



# HOReCa. RETAILTECH

**28th International Exhibition**  
for bars, restaurants, hotels and retail



Coffee  
Fest  
BELARUS

Championships Organizer

**National Coffee  
championships** of Cuptasting  
and Coffee in good spirits

**12-14  
March  
2019**

Speed Skating Stadium  
111A Pobediteley av.  
Minsk, Belarus

EXPOFORUM.BY

- 
- A photograph of a set table with a white napkin, silver cutlery (fork, knife, spoon), and a small bouquet of white flowers. A brown paper tag is tied to the cutlery.
- Modern trends
  - Complex solutions
  - Technological advantages



**HoReCa.RetailTech** –  
effective tool to attract  
new customers and  
increase the production  
turnover of your company

**HoReCa.  
RetailTech**

## 6 reasons to participate

- The unique thematic Exhibition in Belarus for extended demonstration of production and new products presentation in the Catering and Hospitality Industry sector
- HoReCa oriented Visitors – market professionals: production and services suppliers and producers for the HoReCa RetailTech sector, restaurant top-executive staff, the leading specialists of the Catering manufacture sector, trade and networks establishments, hotels representatives, and heads of the tourist projects
- Interactive platform for new customers research, production, services and brands promotion
- New marketing opportunities for turnover growth and geographical expansion in sales
- Modern platform for Hotel and Restaurant Industry trends foundation and market key-players assembly
- Intense business agenda focused on professionalism improvement and business ideas promotion

## HoReCa.RetailTech is a great chance to

- Introduce and demonstrate new products and services to the potential consumers
- Connect and cooperate with Belarussian and international partners
- Find new target clients
- Find out the correspondence between the production offered and real consumer demands

## ABOUT

**THREE  
DAYS**

**ACTIVE  
PRESENTATIONS**  
of production and sector  
key players solutions

more than  
**80**

**BRANDS**

**3000**

**POTENTIAL  
CLIENTS**  
on one platform  
at the same time

**Exhibition exposition includes six  
basic Exhibition departments:**

- Restaurant business
- RetailTech
- Foods. Ingredients. Drinks
- Tea. Coffee
- Hotel world
- Franchising

In 2019 for the first time on the HoReCa.RetailTech platform the competitions **among the most experienced masters of Coffee Business** will be held:

- **Cuptasting championship**
- **Coffee in good spirits championship**

Events organizer **Coffee Fest Belarus**, under support **Specialty Coffee Association** in Belarus.

## AGENDA

Annually **more than 30 speakers** share the **urgent cases** and modern ways of consumers attraction, present the IT-solutions for business process customizing, consult and promote business to new levels.

Presentations, master-classes, conferences and seminars will be performed on the exponents stands and presentation platform.

12-14 March 2019

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**HoReCa.**



84,4%

participants  
found  
new  
clients and  
partners

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## PARTICIPANTS COMMENTS

– There were presented two groups of visitors: Minsk (50%) – other regions (50%). A lot of beginners in business who came from little towns – Lida, Novopolotsk, Soligorsk. Along with it our production attracts big networks, which representatives explore price offers and new products. This year our company collected all the production range we usually introduce to the market – syrups, canned products, spices and olive oil. There are also new products presented – natural vegetable crisps and canned fruits – mango, papaya, passion fruit. Our syrups and spices are most popular with coffee companies representatives at the Exhibition.

Irina Ermilova, head of «Top taste» company, Minsk

64,5%

satisfied  
with  
the Exhibition  
outcomes



## PARTICIPANTS COMMENTS

– Our company participates at the Exhibition for the first time. We co-work with dealers in Belarus, which sell our coffee equipment, so we have no direct selling line in the country. But we are really interested in this market as it is extending and our equipment is demanded with Gasoline stations. In comparison with other Custom Union countries Belarus is the most active region. So the first reason of our participation in the Exhibition is to promote our image, introduce brands of the company and to get new partnerships and attract business interest to our production.

Bela Alieva, brand manager at «Franko» company, Moscow

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97,4%

were glad to  
visit the Event

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## PARTICIPANTS COMMENTS

– We are deal with mobile devices charges. We present the most popular items at the Exhibition but in fact the range of our production is much bigger than that. All the devices can be branded and fit to any kinds of facilities. We promote the service that is not typical for our country. But it's really strange when you are not able to charge your phone or any other device while visiting any café or restaurant in Belarus. In Russia or European countries all the public establishments are equipped with such devices all around as sometimes client has no additional power bank or not able to leave his/her phone for barman. So the presence of such equipment shows the real establishment status and consumer friendly policy.

Georgiy Kulaschik, Mobile Charger project, Minsk



47,4%

permanent  
visitors of the  
Exhibition

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## PARTICIPANTS COMMENTS

– The Franchising questions are the topical issue as practically 50% of networks development in the sector connected with it. Unfortunately, in Belarus the franchising rate is not high enough still, but year after year tendency is the increasing numbers of visitors concerned. As no doubts, the annual events performance on the same platform promotes the popularity of the topic and visitors awareness that leads to new market players appearance and economic growth. Traditionally about 50% of visitors were interested in the franchise purchase and assessment, legislative regulation, auditing. About quarter of the visitors were concerned with their own business development through the franchising networks building. The others just dealt with the topic for general understanding.

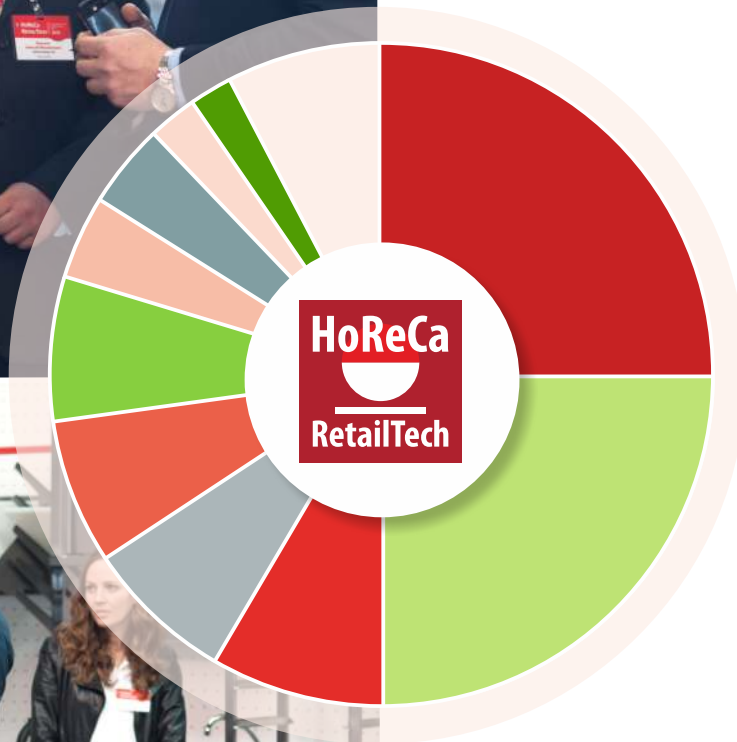
Olga Leontieva, president of Franchisers and Franchisee Association «Belfranchising»





# PROFESSIONAL PROFILE OF THE VISITORS

## Professions and job positions of visitors



■	26,3%	Director/head of the company
■	26,9%	Deputy director/head of the department, sector
■	8,6%	Administrator
■	6,6%	Sales manager
■	5,3%	Barman/Barista
■	5,3%	Marketer
■	4,6%	Chef/Brand-Chef/Su-Chef
■	3,3%	Cook/Confectioner/Baker
■	2,6%	Individual entrepreneur
■	1,9%	Purchasing manager
■	8,6%	Others

Audience of  
two Exhibitions

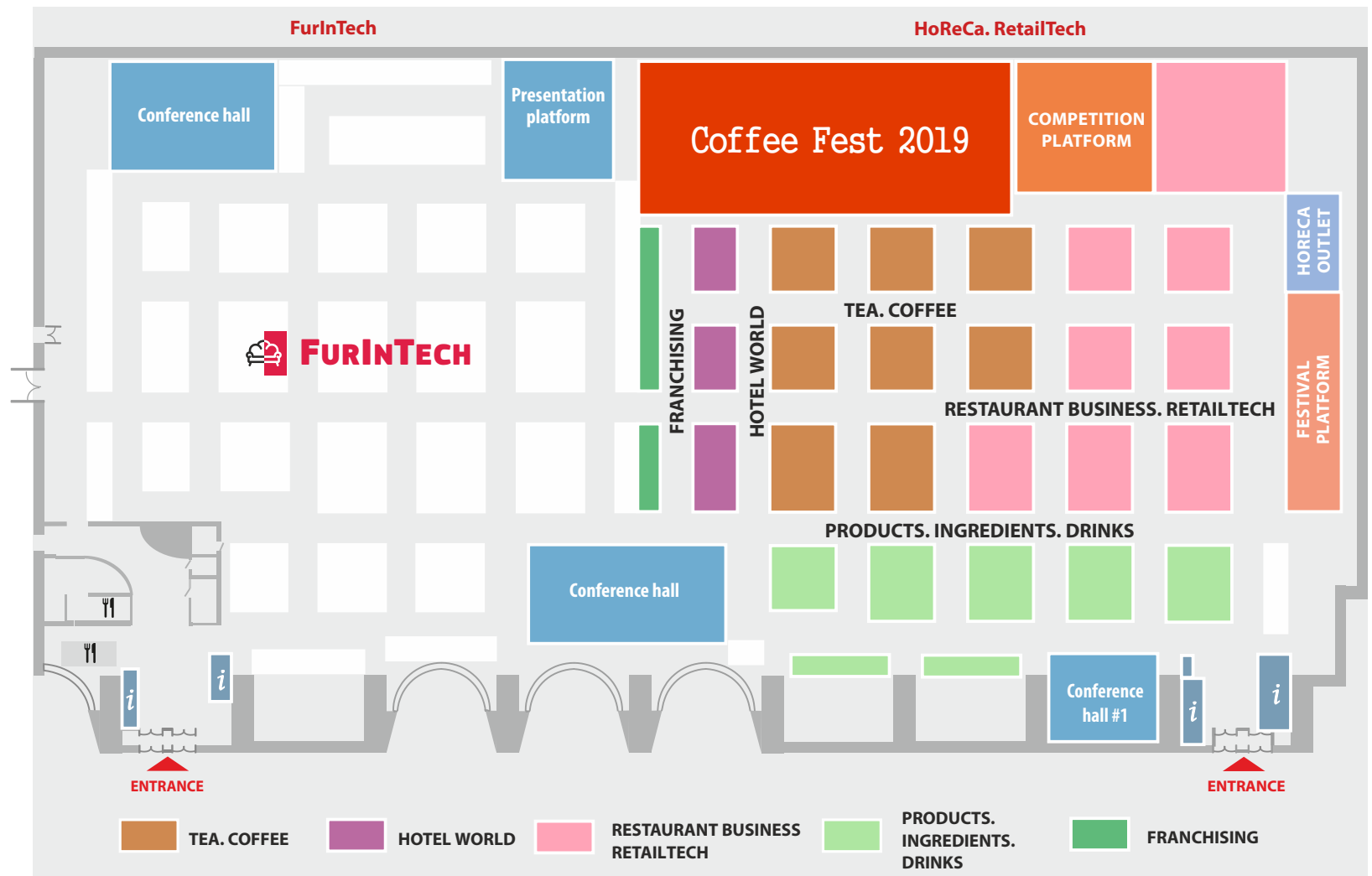
MORE THAN  
**14 000**  
CONTACTS

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## EXPOSITION CONCEPTION

In 2019 **HoReCa. RetailTech** will work in cooperation with the leading Event inside of the country in Decor and Design «**FurInTech**».

Simultaneous Exhibitions performance will considerably extend the exposition and audience of potential clients.





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## Restaurant business

- industrial cooking equipment: for fast food, canteen, gastronomy, restaurants, cafes , bars: heat (ovens), baking, electromechanical, beverage equipment, dishwashing machines and components, neutral, demonstration, service, refrigeration equipment, food counters
- kitchen equipment
- kitchen utensils and cutlery
- professional textile, serving and decor items
- restaurant furniture, bar counters
- cleaning technologies
- automation and control systems
- visual concept and advertisement services
- consulting

## RetailTech

- trade facilities outfitting
- trade equipment: for weighting, packing, and bar-coding
- refrigerating and freezing equipment for foods and semi-finished foods storage
- trade furniture: bars, counters, showcases, china cabinets
- hand carts, consumer baskets, consumer pass systems
- vending machines
- management and accounting automated reporting systems for trade enterprises: ERP, CRM, WMS
- technical equipment for trade enterprises: bar-code scanners, stamp printers, data terminals, consumables, service and support
- control and security systems: turnstiles, video surveillance of sales areas and security of storage facilities
- professional cleaning equipment and tools, cleaning products
- decoration and advertising vehicles
- packaging, storage, and warehouse logistic



## Foods. Ingredients. Drinks

- fish and seafood, exotic kinds of fish, delicacies
- meat, exotic kinds of meat, meat delicacies
- poultry meat, semi-finished foods from poultry meat
- restaurant delicacies
- traditional farm products
- cheeses and premium quality dairy products
- snack production, nuts, dry fruits, crackers, dry biscuits, pop-corn
- additives and ingredients
- vegetables, fruits, mushrooms
- cognacs, liqueurs and vodka, premium quality alcohol
- beer
- soft drinks: juices, kvass, mineral waters



## Tea.Coffee

- elite and collection tea, teabags
- tea sets and accessories
- coffee, coffee-machines, coffee tableware and accessories
- coffee-roasters and coffee-grinders
- syrups, toppings, additives
- cacao, chocolate
- confectionery and bakery products
- equipment and ingredients for soft ice-cream making



## Hotel World

- hotels management and projecting, architectural and engineering support
- IT-systems and technologies for automation of management and accounting in hotel business
- Furniture and décor: hotel rooms and special facilities design, lightning solutions, windows, doors, building materials, plumbing and equipment
- professional textile: bedclothes and accessories
- perfumes
- climat equipment
- room cleaning machines
- equipment for dry cleaners and laundries, detergents and disinfectants
- equipment for hotel sport centers, massage service and SPA-zones
- bowling equipment, slots and technologies
- audio and presentation equipment



## Franchising

- franchise and support
- consulting

Successful participation is in close connection with an attractive image and emotional message of the company production or service to the potential clients. . An exponent can present production or service through the right and memorable image.

More advantageous and optimal way to present production or service can be performed with the help of Brand-stand

## Brand-stand prices

Prices in EUR, VAT excluded  
(discounts included)

Organizers offer Brand-stands: **6, 8, 9, 10, 12, 14, 15, 16, 18, 20, 21 sq. m.**  
(stand size is a multiple of 2 or 3, **height - 2,5 m**).

stand 6 sq. m	stand 8 sq. m	stand 9 sq. m	stand 10 sq. m	stand 12 sq. m	stand 14 sq. m	stand 15 sq. m	stand 16 sq. m	stand 18 sq. m	stand 20 sq. m	stand 21 sq. m
<b>920</b> + 20%VAT	<b>1 025</b> + 20%VAT	<b>1 180</b> + 20%VAT	<b>1 245</b> + 20%VAT	<b>1 355</b> + 20%VAT	<b>1 550</b> + 20%VAT	<b>1 590</b> + 20%VAT	<b>1 740</b> + 20%VAT	<b>1 810</b> + 20%VAT	<b>2 110</b> + 20%VAT	<b>2 135</b> + 20%VAT



**“Turn-key” Brand-stand renting** includes the following services: registration fee, visual conception development and design on the basis of exponent ideas and materials (not more than 2 versions), walls decoration with the colorful pasting.

Stand mounting with the standard exhibition equipment: walls along the perimeter, at the front top of the stand there is a frieze panel with the name of exponent enterprise, carpeting floor.

Brand-stand also includes: 1 plug socket till 1 kW; 1 lamp for each 4 sq. m., informational desk 100x50, height – 100, 1 table, 2 chairs, 1 clothes rack, waste basket.



ALL  
DISCOUNTS  
ARE SUM UP

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## Basic prices

Prices indicated in EUR, VAT excluded **VAT=20%**

Price for whole Exhibition period for 1 sq.m., EUR

<b>Registration fee</b>	<b>120 + 20%VAT</b>
<b>Unequipped space</b> /just space	<b>55 + 20%VAT</b>
<b>Equipped space</b> /space +standard construction + kit equipmet	<b>82 + 20%VAT</b>
<b>Open space</b>	<b>25 + 20%VAT</b>

**Ordering individual designer stand conception** the price is calculated by formula: the cost of unequipped space + cost of additional equipment, building, engineering, advertising, and design services .

The list of services you can find in Application forms #2, #3 and will be sent on request.

## Discount system

- **Permanent participants** (participated in Exhibition 1 and more times) can get a **10%** discount form the cost of unequipped space.

- Depending on **size of space renting**

Space size( sq. m)	9-17	18-35	36-54	55-71	over 72
Discount	5%	10%	15%	20%	25%

- To **Coffee championships Partners** (organizer – Coffee Fest Belarus) **15% discount**

## ADVERTISEMENT PROGRAM

Advertising-informational program aims at new specialists in HoReCa attraction.

- **Global net** \_\_\_\_\_
- **Social nets** \_\_\_\_\_
- **Context and media advertising** \_\_\_\_\_
- **Radio** \_\_\_\_\_
- **Press** \_\_\_\_\_
- **External advertisement** \_\_\_\_\_
- **Direct mail** (e-mail, post mailing) \_\_\_\_\_
- **Call-centre** \_\_\_\_\_



cover  
about  
100 000  
people

cover  
6 000  
contacts

## Advertising opportunities

**Participants can use additional advertising opportunities:**

- event performance on the Exhibition interactive platform
- exponent company news publishing in social nets or on organizer web-site
- exponent company Logo publishing in social nets and on Exhibition web-site
- distribution of exponent company adverts through the participants' information packages

## PARTNERS OPPORTUNITIES

Partnership cooperation with the Exhibition will help to attract active attention to your Brand among the vast range of participants and visitors, provide the considerable advantage on the market.

**We invite the participants to become partners of the Exhibition.**

Terms and formats of partnerships will be sent on request.



# Exhibition participants 2018





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Location

Organizer:

**EXPOFORUM Exhibition Company**



 Belarus, Minsk, 220140  
Pritytskogo str., 91 office 432  
**EXPOFORUM.BY**

**Under support** of Main Directorate of the  
consumer market of the Minsk city Executive  
Committee and Ministry of Antimonopoly  
regulation and trade of the Republic of Belarus

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