



Hotel & Restaurant
expo ukraine

*Traditions & novations
of hospitality*



Over
6000
visitors
70%
directors

10%
increase
in the number
of visitors

15%
growth
in exhibition
area

13th International exhibition

«Hotel & Restaurant Expo Ukraine»

28–30 March 2012

2 pavilion, IEC, 15 Brovarsky Ave., Kyiv, Ukraine

www.hotelexpo.com.ua



13-th International exhibition «HOTEL & RESTAURANT EXPO UKRAINE» is the remarkable and reputable event of Ukraine HoReCa industry that gives unique opportunity to set effective and mutually beneficial connections among customers and suppliers of equipment, technologies, goods and services for enterprises of hotel & restaurant business.

Product Index:

- ✓ Furniture
- ✓ Interiors, design
- ✓ Textiles, table-cloth, bed clothes
- ✓ Uniform
- ✓ Dishes
- ✓ Equipment and technology for restaurant business
- ✓ Exclusive food products & drinks
- ✓ Automation and security
- ✓ Congress equipment
- ✓ Engineering, cleanliness and hygiene
- ✓ Wellness & SPA salon
- ✓ Services: lending, landscape design, interiors design, other
- ✓ Franchise: cafes, bars, restaurants, street-foods, fast-foods, hotels, vending, and the other
- ✓ Business gifts and souvenirs
- ✓ Professional school, media, literature

Hotel & Restaurant Expo Ukraine 2011 statistics

Exhibition area	2500 m ²
Exhibitors	66 companies
Countries represented	Ukraine, Russia , Finland, Germany, Poland, China
Visitors	7000 registered professionals from Ukraine, Russia, Belarus, Germany, Italy, Moldova, Serbia and Estonia

64%

of visitors are responsible for purchasing decisions

10%

increase in the number of visitors

More than
80%

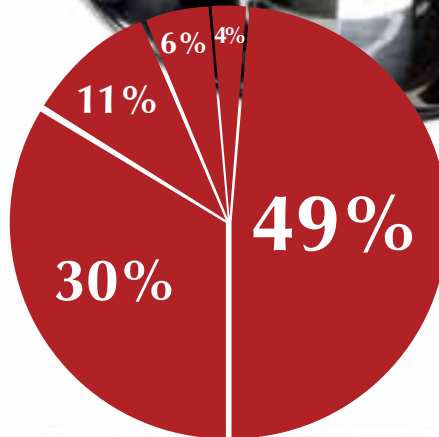
of visitors come to the exhibition to find a service provider and sign contracts



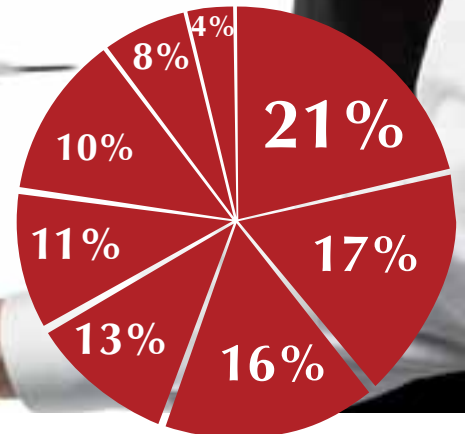
Visitors of Hotel & Restaurant Expo Ukraine 2011

Position in company

- 49% Company owners/directors
- 30% Heads of departments/areas
- 11% Administrators
- 6% Designers
- 4% Industry professionals



Reason for visiting:



Field of activity

- 21% Restaurants, restaurant complexes, chains
- 17% Spa facilities / health resorts / resorts
- 16% Cafes / bars / canteens
- 13% Hotels / hotel chains
- 11% Fast food / street food
- 10% Mini hotels / apartments / agro farm centres
- 8% Manufacturers / suppliers of equipment and furniture
- 4% Others

Alongside:



9th International exhibition
for cleaning industry in Ukraine
www.cleanexpo.com.ua



18th UITT – Ukraine International
Travel & Tourism Exhibition
www.uitt-kiev.com

The maximum number of hospitality industry professionals interested in the development of the Ukrainian market in one place at one time.



You're invited!

The most comprehensive programme of events for the hospitality sector in Ukraine*



Event	Restaurant business			Hotel business	
	Directors	Waiting staff	Chefs	Directors	Hotel staff
Conference: "The spa industry in Ukraine". Organisers: Ukrainian Spa Association and Premier Expo				28 March	
"Silver plate" – professional contest for waiting staff. Organisers: Kiev Association of Waiters, and Premier Expo		28–30 March			
Official awards ceremony of the "100 Best Hotels in Ukraine" competition. Organisers: Council for Tourism and Resorts, Association of Hotels and Hotel Associations of Cities of Ukraine, and Premier Expo				28 March	
Ukrainian Fashion Food Organiser: Kiev Association of Chefs	28–30 March	28–30 March	28–30 March		
6th International Business Forum "Small Hotels and Apartments in Ukraine". Organisers: ITE, Premier Expo and AMGAU				29 March	29 March
"Maestro Kitchen" – professional contest for chefs. Organisers: Premier Expo and Expo-South-Service.	28–30 March	28–30 March	28–30 March		
7th International Conference "MICE Ukraine 2012: Business Tourism – Ukraine". Organisers: ITE and Premier Expo				29 March	
Raffle of gift vouchers from www.nezabarom.ua for visitors	30 March	30 March	30 March	30 March	30 March
Seminars, presentations and master classes by exhibitors	28–30 March	28–30 March	28–30 March	28–30 March	28–30 March

* The programme is subject to change. For more information, please visit www.hotelexpo.com.ua

30 March
Raffle of gift vouchers
from www.nezabarom.ua for visitors



Match Making

Exhibition advertising campaign:



- ✓ **Directing marketing to databases of industry professionals:**
call-center – over 15,000 telephone numbers
postal distribution – over 20,000 addresses
email distribution – over 25,000 addresses



- ✓ **Outdoor advertising** – advertising boards at key transport interchanges



- ✓ **Advertising and news reports on TV and radio**



- ✓ **Specialised press:**
Academy of Hospitality – general media partner,
Hotel and Restaurant Business, Informbusiness,
Hotelier & Restaurateur, Caffé & Bar Ukraine and others.



- ✓ **Internet:**
advertising on the AdWords network
advertising on specialised Internet resources:
www.chef.kiev.ua, www.expopromoter.com,
www.expoua.com.ua, www.hotel-rest.com.ua,
www.hospitalityawards.com.ua, www.ib.kiev.ua,
www.hotelbiz.com.ua, www.hotelexpo.com.ua,
www.hotelmarket.com.ua, www.hotels24.ua

The programme provides information about the exhibitors and visitors for planning business meetings during the exhibition.
More information is available on the website:
www.hotelexpo.com.ua

Supported by:



Association of Hotels of Ukraine



Kiev Association of Chefs



Association of Small Hotels and Apartments of Ukraine



Kiev Association of Waiters



Ukrainian Spa Association

EXHIBITOR TESTIMONIALS

“Hotel & Restaurant Expo Ukraine is a serious, specialised event. The exhibition is part of our marketing plan, and helps support our image as a leader in advanced information technologies for the hotel business. Every year we choose this show to promote solutions to hotel and restaurant management.”

Yuri Atamaniv,

Director of the HRS representative office in Kiev

“Veneto presented a line of hotel furniture at the exhibition. The exhibition is organised very well, and we feel a lot of loyalty to us as exhibitors. We achieved our goal of presenting the company’s new area of work.”

Marina Korovko, Project Manager, Veneto

“The results of the Ukrainian SPA Association’s participation in Hotel & Restaurant Expo Ukraine exceeded all expectations. The number of new contacts and face-to-face communication with the exhibition audience really pleased us. We recommend participating in and visiting the exhibition to all who are interested in the development of the spa industry.”

Vladimir Bugay,

President of the Ukrainian SPA Association

“With extensive experience of participating in exhibitions, we believe that Hotel & Restaurant Expo Ukraine is the most effective of them. As a result of participation in 2010, we presented a new range of products and were able to increase sales and attract new customers.”

Igor Naumenko,

Director of Prestige Service, 4Hotel

We invite all industry professionals to work with us!



Premier Expo

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