



SALIMA

28 ——— 30 6 2021

BRNO EXHIBITION CENTRE  
CZECH REPUBLIC

# International Food Fairs

[www.salima.cz](http://www.salima.cz)

[www.embaxprint.cz](http://www.embaxprint.cz)



SALIMA



SALIMATECH



G+H



MBK



VINEX



EMBAXPRINT



Central  
European  
Exhibition  
Centre



BVV

Veletřhy  
Brno

# International Food Fairs held under the **SALIMA** brand



**SALIMA**

give a perfect overview of both Czech and foreign suppliers in the fields of technology, automation and robotics in the food industry. They also offer a presentation of food suppliers. The complex of food fairs is appropriately added on by the EmbaxPrint International Fair for Packaging and Printing. Altogether, these fairs form a trading platform covering the whole food industry from primary production to sophisticated technologies.

# SALIMA & EMBAXPRINT 2018 in figures



**25,000** visitors from 33 countries

**1,088** exhibitors and represented companies from 39 countries



**5** exhibition halls

**27,000 sqm** exhibition area



**127**  
accredited journalists



SALIMA

# What was said about **SALIMA** 2018

## **1** **MÁRIA VRŇATOVÁ**

### **branding & marketing, MAKRO ČR**

We participate in Salima because it is associated with gastronomy and food, where we represent the key trading channel. Makro provides services for the HORECA segment, for retail stores as well as individual customers who come to us for their own purchase. At Salima, we can address all three of these customer groups in one place. It is also a form of publicity, as we are getting more into the public awareness.

## **2** **IGNÁC BERTOVIČ**

### **owner of the company BERTO, Slovakia**

We decided to offer our products also in Moravia, which is close to us. At our stand, people could taste delicacies we make in Slovakia, and we were very successful. We are supplying the Czech market already through one distributor, but when people can see, experience and taste our products, it is a different thing. At Salima, a lot of customers from Brno and the surrounding area came to us; they were mainly interested in products with the highest content of meat and hand-made whole-muscle ham.

## **3** **MICHAL SCHOLZE**

### **Marketing & Business Development Manager, Stäubli**

Our company is dedicated to automation and industrial robots for various industries, however, food is one of the key segments for us, where we see a great potential for robot deployment in the future. That is why we introduced two robot cells here, specially designed for food operations. We returned to Salima after four years and we are thankful for that. The fair was really successful for us, we had a lot of visitors at the stand and interesting interviews with interesting people about potential projects.

## **4** **VERONIKA SEJKOROVÁ**

### **Company Executive, VAC-STAR**

I value the participation in the fair positively from the point of view of our company, as customers kept coming in. We promise ourselves this fair will bring us new contacts, greater awareness of our brand and the Sous-Vide cooking technology, that is why we had here chefs who explained our potential customers what it means and what are the benefits of this method..

## 5 JIŘÍ ŠTURSA

**PANINI s.r.l.**

At SALIMA, we are mainly sought after by clients who know our brand and know that we produce autoclaves. On average, we set up approximately ten new contacts a day. We were enthusiastic to have numerous foreign visitors. People from Poland, Russia, Tunisia, or Pakistan appeared here. There were also representatives of a Libyan company. We also greatly like the duration of the event – four days are neither too much nor too little. I also appreciated the size of the parking lot for guests arriving by car.

## 6 MARTIN GALLA

**sales representative,  
Hraspo**

Our company supplies quality technology for gastronomy operations. At this fair, we introduced some hot news, such as the new MEIKO automatic dishwasher model, which brings considerable savings, or the Astoria coffee maker, brand new on the market. We exhibit here every two years and we can always find something new here, mainly new contacts.

## 7 MARTINA KORNFEILOVÁ

**Marketing & Trade Director,  
Kornfeil spol. s r.o.**

This year's fair was mainly about quality. I mean, all the customers dropped in who we needed to meet and who we care about. We were also pleased by our business successes that we managed to achieve here. Compared to 2016, the quality and level of the fair improved – ranging from stands, visitors, to the overall good atmosphere that ruled in the hall all the time. It will be great if MBK continues to increase its attractiveness in the years to come.

## 8 FRANTIŠEK JAROŠ

**co-owner of the company,  
JAROSPOL Technology s.r.o.**

On behalf of the company JAROSPOL I can say that we are fully satisfied with everything. Most visitors came in on Wednesday and Thursday, which was the busiest day for us. We also appreciate our location in Hall V and its environment. Even in terms of organisation, we have not encountered any problems. The major advantage of participating in MBK is that it is the ideal place to meet for companies that would normally find it difficult to meet up. I wish the trade fair to go ahead and only ahead.



**SALIMA**

# Who is **SALIMA** meant for

## **VISITORS**

Representatives of food and catering companies, hotel and restaurant operators, decision makers in food and beverage retail and wholesale

## **EXHIBITORS**

Manufacturers, distributors and wholesale dealers from the sectors of food processing technology, catering technology, food and beverages. Providers of services for retail stores, hotels and public catering facilities

# Branch structure



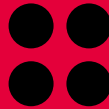
**SALIMA**

**Food  
Beverages  
Savouries**



**SALIMATECH**

**Machines and  
technology for  
food processing  
industry**



**G+H**

**Technology  
and equipment  
for processing  
and preparation  
of food and  
beverages**

**Services for retail  
stores, hotels and  
public catering**



**MBK**

**Machines and  
technology  
for bakery and  
confectionery**



**EMBAXPRINT**

**Packaging  
and Printing**

# Participation offer

**Average price per m<sup>2</sup> of exhibition space: 2,250 CZK (90 €)\***

**Offer of individual exhibition stands and fully equipped typified exhibition stands from 46,100 CZK (1,800 €)**

**DISCOUNTED PRICING CONDITIONS ARE VALID UNTIL 31 MARCH 2021**

\* depending on area size and type





# Partner

- **50-sqm-exhibition area in a hall**  
+ 30-sqm-outdoor area
- **50 vouchers for partners**
- **Media coverage in the value of 50,000 CZK**
  - professional publications
- **Company / brand promotion (Facebook, web, PR articles)**
  - based on material supplied by the partner
- **Services and benefits**
  - entry in the electronic exhibitor catalogue
  - entry in the visitor's guide
  - 10× exhibitor's card, 3× free car pass

7,850 €

**200,000 CZK + VAT**

# Main partner

- **100-sqm-exhibition area in a hall**  
+ 30-sqm-outdoor area
- **100 vouchers for partners**
- **Media coverage in the value of 100,000 CZK – professional publications, Hospodářské noviny**
- **1× direct mail containing information on the main partner and an invitation to visitors registered to the fair**
- **Company / brand promotion (Facebook, web, PR articles)**
  - based on material supplied by the main partner
- **Services and benefits**
  - entry in the electronic exhibitor catalogue
  - entry in the visitor's guide
  - 10× exhibitor's card, 5× free car pass

11,765 €

**300,000 CZK + VAT**



SALIMA

# General partner

- **200-sqm-dominant exhibition area in a hall + 50-sqm-outdoor area**
- **200 vouchers for partners**
- **Media coverage in the value of 150,000 CZK – professional publications, Hospodářské noviny**
- **2× direct mail containing information on the general partner and an invitation to visitors registered to the fair**
- **Company / brand promotion (Facebook, web, PR articles)**
  - based on material supplied by the general partner
- **Services and benefits**
  - entry in the electronic exhibitor catalogue
  - entry in the visitor's guide
  - 20× exhibitor's card, 10× free car pass

19,600 €

**500,000 CZK + VAT**

# Golden Salima Partner

- **Golden Salima 2021 ceremony under the partner's sponsorship and brand**
- **The partner nominates a jury member.**
- **Presentation related to the promotion of the competition**
- **Presentation during the ceremony**
- **Media coverage in Hospodářské noviny in the value of CZK 35,000**

2,350 €

**60,000 CZK + VAT**



**ZLATÁ  
SALIMA**

**COMPETITION FOR  
THE BEST EXHIBITS JUDGED  
BY AN EXPERT JURY**

Announced sections:

**FOOD AND AGRICULTURE PRODUCTS**

**MACHINES, APPLIANCES AND EQUIPMENT**

Presentation of entered and winning exhibits during the event

Subsequent promotion in the media

(specialist press, websites and other mass media)



**SALIMA**

# **Festival of Flavours**

**FOCUS ON THE GENERAL PUBLIC**

**30 MICROBREWERIES FROM ALL OVER THE  
CZECH REPUBLIC AND ABROAD**

**PRODUCERS AND SELLERS OF SAVOURIES,  
DELICACIES AND SEASONAL FOODS**

**FOOD QUALITY LABELS (KLASA, REGIONAL  
FOOD, BIO...)**

**THEMATIC CUISINE – PREPARATION  
OF DISHES FROM LOCAL PRODUCERS**

**COOKING SHOWS, HEALTHY FOOD**



**EMBAXPRINT**

# **International Fair for Packaging and Printing**

- **Presentation of the entire technological workflow process of packaging and printing in practice**
- **B2B platform with pre-registered participants**
- **The only trade fair of this industry in the Czech Republic**
- **Offer of comprehensive solutions in packaging, printing and labelling with a significant focus on the food industry**

# PR and promotion

## 1 COMMUNICATION

Communication focused on exhibitors' news and current industry trends

## 4 ON-LINE

Extended on-line promotion – paid campaigns (Google Adwords, Sklik, YouTube, social networks) = possibility to precisely address target groups of the fairs

## 7 OUTDOOR

Strong outdoor campaign – billboards (Brno, Prague, regional cities, western Slovakia), CLV, posters in the Czech Republic

## 2 PROFESSIONAL MEDIA

Collaboration with professional media (Potravinářská revue, Potravinářský zpravodaj, Pekař cukrář, AGRObase, Zboží & Prodej, Horeca, Gastro & Hotel etc.)  
= addressing of expert public

## 3 DAILY NEWSPAPERS

Special inserts in daily newspapers (MF Dnes, Právo, Hospodářské noviny, Deník, Metro) = means of building the trade fair brand awareness among general public

## 5 WEB

Collaboration with websites of partners, professional associations, guarantors

## 6 RADIO ADVERTISING

Radio advertising on major Czech stations

Evropa 2, Frekvence 1, Impuls, Krokodýl, Petrov, Český rozhlas

## 8 NEWSLETTER

Regular distribution of newsletters to available database contacts (about 70,000 addresses)

## 9 FOCUS

Focus on vocational secondary schools and universities

# Contacts

**Project Director****Martin Videczký**

Phone +420 725 453 181

[mvideczky@bvvcz](mailto:mvideczky@bvvcz)**Project Manager****Hana Zikmundová**

Phone: +420 601 252 321

[hzikmundova@bvvcz](mailto:hzikmundova@bvvcz)**Project Manager****Lucie Umlášková**

Phone +420 724 819 009

[lumlaskova@bvvcz](mailto:lumlaskova@bvvcz)**Project Manager EMBAXPRINT****Lenka Bednářová**

Phone +420 724 006 196

[lbednarova@bvvcz](mailto:lbednarova@bvvcz)**Promotion and public relations****Markéta Kamenická**

Phone +420 602 442 909

[mkamenicka@bvvcz](mailto:mkamenicka@bvvcz)

[www.bvv.cz/salima](http://www.bvv.cz/salima)