



INTERNATIONAL
FOOD
FAIR



INTERNATIONAL
FOOD TECHNOLOGY
FAIR



INTERNATIONAL MILLING
INDUSTRY, BAKERY AND
CONFECTIONERY FAIR



INTERNATIONAL FAIR OF EQUIPMENT
FOR RETAIL TRADE, HOTELS AND
CATERING FACILITIES



INTERNATIONAL
WINE FAIR

27. 2. - 2. 3. 2018

BRNO EXHIBITION CENTRE

Central
European
Exhibition
Centre

BVV



Veletřhy
Brno

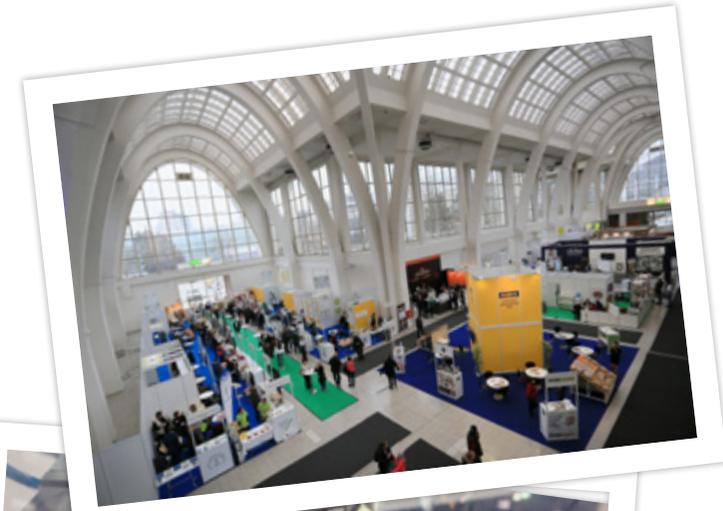
final report

INTERNATIONAL FOOD FAIRS



FESTIVAL
OF TASTES

- Comprehensive presentation of foods and beverages, new food products for retail and gastronomy, showcase of state-of-the-art technologies
- For the first time, the **SALIMA Technology Fair** and the **Festival of Tastes** took place, addressing all lovers of good food and drink
- A **total of four exhibition halls** (A1, A2, V and C) were occupied
- **889 exhibiting and represented companies** participated in this year's fairs, which is a significant increase compared to previous years. Among them, **48%** were **foreign companies**
- **Additional 471 brands** were represented
- Exhibitors came **from 39 countries**, for the first time ever also from Belarus, Indonesia and Tunisia
- **25,000 visitors** from **33 countries** visited the Brno Exhibition Centre in five days
- **127 journalists** got accredited in the press centre



INTERNATIONAL FOOD FAIRS



High international level

The Food Fairs attracted **many professionals from abroad**, both as exhibitors and visitors. **Official displays** with government support were opened at the Food Fairs by Belarus, Indonesia, Greece and Tunisia; incoming missions of business people came in from Russia, the United Arab Emirates, Serbia and Tunisia.

Patronage of the fairs

Minister of Agriculture of the Czech Republic
Association of Regions of the Czech Republic
Union of Trade and Tourism of the Czech Republic
Statutory City of Brno

Professional sponsors and partners of the fair

Agrarian Chamber of the Czech Republic
Association of the Czech Paper Industry
Association of Hotels and Restaurants
of the Czech Republic
Association of Chefs and Confectioners
of the Czech Republic
Czech Packaging Association SYBA
Czech-Moravian Dairy Association
Czech Beer and Malt Association
Czech Meat Processing Association
Business Association of Bakers and Confectioners
of the Czech Republic
Federation of the Food and Drink Industries of
the Czech Republic
PRO-BIO Association of Organic Farmers
SOS Consumer Defence Association
State Agricultural Intervention Fund



Czech Agriculture and Food Inspection
Authority
Union of Czech and Moravian Production
Cooperatives
Union of Wine Producers of the Czech
Republic
Czech Wine Growers Association



INTERNATIONAL FOOD FAIRS



Comprehensive presentation of food and beverages

- All areas of gastronomy featured
- Tastes and flavours from all over the world = delicacies from Belarus, Estonia, Indonesia, Italy, Hungary, Greece, Slovakia and Tunisia
- Czech regional foods
- Dozens of buyers from eight retail chains that are members of the SOCR Chamber of Retail Chains

First season of SALIMA Technology

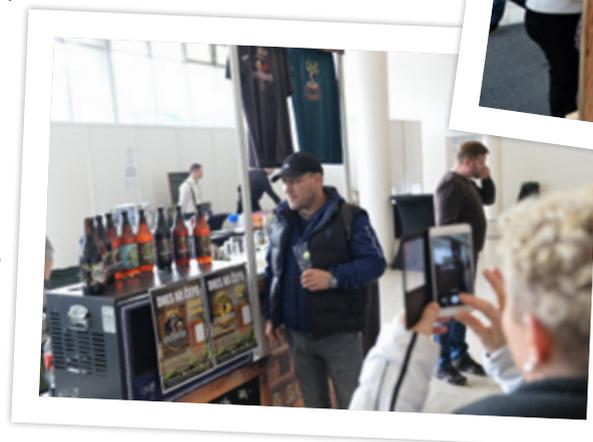
- Formal separation of the technological part from food presentation
- More detailed segmentation of visitors
- Innovations in automation and robotics in the sector

Festival of Tastes

- A festival targeting the general public
- 50 craft breweries from all over the Czech Republic
- Producers of delicacies (cheese, pâté, pastries, sweets, honey products and more)
- Four thematic restaurants

Sideline programme

- Focused on the general as well as professional public
- Gastrofest – a cooking show of four leading Czech chefs
- Students of South Moravian gastronomy schools presented their cooking skills
- Competitiveness and export promotion programme for professionals
- International FOOD FORUM conference, which dealt with the issue of competitiveness of the European food industry



GOLD SALIMA 2018

Food section



Mead aperitif Ambrozia original 750 ml

Category: Alcohol and non-alcoholic beverages

Producer and exhibitor: Ing. Peter Kudláč – APIMED



WIDE SPINACH NOODLES

Category: Spices, ingredients, salt, rice and pasta

Producer and exhibitor: RAMDAM s.r.o.



“Blatenský kohout” semi-dark lager

Category: Alcoholic and non-alcoholic beverages

Producer and exhibitor: Liqui B Zámecký ovocný lihovar Blatná s. r. o.



Styrian sausages

Category: Meat ingredients and additives

Producer and exhibitor: STEINEX, a.s.



Cranberries 75%, 800g

Category: Fruit and vegetables, rational nutrition, special foods, organic foods

Producer and exhibitor: SOMMER a vnuk s.r.o.



Wedding cookies

Category: Sugars and sweeteners, confectionery and chocolate

Producer: Jana Fialová
Exhibitor: BOHEMILK, a.s.



“Dobrý Václav” - cheese aged under wax

Category: Milk and dairy products

Producer: Mlékárna Olešnice
Exhibitor: BOHEMILK, a.s.



Rye crackers

Category: Bakery products

Producer and exhibitor: COOC FOOD s.r.o.

Technology section

Retigo Blue Vision combi oven

Producer and exhibitor: Retigo, s.r.o.



INTERNATIONAL FOOD FAIRS



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VINEX

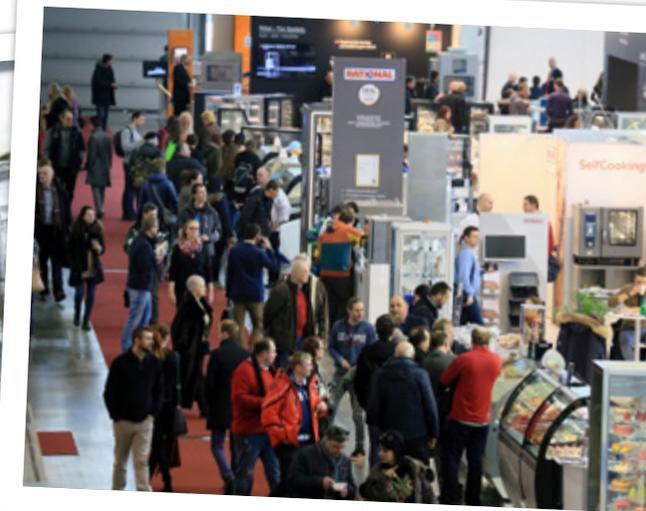
FESTIVAL
OF TASTES

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- Great display of the Union of Bakers and Confectioners in the Czech Republic
- A large baking centre was built for the first time
- The finals of the Junior Baker of the Year 2018 contest took place – the winner was Klára Kalvodová, a student of the Secondary School in Brno Charbulova Street
- The competition for the Attractive Product of the Year culminated

- Presentation of equipment for catering facilities, retail units and hotels
- Latest trends in RETAIL and HORECA sectors



30TH INTERNATIONAL FAIR FOR PACKAGING AND PRINTING

**embax
print**



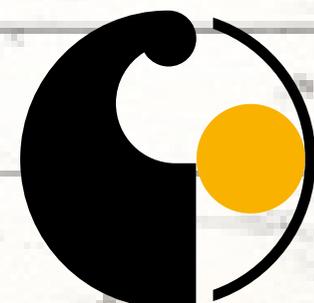
Concurrently with the International Food Fairs, the 30th season of the EmbaxPrint fair took place

- Promotion of linking of the packaging industry with the food industry
- Packaging Live – live demo of a packaging line that showed the complete packaging process
- Exhibits from the Package of the Year and Calendar of the Year contests



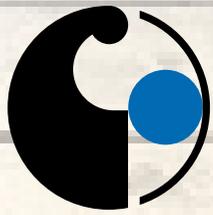


SEE YOU AGAIN IN THE SPRING OF 2020



SALIMA

**INTERNATIONAL
FOOD FAIRS**



SALIMATECH



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