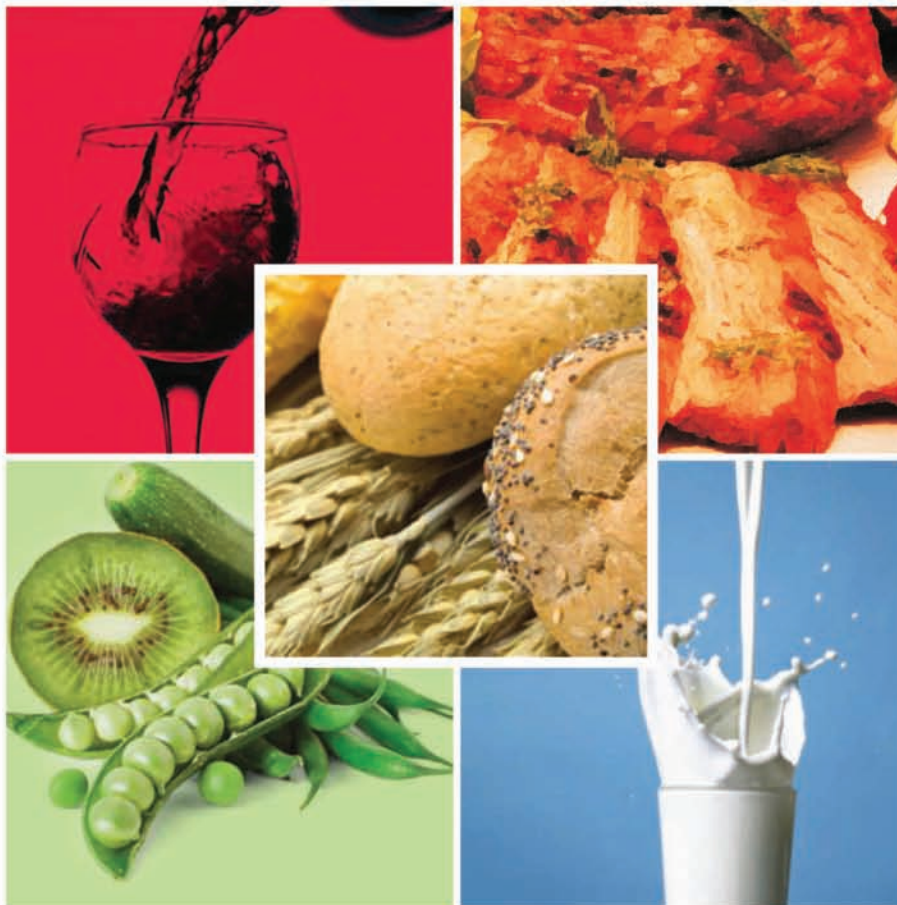


09 - 12 November 2011

specialised  
**exhibitions**



 **INTER EXPO CENTER • IEC**  
[www.iec.bg](http://www.iec.bg)



The International exhibitions Meatmania, The World of Milk, Bulpek, Salon de Vin and Interfood & Drink are among the most representative events in the country and the Balkans in the food industry. As specialized B2B forum these events offer excellent conditions for demonstration of new technologies, products and brands, and for exchange of experiences, analyze trends in the industry and among competitors as well. Annually attracting tens of professionals - Bulgarian and foreign producers, agents, distributors and retailers wishing to acquaint themselves with recent advances in manufacturing technology and production of the food sector, to explore the market, to intensify existing trade relations or to establish contacts with new partners and customers.



### Exhibitors' profile:

- Meat and meat products
- Delicacies
- Additives
- Machinery, equipment, technologies
  
- Milk and dairy products
- Additives
- Laboratory equipment
- Machinery and equipment
  
- Bread and bakery products
- Confectionery
- Machinery, equipment and technology
- Packages
  
- Wine
- Grape products
- Spirits
- Accessories
  
- Food
- Drinks
- Organic products
- Food additives
- Equipment and technologies



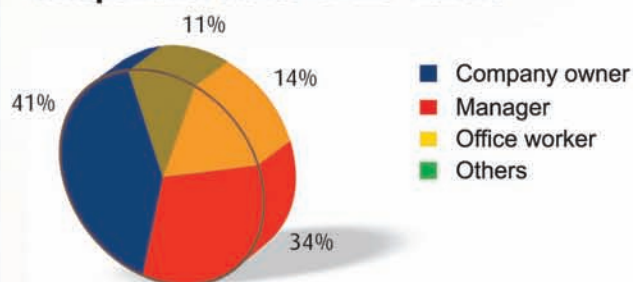
### Key highlights in 2010:

- Gross exhibition area: 10 180 sq.m
- 450 exhibitors and sub-exhibitors from Bulgaria and 24 other countries, 200 of them - direct participants
- More than 1/4 of exhibitors - foreign players
- 66 new exhibitors
- 10 634 visitors, which grew 11% in 2009
- For the first time Bio zone for organic products
- Debut of the Association of Slow Food Convivia in Bulgaria with a collective stand
- National representation of companies from Turkey
- Joint participations of companies from Italy and Czech Republic
- Presentation of major professional organizations of meat processing sector in Spain and the UK
- Presentation of excellence and quality wines from prestigious associations of Italy and the embassies of Argentina and South Africa
- For the third consecutive year was held the Testing contest „Golden medal and diploma“ and were awarded 23 companies for quality and original market product or additive. 23 exhibitors were awarded for the First impressive contribution and 5 participants - for a joint stand.
- For another year - „Consumer Contest“

### 2010 exhibitors' survey results:

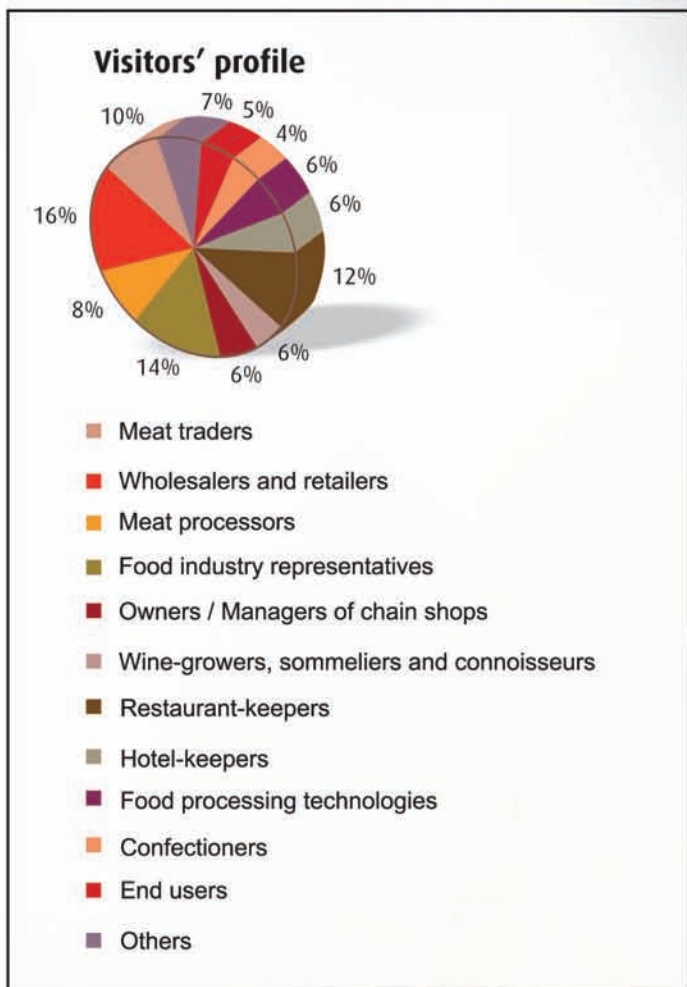
- 98% of exhibitors have good impressions of the exhibition
- 49% accomplished target goals
- 91% of exhibitors gave positive evaluations of visits: 75% of visitors are business owners and managers
- 41% expect future benefits from their participation
- 79% of respondents stated intention for future participation

### Occupational status of the visitors



## Visitors' profile:

10 634 business visitors - producers, importers, distributors, wholesalers and retail store managers, restaurants, hotels, catering companies from Bulgaria and other 30 countries, including: Italy, Greece, Germany, Romania, Turkey, Macedonia, Spain, Serbia, Russia, Poland, Denmark and others. All had the chance to make useful business contacts with exhibitors.



## Useful information:

**Dates:** 09 – 12 November 2011

**Venue:** Inter Expo Center – Sofia

Online registration: [www.iec.bg](http://www.iec.bg)

Admission tickets: sale at the ticket office of Inter Expo Center central entrance

## What Meatmania, The World of Milk, Bulpek, Salon de Vin and Interfood & Drink offer to you in 2011?:

### An internationally appreciated platform of business and communication

- Excellent conditions for presentation to specialized audience and the media
- Powerful promotional opportunities for business
- Useful attending program with presentations, seminars, trainings and competitions

### Running exhibitions

- Focus on business investment and innovation
- Information "on spot" for new technologies, products and services
- Achieved targets of exhibitors and great perspectives for future positive results

### Business contacts

- Contact the most prestigious companies in Bulgaria, operating in key sectors of food industry
- Ability to conclude meaningful business partnerships with companies from the Balkan Peninsula
- Ability to negotiate with decision makers in the industry

### Market Review

- Information about the dynamics of sectors
- Innovation and modernization in the displayed products and services
- Research market and competition, creating new market opportunities

### [www.iec.bg](http://www.iec.bg)

Plan your participation!

Plan your attendance: make a preliminary online registration for gratuitous admission!

Be informed for the attending business events!

### Working hours for visitors:

09-11.11.2011 – 10.00 – 18.00 h

12.11.2011 – 10.00 – 16.00 h



## Sofia Airport

Inter Expo Center is located only 3 km away from the airport.

Sofia Airport provides daily flights to main European cities and offers all additional services for your trip.

 Bus lines 84 and 284 connect the airport with the city center and the region of the exhibition complex.

Additional information on [www.sofia-airport.bg](http://www.sofia-airport.bg)



## Transport facilities

Bus line 114 provides direct approach from Orlov most bus stop to IEC

Additional information:  
[www.skgg-bg.com](http://www.skgg-bg.com)



## Taxi:

**OK Supertrans** – tel.: +359 (2) 973 21 21, 18294

**Radiotaxi FM** – tel.: +359 (2) 91007

**Taxi S-Express** – tel.: +359 (2) 9 12 80, (88) 7 991 007

**Radio CV taxi** – tel.: +359 (2) 9 12 63, (88) 12 63, (89) 12 63



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### Organizers:

Bulgarreklama Agency  
Association of Meat Processors in Bulgaria  
Association of Dairy Processors in Bulgaria  
National Association of Dairy Processors  
Federation of Bread Producers and Confectioners in Bulgaria  
National Vine and Wine Chamber