

25 – 28 February 2014, Brno Exhibition Centre

- SALIMA – 29th International Food Fair
- MBK – 7th International Milling Industry, Bakery and Confectionery Fair
- INTECO – 26th International Fair of Equipment for Retail Trade, Hotels and Catering Facilities
- VINEX – 19th International Wine Fair
- EMBAX – 28th International Trade Fair for Packaging and Packaging Technologies
- PRINTexpo – 27th International Trade Fair for Printing Technologies, Signmaking and Signage

FINAL REPORT

- International trade fairs SALIMA, MBK, INTECO, VINEX showed again the latest trends in the given individual fields.
- **EMBAX** and **PRINTexpo** - international trade fair for packaging and printing - were again held in conjunction with the international food fairs.
- Synergy of the fairs covered the entire food production, marketing and sales.
- A total of **874** exhibitors were presented on **18 534 m²** of exhibition space, representing **1314** brands.
- Foreign exhibitors and represented companies from **26 countries** accounted for **49.1%**
- Fairs were organized for the first time simultaneously for both B2B and B2C, incl. tasting, testing sales and modern gastronomy
- Exhibition was seen by **28 196** visitors from **39 countries**
- Presentation of food with premium quality certification from the Czech Republic and the European Union
- **171** media representatives from the Czech Republic and abroad were accredited in the Press Centre

TRADE FAIR VISITORS FROM 39 COUNTRIES:

BELGIUM, BULGARIA, MONTENEGRO, CZECH REPUBLIC, CHINA, DENMARK, EGYPT, FRANCE, CROATIA, INDIA, ITALY, SOUTH KOREA, KAZAKHSTAN, SOUTH KOREA, CYPRUS, LIECHTENSTEIN, LITHUANIA, HUNGARY, MAURITIUS, MONGOLIA, THE NETHERLANDS, PAKISTAN, POLAND, PORTUGAL, ROMANIA, RUSSIA, SLOVAKIA, SLOVENIA, GERMANY, SERBIA, SPAIN, SWEDEN, SWITZERLAND, TAIWAN, UKRAINE, USA and UK

Patronage of the fair

- Ministry of Agriculture
- State Agricultural Intervention Fund (SAIF)
- Food and Drink Industries of the Czech Republic
- Confederation of Commerce and Tourism

Professional sponsors

- Association of the Pulp and Paper Industry
- Delicacies Manufacturers Association
- Chefs Association
- Czech Packaging Association SYBA
- Czech-Moravian Dairy Union
- Czech Beer and Malt Association
- Czech Meat Processors Association
- Fruit Growers Union of the Czech Republic
- Business Association of Bakers and Confectioners
- PRO-BIO Association of Organic Farmers
- Czech Wine Growers Association
- State Veterinary Administration
- Czech Agriculture and Food Inspection Authority

Partners of the fair

- Union of Czech and Moravian Production Cooperatives
- Association for Consumer Protection

SALIMA – 29th International Food Fair

SALIMA celebrated its 40th birthday

The first Salima trade Fair in Brno was launched on 25 February 1974. Forty years later, the celebration of the anniversary became part of the opening night of the 29th edition and much success was wished to the food fair by Minister of Agriculture Marian Jurečka, Food Chamber President Miroslav Toman and other distinguished guests.

Poland was the partner country of this year's fair

The Polish exhibition was unmissable. Poland, as the partner country of the Salima fair presented itself to visitors in all its glory. The square plan of the Polish exhibition in Hall A2 showed visitors the best what the Polish food market has to offer. Visitors could taste Polish specialities that are usually not available on our market and which brought many surprises because of their outstanding quality!

Hungary presented its best products

The Agricultural Marketing Centre, which helps promote Hungarian agricultural and food products in foreign markets, brought seven companies from different areas of the food industry to Brno this year. The Hungarian booth in Hall A2 saw companies offering various

kinds of pepper - paprika, barbecue or apple sauces, products from pork and poultry, goose and duck specialities, pasta, honey with herbs, traditional pastry or brandy.

South Moravia tastes good

The official opening of the exhibition of the South Moravian Region and the Regional Agrarian Chamber JMK at the Salima fair was attended by Minister of Agriculture Marian Jurečka and the governor of the South Moravian Region, Michal Hašek.

The State Agricultural Intervention Fund backed 25 exhibitors.

25 Czech brands and manufacturers whose portfolio includes food labelled KLASA or Regional Food were presented in hall A1 in exhibition 001 under the patronage of the **State Agricultural Intervention Fund**.

FROM THE SUPPORTING PROGRAMME

FOOD FORUM International Conference

The central theme of the international conference "Quality and Food Safety in the European Market" forum was attended by the Minister of Agriculture Marian Jurečka, who in his speech stressed the need for motivating Czech consumers to buy domestic food.

The organizing Ministry of Agriculture invited departmental partners from Poland, Slovakia, Hungary and the EU institutions to this conference. The delegation of the Republic of Poland was led by Mrs Krystyna Gurbiel, Deputy Minister of Agriculture and Rural Development.

Organizer: Ministry of Agriculture, Food and Drink Chamber of the Czech Republic

The 12th Conference on Healthy Production and Processing Food of Animal Origin

Organizer: Veterinární a farmaceutická univerzita Brno

BUYERS' DAY

Matchmaking of Czech exhibitors with potential domestic and foreign business partners

Organizer: Veletrhy Brno, a.s.

KLASA and Czech Product Awards

Another 13 Czech producers received KLASA and Czech Product certificates at Salima. Representatives of the awarded products received KLASA certificates from the hands of the Deputy Agriculture Minister Jaroslava Beneš Špalková and the Director of the State Agricultural Intervention Fund Martin Šebestyán. Another four companies received the Czech Product certificates - guaranteed by the Food Chamber of the Czech Republic.

Winning exhibits - GOLDEN SALIMA 2014

Food and Agricultural Products

Barrique mead

Producer: Ing. PETER KUDLÁČ - APIMED

Exhibitor: Ing. PETER KUDLÁČ - APIMED, 919 65 Dolná Krupá 645, Slovensko, www.apimed.sk

Floral paste honey 130g	Producer: Včelpo, spol. s r.o., Skalice nad Svitavou Exhibitor: Včelpo, spol. s r.o., Obora 108, 679 01 Skalice nad Svitavou, www.vcelpo.cz
Židlochovice speciality of ROAST BEEF	Producer Janíček & Čupa, výroba speciálních uzenin s.r.o., Židlochovice Exhibitor: Janíček & Čupa, výroba speciálních uzenin s.r.o., nám. Míru 26, 667 01 Židlochovice, www.zidlochovak.cz
Egg spread	Producer: BONECO a.s., Praha Exhibitor: BONECO a.s., Lopatecká 223/13, 147 00 Praha 4, www.boneco.cz
Premium Extra Virgin Olive Oil from Crete, PDO SITIA (Lasithiou Kritis), acidity max. 0,3%	Producer: BIO Cretan Olive Oil LTD, Heraklion, Kréta, Řecko Exhibitor: GTQ, s.r.o., Staré Purkartice 14, 793 81 Hošťálkovy, www.gtq.cz, www.reckedelikatesy.cz
Extra sausages, bound	Producer: Váhala a spol. s r.o., výroba a prodej masných a lahůdkářských výrobků, 753 66 Hustopeče nad Bečvou č.p.97, www.vahala.cz Exhibitor: SZIF, Ve Smečkách 33, 110 00 Praha 1, www.szif.cz
Milk chocolate Franko 51%	Producer: František Bačík - ČOKOLÁDOVNA TROUBELICE Exhibitor: František Bačík - ČOKOLÁDOVNA TROUBELICE, 783 83 Troubelice 10, www.cokoladovnatroubelice.cz
BOHEMILK Fresh Czech milk in glass bottle 3,5%	Producer: BOHEMILK, a. s., Opočno, Exhibitor: BOHEMILK, a. s., Podzámčí 385, 517 73 Opočno, www.bohemilk.cz

Engineering and other exhibits

Cross-flow filter, type CF-10	Producer: NEREZ Blučina, s.r.o. Exhibitor: NEREZ Blučina, s.r.o., Návrší 483, 664 56 Blučina, www.nerezblucina.cz
Laser CO2 printer SmartLase -C350 IP55 30W 10.6	Producer: MARKEM-IMAJE SAS., 9 Rue Gaspard Monge, 26500 BOURG LES VALENCE Exhibitor: ONDRÁŠEK INK-JET SYSTEM spol. s r.o., Nad Přehradou 2296, 738 02 Frýdek-Místek, www.ondrasek.cz

MBK – 7th International Milling Industry, Bakery and Confectionery Fair

FROM THE SUPPORTING PROGRAMME

In the competitions titled **Czech Baker 2014** - Junior Category and **The Most Attractive Bakery And Confectionery Product**, which took place in Hall V, 15 young talented finalists competed. In the final of the competition for the most attractive product, the jury evaluated attractive exhibits that represented the master works by young people in the bakery and confectionery industry.

Results of the national competition "Baker 2014 - Junior"

1. David Federla - Střední škola hotelová a služeb Kroměříž
2. Zuzana Halasová - Střední škola potravinářství a služeb Brno
3. Barbora Vašutová - Střední škola potravinářství a služeb Pardubice

Results of the competition "The Most Attractive Bakery Product 2014"

1. Wedding Day, Monika Hermanová, SŠ potravinářská, obchodu a služeb Brno
2. Mid-Game, Kristýna Řitková, Patricie Holcmanová, SŠ OSaP a VOŠ České Budějovice
3. Memories of Summer, Kateřina Horyňová, SOŠ Litovel

Results of the competition "The Most Attractive Confectionery Product 2014"

1. Hunter's World, Markéta Šustová, SŠGS Nová Paka
2. Wallachian Pantheon, Bohumil Kubíček, NOPEK, a.s. Vysoké Mýto
3. Festive Bread, Liptovské pekárne a cukrárne Včela-Lippe, k.s. (SR)

INTECO – 26th International Fair of Equipment for Retail Trade, Hotels and Catering Facilities

FROM THE SUPPORTING PROGRAMME

A cooking show to support the Czech Specials project

The Association of Hotels and Restaurants of the Czech Republic prepared a cooking exhibition in which two-member culinary teams from the member restaurants and hotels presented their culinary skills "live". Every day, three restaurants faced each other and offered their guests a selected tasting menu three times a day.

Organizer: Asociace hotelů a restaurací ČR

VINEX – 19th International Wine Fair

FROM THE SUPPORTING PROGRAMME

WINES FROM MORAVIA WINES FROM BOHEMIA Project

A presentation of Czech and Moravian winemakers, wine tourism and the National Wine Centre took place in Hall A.

Organizer: Národní vinařské centrum.

TEA and COFFEE

Theme: DILMAH – *tea blending* – Tea as a component of alcoholic and non-alcoholic cocktails, workshops on "Tea Variations and Secrets"

Organizer: Dilmah

„Grand Prix espresso“ – Barista coffee and cappuccino competition

Organizer: Espresso, s.r.o.

STAROBRNO ŠALINA PUB – a - unique "tram pub on rails"

The rails in front of Hall A featured a "parked" special tram furnished as a bar restaurant - a unique tram, where visitors could not only be refreshed by the Starobrno beer but also hot drinks in an unusual environment of a beer tram inside the trade fair grounds.

Organizer: SNIP & CO, reklamní společnost, DPMB, Heineken Česká republika

GRAND PRIX VINEX 2014

This year's GRAND PRIX VINEX 2014 competition was separated in time from the VINEX / Salima trade fair and a public presentation of wines and an award ceremony will take place on **24 and 25 May 2014** at the Brno Exhibition Centre in Hall B. GRAND PRIX VINEX 2014 will be held concurrently with the May exhibition BRNO MINERALS. The competition, which involves more than 450 wine samples, is organized by the National Wine Centre in Valtice.

EMBAX – 28th International Trade Fair for Packaging and Packaging Technologies

- A sectorial synergy increased interest in the exhibition stands of packaging firms – it has brought new customers and opened up new business opportunities
- The reconnection of EMBAX and PRINTexpo was positively acknowledged by all Exhibitors

FROM THE SUPPORTING PROGRAMME

PACKAGING LIVE

The **PACKAGING LIVE** packaging line was again upgraded and several innovations were presented to visitors during the EMBAX trade fair. First of all, a **flowpack machine** for single-piece packaging, positioned at the very beginning of the line after manual

unpacking. Furthermore, a **special conveyor** from which a robot inserted soaps into boxes. The beginning and end of the line was **fully automated**.

The project included a special **Packaging Live Workshop** with the theme: **Cross Marketing in Packaging, Safe Labelling, New Trends in Packaging Materials**. Further specialized lectures included topics such as **Safety of Production and Packaging Lines, Packaging Lines Automation or MAD APPLE Packaging Design**.

Presentation of the winners of the Packaging of the Year competition

This year, an accompanying exhibition presented winning exhibits from the **Packaging 2013** and **Design Touch 2013** competitions for the first time at the EMBAX fair, announced by the **SYBA Packaging Institute**.

PRINTexpo – 27th International Trade Fair for Printing Technologies, Signmaking and Signage

FROM THE SUPPORTING PROGRAMME

The project included specialized lectures with the topic: **3D Digital Technology in the Development and Production of New Products, Certification of Prints with an EU Ecolabel** and others

3D printers and 3D production systems (Stratasys, MakerBot, MCOR Technologies), 3D optical scanning and products and moulds measurement (GOM), Rapid tooling, CAD/CAM (Tebis), Systems for plastics vacuum forming (Formech).

An International Expert Conference on **UV Printing on Packaging And Printed Materials**, which ran concurrently with the PRINTexpo trade fair brought information about innovative printing applications such as printing with UV inks, which will enable innovative processing of printing products. Not only news in UV technology for printing and processing, but also new possibilities for offset printing - the use of unconventional printed substrates were *presented*.

QUOTES ABOUT THE FAIRS

Marian Jurečka, Minister of Agriculture, Czech Republic:

SALIMA is an important and traditional trade fair which provides space not only for the presentation of both technology and quality food manufacturers from the Central European area, but also for the debates on the future of agriculture and food in the Czech Republic and the European Union. I wish all exhibitors to meet their expectations, to managed to develop business cooperation, establish new contacts and to present their products well.

Krystyna Gurbiel, Deputy Minister of Agriculture and Rural Development of Poland:

On behalf of the Agriculture Minister Stanisław Kalemba I want to thank the Czech Ministry of Agriculture and the management of the Brno Exhibition Centre for inviting Poland as a partner country of the SALIMA fair. The Czech Republic is one of our biggest partners in trade of agricultural and food products and SALIMA one of the most important trade fairs in the region, so we are very happy about our participation. The best proof of how important this trade fair is for the Republic of Poland is our large participation.

Miroslav Toman, President of the Food Chamber of the Czech Republic:

I am very happy that this show has been in existence for forty years, and I believe that it will continue as successfully, as will also thrive the Czech food industry and the Czech agriculture. I am very pleased that Czech producers are loyal to this exhibition and that also our consumers are slowly returning to Czech food, because this healthy nationalism is needed in my opinion. I wish all exhibitors to thrive not only here at the show, but also in their production.

Katalin Horvát, Project Manager of the Agricultural Marketing Centre, Hungary:

The Agricultural Marketing Centre, which is part of the Hungarian Tourism company and helps promote the Hungarian agricultural and food products in foreign markets, brought seven companies from different areas of the food industry to Brno this year. One of the companies has its international premiere in their Brno presentation. The main objective of the Hungarian exhibitors is to find new contacts and develop concrete cooperation with Czech partners.

Balázs Debeczeny, Sales Manager, Paprissimo, Hungary:

The first two days have been very beneficial. We had very interesting meetings at our stand, we are preparing a company presentation for a retail chain.

Georgi Ivanchev, owner of Krez trade and services company:

The Bulgarian wines are good, but they lack better popularity in the Czech Republic. That is why I came to VINEX last year and founded a company in Brno, which currently specializes in imports of Bulgarian wines. We do our best to meet directly with the customers and the fair helps us to do that, we are also meeting with our partners and present our customers at our stand.

Agata Nowakowska, Sales Manager, Crispy Natural, Poland:

The aim of this trade mission is to present our natural products, which are based on dried fruits and vegetables with the help of innovative technology. We would like to promote their quality and find partners for long-term cooperation. We will evaluate the results of the negotiations within a month or two, but there is a good atmosphere and we meet nice people.

Eva Šachová, Marketing Manager, Bohemilk:

We won the Gold SALIMA for our whole milk in a glass bottle and also the KLASA certificate for two of our products. We are satisfied with the participation. Our stand was quite busy especially the first two days when the professional community came to visit. Customers came to meetings and tasted the novelties for the upcoming season from our Bohemilk dairy as well as the other dairies in Olešnice and Jihlava.

Ondřej Sýkora, import manager, GTQ:

We focus on importing high-quality Greek products and we are pleased that it is also demonstrated by the Golden SALIMA for our extra virgin olive oil from the Sitia region of Crete. I appreciate this award very much and I believe that this is another step to bringing our products to the knowledge of the general public.

Radovan Banna, manager, Včelpo:

We won the Golden SALIMA for our Floral Paste Honey, which is filled into aluminium bags with a plastic screw cap, a novelty in packaging of honey. People come to our stand and look out for what we have been honoured, and they ask. It is a good promotion of the company, we are satisfied with the participation at the fair.

Igor Ferenc, Sales Manager, APIMED, Slovakia:

The Czech market is very close and also important to us. Therefore, the Golden SALIMA for our Barrique Mead is of great importance to us, as is the participation in the trade fair in Brno itself.

Ivo Moravec, company director, Espresso:

We prepared the CAFE RESERVA concept for the fair, developed with Italian coffee guru Mr. Gian Luigi Nora who is very focused on green ideas. We are also presenting the Italian coffee brand Vergnano here. I hope that the Czech market will recover and people will once again begin to attend more trade fairs, they will compare and watch things they have not seen before. Gastronomy should always be about testing, tasting, and one can not get that in any e-shop. That is why this fair is important and should be interesting in the future.

Eva Kubálková, key account manager for Kand:

We are mainly introducing our Kand ketchup in Brno, along with other traditional Czech products such as Malva mustard or cranberries and cranberry compote. We present our company at the fair mainly so that the lay and professional public could see that we exist, and could get to know our products and their quality.

Miloš Lešikar, Deputy Director of the Association of the Pulp and Paper Industry:

Our partners present at the joint stand are very satisfied. EMBAX is a bit smaller when it comes to the number of exhibitors, but the interest in products of partners – cardboard, cups and similar products – is overwhelming.

Petr Kříž, Managing Director, TBA Plasty:

I can only say positive things about EMBAX. We are satisfied, fifty percent of the time we have discussed with new clients and visitors to our stand, and our long-term customers are interested in our innovative products.

Martin Bělík, Creative Director, DataLine:

PRINTexpo is smaller than we expected in the number of exhibitors, but we have a sufficient number of meetings with customers and one can see that there is still a demand for classical sheet printing. Polygraphy is not dead!

The next edition of the International Food Fairs SALIMA, MBK, INTECO and VINEX and the International Fairs of Packaging and Printing EMBAX and PRINTexpo will be held from 17 to 20 February 2016