts, accommodation facilities; ✓ transport service providers, airports, airport infrastructure, rail, sea and river carriers ✓ insurance companies etc.;

**2023 Highlights: over 250 exhibitors from 15 countries gathered at the most prestigious tourist forum in Bulgaria. Highlights of accompanying program:**

✓ Under the motto “Dynamics and trust – the best of the tourism industry!”, tourism companies, hotels and resort complexes, destination management organizations, local authorities from tourist regions, diplomatic missions from Algeria, Bulgaria, Greece, Dubai (OAE), India, Italy, Spain, Lithuania, Mauritius, Maldives, Peru, Romania, Serbia, Tunisia, Turkey have met in Sofia.

✓ Contemporary challenges facing the tourism industry were the focus of the forum organized within the framework of HOLIDAY & SPA by the Ministry of Tourism of the Republic of Bulgaria. The policies of the EC for sustainable development impose a green approach in all sectors and levels of management.

✓ The participation of authors related to travel and tourism issues was significant. A special discussion was dedicated to “THE CAUSE OF GOOD JOURNALISM IN TOURISM”.

✓ Two of the discussions within the conference program were dedicated to visual identity for the recognition of destinations. “Tourist Branding of Destinations” brought together specialists from the field of tourism, image makers and visual artists;

The 40th anniversary edition of HOLIDAY&SPA EXPO SOFIA, along with the traditional sea and mountain tourism is ambitious to showcase various offers in:

- health, medical, spa and wellness tourism;
- cultural - historical, archaeological, ethnographic and pilgrimage;
- eco, rural and adventure tourism;
- congress and business tourism;
- hunting, sports, cycling and golf tourism;
- wine, culinary and gourmet tourism, etc.

### EXPOMEBEL, 13 - 16 March 2024

EXPOMEBEL is the only specialized exhibition for furniture, interior design, architecture and furnishings in Bulgaria. The exhibition proves to be a successful business platform that provides an annual meeting for professionals to generate new ideas in interior design, furniture and interior architecture.

The latest edition has been visited by over 14400+ professionals and guests from Bulgaria and 24 other countries. Highlights - Attending Program 2023:

- DIBLA DESIGN AWARDS 2022 - Designer of the Year;
- Challenges to professional education. Problems and opportunities. Organizer: Bulgarian Branch Chamber of Woodworking and Furniture Industry;
- Digital tools and design: theory of the composition;
- Textile, Techniques in Furniture, Design. Weaving and Knitting in Search of Form and Texture;
- A Handbook of Chair Making;
- Archetypes in historical development on the furniture;

### ARCHITECTURAL BUILDING WEEK, 03 – 06 April 2024

Architectural Building Week is an international trade fair for energy efficient, ecological and functional construction. ARCHITECTURAL BUILDING WEEK is supported by: The Bulgarian construction chamber, Chamber of Architects in Bulgaria, Chamber of engineers in the investment design, Bulgarian doors and windows association, Bulgarian Association for insulation in construction, National Association of Construction Entrepreneurs, Bulgarian Council for Sustainable Development, National Campaign Industrial Zones and Bulgarian Small and Medium Enterprises Promotion Agency, Association of the Traders of Large Construction Equipment.

**Highlights of 2023: 280+ represented international brands and 14400+ professional visitors from 24 countries.**

**In 2024 Architecture building week will present:**

**Building materials and systems.** Roofing systems and building materials; Construction chemistry, concrete additives, plasticizers; bricks, tiles, ceramic blocks; drainage systems

**Finishing Works.** Isolation systems and materials; Plumbing systems; Façade systems and materials; Doors; Systems for suspended ceilings; Dry construction.

**Interior materials and technologies.** Paints, plasters and lacquers; Interior facing materials; Natural and technical stone, marble; Wooden modules, parquet floors, laminates; Wall and floor finishes.

**Smart systems and technologies.** Software and hardware, digital solutions for buildings; Smart home systems; Building automation; Access systems, parking systems; Security systems for home and office; Lifting equipment, escalators and elevators.

**Vertical Planning and Landscape design.** Irrigation systems; Local water treatment equipment for buildings; Pools; Playing facilities and outdoor sport facilities; railings; Park's and patio lighting;

### ATEST EXPO, 03 – 06 April 2024

The Association of the Traders of Large Construction Equipment (ATEST) will present for the third time large construction machinery and construction mechanization on the open space of over 6000 sq.m.

The specialized exhibition provide an opportunity for a personal meeting of manufacturers, suppliers, distributors, customers, innovators and representatives of industry organizations.

**Highlights of 2023:**

**280+ represented international brands and 14400+ professional visitors from 24 countries ( together with Architectural Building Week )**

### GREEN ENERGY EXPO, 03 – 06 April 2024

For second time together with the Architectural Building Week will be held Green Energy - an exhibition on innovative technologies in the field of energy efficiency, renewable energy, waste management and recycling, smart cities. Green Energy present a wide range of technologies, solutions and best practices in response to a market that is predicted to grow steadily.

**Main exhibitor groups:**

✓ Energy efficiency and renewable energy, energy management, energy consumption optimization, RES heating and cooling

✓ Hydro Energy - Component manufacturers, Manufacturers and suppliers of generators and control equipment manufacturers, Hydro turbine manufacturers

✓ Solar Energy - Photovoltaic (PV) modules, hybrid systems, materials and equipments, Solar cells manufacturers, Solar water heating/cooling systems and solar pumps, monitoring systems, suppliers of building integrated photovoltaic (BIPV) and solar thermal engineering,

✓ Wind Energy - Wind electric generator (WEG) manufacturers, Wind monitoring and analysis systems suppliers, Assessment and forecasting service providers, Wind-Solar hybrid power system integrators

✓ Electromobility: vehicles, charging systems, batteries

✓ Smart cities - energy efficiency in the smart city and building stock, passive buildings, information systems for building management, computer modelling of buildings



- ✓ Smart energy - energy storage, mobility, smart transport networks, smart public transport, sustainable urban environment
- ✓ Biogas systems, landfills, hazardous waste treatment and disposal
- ✓ Waste management and recycling: , composting technologies and equipment, container collection, trucks, loading and unloading systems, energy from waste – thermal treatment, plants, equipment and technologies, reclamation of polluted soil, clean air, water treatment plants for buildings
- ✓ Smart systems and technologies: heating, ventilation and air conditioning (HVAC),
- ✓ digital building solutions, ✓ smart home systems.

### TECHNOMEBEL, 23 - 26 April 2024

TECHNOMEBEL is a specialized biannual trade fair in the field of furniture production, where the Bulgarian manufacturers and the leading global producers of machines, materials and accessories for the furniture industry present their products and services. The only one trade fair for the furniture supply industry in Bulgaria and one of the leading in Southeastern Europe.

#### Exhibitors profile

- ✓ Furniture fittings and structural parts; ✓ Lighting systems; ✓ Materials for furniture production;
- ✓ Semi finished products; ✓ Surface treatment and finishing products; ✓ Kitchen built-in appliances, sinks and mixer taps; ✓ Upholstery fabrics; ✓ Woodworking machines; ✓ Painting equipment; ✓ Aspiration systems; ✓ Tools and consumables; ✓ Machines, tools and materials for production of upholstered furniture; ✓ Packaging and packaging equipment

#### Highlights of 2022:

- ✓ *more than 70 direct exhibitors;*
- ✓ *more than 350 global brands from Bulgaria, Austria, Germany, Greece, Italy, Poland, Romania, Turkey;*
- ✓ *over 8,000 square meters;*

### BULMEDICA, BULDENTAL, DERMA & AESTHETICS, 29 – 31 May 2024

BULMEDICA / BULDENTAL is one of the most significant events for the medical sector in Bulgaria and the region, which is held with the support of: Bulgarian Medical Association, Bulgarian Dental Association, Association of Dental Technicians, Bulgarian Pharmaceutical Association, Bulgarian Red Cross, National Patient Organization, Student Research Association.

The long history of the exhibition is an indication of its proven importance as a professional forum for B2B contacts and innovations in medicine. The forum is extremely useful for a wide range of physicians and dentists, lab workers, rehabilitators, health care establishment managers, and other healthcare professionals.

#### Attending Program 2023:

- **Medical forum "For a young and healthy heart"**

*The role of focused echocardiography in an emergency setting. Application of the portable echocardiograph in daily practice.; Thermographic vascular screening - an innovative approach presented for the first time in New York in November 2022; Application of NAD+ IV therapies – an innovative anti-aging therapy for the heart; Training for cardiopulmonary resuscitation in people with cardiac arrest.*

- **75th Occasional Assembly of the Bulgarian Medical Association**

- **Presentation forum of Medical College "Yordanka Filaretova" - Sofia**

*"Modern training of X-ray laboratory technicians", "Yoga as part of the physiotherapeutic approach in the treatment of patients with Type 2 diabetes"; "Hand rehabilitation in hemiparesis /state after stroke"; "Accuracy of prosthetic structures under digital working protocol"; "Comparison between plaster and 3D orthodontic models - advantages and possible problems"; "Study of the impact of disposable diapers on children's health"; "Cultural differences in the performance of massage in Asia, Europe, China and Vietnam"; "Role of health care professionals to limit antibiotic resistance"; "Vaccine prophylaxis - strategy for antimicrobial stewardship"*

### Networking zone Hall 1:

✓ *Diabetes and aggravation of hyperglycemia in micronutrient deficiency; ✓ Why do we need GBR In implantology - modern approaches?; ✓ What should we know about the modern endodontic protocol; ✓ ApaCare Adds Oral Probiotic Series; ✓ Endodontic treatment; ✓ HANDS-ON: alveolar grafts to improve prosthetics and restorations with implants; ✓ Metabolic restart according to blood group; ✓ Demonstration of an intraoral 3D scanner; ✓ Modern use of hemp oil in medicine; ✓ Diabetics lost 2,000 kg with the "Lose Boldly" program; ✓ CAD/CAM software in digital dental practice; ✓ From digital impression to computer-guided implantology and surgery; ✓ Comparative analysis of threshold and non-threshold preparation technique. Soft tissue modeling by temporary restorations; ✓ AntRidge - For Zero Bone Loss: Concepts and Digital Planning at R2Gate; ✓ The challenges of single composite anterior tooth restorations. The advantages of Tokuyama's Estelite Asteria nanocomposite.; Nutrition for rejuvenation*

### BEBEMANIA 13 - 15 September 2024

Bebemania is the largest exhibition of baby and children's goods and services in Bulgaria.

In 2023 exhibitors include national distributors, representing over 160 leading global and European brands, as well as Bulgarian producers that have demonstrated their high quality and safety standards over the years.

### COPIS, 17 – 19 October 2024

COPIS is the only B2B exhibition for print and advertising industry in Bulgaria.

The trade fair is a professional platform to present the latest trends in graphic and advertising space design, digital printing, communication, visual arts, print, image, sign printing materials and consumables, print and business management software, the challenges for brand communications, advertising fabrics, production of advertising and information components and visual communications, textile printing industry, advertising gadgets and promotional products.

#### Attending Program 2023:

- ✓ *REDESIGN YOURSELF - The DESIGN & CREATIVE zone of COPIS 2023 brings together leading educational institutions in the field of design and advertising. - "Is there a future for Graphic Design in Bulgaria?" /KNOW-HOW SHOW-HOW DISCUSSION*
- ✓ *Exhibition "Advertising is the soul of commerce. Print advertising in Bulgaria during the first half of the 20th century."*
- ✓ *Exhibition of the National Academy of Art - Design in advertising*
- ✓ *Exhibition of the National High School of Applied Arts "St. Luke" - Patial design*

### MACHTECH & INNOTECH, 01 - 04 October 2024

MACHTECH & INNOTECH is the only professional forum in Bulgaria for machines and technologies for metalworking, industrial automation, electronics and robotics, highlighting on smart technologies, innovative machines and maintenance tools.

#### Exhibition Highlights in 2023:

- *more than 160 direct exhibitors from Bulgaria, the Czech Republic, Austria, Turkey, Italy, Germany, China, Romania.*
- *350 global brands in metalworking, industrial robotics and automation, welding equipment, tools and 3D printing presented new technology, machines and services.*
- *more than 10,000 m2.*

#### Accompanying program 2023:

- *The first edition of INDUSTRIAL TECH FORUM – SOFIA. The forum has met professionals from the industry sector, which exchanged information about the new trends in the sector.*
- *Discussion: Bulgarian industry at a crossroads*
- *Productivity of the Bulgarian industry - myths and legends*
- *Rates of automation in our country and the potential comparison with other European countries*
- *Development of own products - what is needed to become a high-tech destination*
- *What projects are being developed abroad by Bulgarian companies;*

Mach Tech & Inno Tech Expo presents trade companies and manufacturers from the following product groups: metal-cutting and metal-working machines, surface finishing and heat treatment machines, laser technology, welding machines, hydraulic&pneumatic devices and accessories, machine designing, Environment protection, recycling, industrial automation and software, electronics and robotics, 3D printing, Quality assurance and testing, R&D

### INTER DRONE EXPO, 01 - 04 October 2024

**INTER DRONE EXPO is the first specialized exhibition in the Balkans for unmanned systems for various applications that provides the professional community as well as the general audience with the unique opportunity to get familiar with the various uses of Drone & Anti Drone and Unmanned Systems.** The exhibition provides a platform that brings together stakeholders in this specific field and a networking point of contact for professionals in the sector.

INTER DRONE EXPO brings together components of air mobility, electromobility, smart cities, digitalization and cybersecurity, unmanned systems, the use of geospatial information systems and other technologies in the presented sectors.

The format aims to show the latest products and technologies, as well as to emphasize the progress, trends and sustainability in the sector.

**Exhibitors profil:** ✓ Manufacturers of drones, small aircraft, underwater, airborne, land-based unmanned systems and anti-drone systems. ✓ Manufacturers of transport drones ✓Manufacturers and suppliers of components, motors, sensors, CCTV, infrared cameras, batteries ✓ Software for drones and drone systems. Specialized applications. Artificial intelligence ✓ GPS and geospatial solution providers ✓ Research centers developing drones for security, defense, data collection, etc. ✓ Aerospace companies, simulator developers. Space research organizations ✓ Autonomous robots for fire protection, rescue and disaster management and other applications ✓Companies offering drones for various uses: agriculture, capture, analysis, measurement, etc.

#### During the exhibition was held professional forum with main topics:

- ✓ *International and national UAS projects*
- ✓ *Education and qualification of Unmanned aviation (UA) specialist*
- ✓ *Drones for precision agriculture*
- ✓ *UAS legislation in EU and Bulgaria*
- ✓ *Execution of specific operations with drones*
- ✓ *Bulgarian Unmanned Aircraft System*
- ✓ *Conference "Aviation Specialists of the Future", BULATSA (Bulgarian Air Traffic Services Authority).*
- ✓ *Progress in S.O.S. urgent delivery of Air Medicine*
- ✓ *Use of Drones for Effective High-Altitude Rescue Operations.*
  - ✓ *Bulgarian Air Force pilot, Captain Nikolay Kalaidjiev, set a new world record at Lesnovo Airport, made 888 laps of the ultralight aircraft in 4 hours and 31 minutes - an averag*

### NATIONAL CULINARY CUP, 13 – 16 November 2024

The prestigious competition is organized by the Bulgarian Association of Professional Chefs (BAPC) and the Ministry of Education and Science for Junior classes. The National Culinary Cup Bulgaria is the arena of inspiring culinary competitions: ✓Chef of Bulgaria ✓Culinary team of Bulgaria ✓Junior chef of Bulgaria ✓ Confectioner of Bulgaria ✓ Decorator of Bulgaria ✓ Championship for Vita Banitsa ✓ Pasta Cup ✓ Sushi Cook in Bulgaria ✓ Beef Cup ✓ Cold buffet - Art class

**INTERFOOD&DRINK  
MEATMANIA,  
SOFIA DAIRY EXPO,  
BULPEK,  
WINE & SPIRITS SHOW,  
13 – 16 November 2024**

Exhibitions dedicated to the food industry have established themselves over the years as the country's leading forum for business and presentation of innovations in the field of food and beverages, machinery, and new production technologies in the food sector.

The exhibitions are organized in close partnership with the main branch organizations Association of Meat Processors in Bulgaria, Association of Traditional Raw-Dried Meat Products, Association of Milk Processors in Bulgaria, National Union of Bakers and Confectioners, Union of Fruit and Vegetable Processors, National Vine and Wine chamber, Bulgarian Bioproducts Association.

**Leading Highlights 2023:**

- **4 exhibition halls**
- **480+ exhibitors**
- **Participating companies from Bulgaria, Germany, Greece, Romania, Greece, Turkey etc.**
- **Group participation of companies from Turkey, USA, Greece**
- **Boulevard of flavors**
- **Bio Zone** for certified products of organic farming and production
- **BEE RISE** – a special area for the Beekeeping sector

**Accompanying program 2023**

- ✓ *VI International Pizza Championship*
- ✓ *The charity event "Children Helping Children"*
- ✓ *Soiree "Bread, wine and some chocolate!"*
- ✓ *National meeting of the dairy industry: problems, perspectives and challenges facing the industry in Bulgaria*
- ✓ *Introducing children to the life of bees, candle workshops*
- ✓ *Real honey; Technologies and innovations in beekeeping*
- ✓ *Presentation of cosmetic products and supplements developed on the basis of bee products.*
- ✓ *Bee Diseases and Biological Certification*
- ✓ *Presentation of ERP.BG's new winery management system and a new tool for creating company artificial intelligence*
- ✓ *Refrigeration chain from Daikin - from the manufacturer to the table*
- ✓ *Ferreri Group - Master class extra virgin olive oil: sensory analysis, history and benefits*
- ✓ *Water, the most important factor for health!*
- ✓ *Magnesium and iodine for vitality and intelligence!*