

Parallel to
HOTELGAST
UND
SALZBURG



18th - 20th March 2012
Salzburg Exhibition Centre
www.fleischerforum.at



**Fleischer
Forum**

The information and ordering event for all meat processing trades in Austria and Bavaria

NEW NAME AND NEW EXPO SCHEDULING.

THE 'L-TEC' IS NOW THE 'FLEISCHERFORUM'! Seize this opportunity to showcase your products from the 18th - 20th March 2012 (Sunday to Tuesday) at Salzburg Exhibition Centre at the leading information and ordering platform for the meat processing trades and industry in Austria and Bavaria - the 'Fleischerforum'!

NEW CONCEPT AND SYNERGIES WITH THE 'HOTEL & GAST' SALZBURG!

The trade fair is designed to serve both large and small commercial meat processing operations, and the food processing industry. Hence, the 'Fleischerforum' draws together target groups such as meat processors and traders, butchers, direct sellers, caterers, the hotel industry, restaurants and catering operations in the the food trade.

Taking place in the expo centre alongside the 'Fleischerforum' is the **'HOTEL & GAST' Salzburg**; an event that has also clearly benefitted from reconceptualisation. The new look - new shape spring edition of the 'GAST' fair featuring the symposium and i-forum is obviously distinguishable from the autumn edition of the 'Alles für den Gast' held in November in Salzburg. **The first edition of the 'HOTEL & GAST' was held in Vienna in April 2011.** Benefit from the synergies this trade fair can offer!

As well as the quality of the show's concept, excellent trade visitor quality is also guaranteed due to the catchment area of Salzburg venue and its high density of food industry businesses, restaurants, catering operations and members of the hotel industry.

2 TRADE FAIRS UNDER ONE ROOF!



HOTEL UND GAST
SALZBURG

Enlarged target group
Increased visitor numbers
Top business contacts

PERFECT CONDITIONS FOR BUSINESS SUCCESS!

The 'Fleischerforum' is held parallel to the **'HOTEL & GAST' Salzburg** - the Austrian spring trade fair for hoteliers, restaurant owners and large-scale caterers. The trade visitor potential of the 'Fleischerforums' provides exhibitors with an ideal framework and an excellent platform for the acquisition of new customers as both shows are designed for the benefit of commercial and industrial meat processing businesses, restaurant owners and chefs, hoteliers, large-scale caterers as well as bakers, pastry makers and confectioners.

The new expo concept for the **'Hotel & Gast'** celebrated its debut in 2011 in Vienna and was immediately a resounding success:

- 12,500 visitors and over 200 exhibitors
- Visitor poll states 90% acceptance of the new trade fair
- Exhibitor feedback: 'Great visitor quality and interested customers'



THE PRODUCT GROUPS - 'FLEISCHERFORUM':

- Alcoholic and non-alcoholic beverages
- Bread & pastry
- Cashing systems
- Chill, freeze & temperature regulation technology
- Coffee, tea
- Convenience and deep frozen food
- Delicatessen & specialities
- Facilities & shop-fitting
- Fruit and vegetable processing
- Hygiene and cleaning
- IT, hard & software
- Local and organic food
- Nutritional and luxury goods
- Measurement & weighing technology
- Production technology
- Raw ingredients, additives and par-cooked goods
- Spices & mixes
- Storage technology & materials
- Transportation & logistics
- Working clothes

THE PRODUCT GROUPS - 'HOTEL & GAST SALZBURG':

> BENEFIT FROM THE SYNERGIES!

- Operating hygiene
- Franchise systems
- Baths and water-based fittings
- Beer gardens - Conservatories
- Beverages
- Commercial kitchen facilities
- Convenience products
- Deep-frozen foods
- Entertainment
- Hotel organisation, IT
- Hotel textiles
- Interior facilities and deco
- Nutritional and luxury goods
- Oils & fats
- Organic products
- Playground facilities
- Porcelain and glass
- Regional Specialities
- Spa & health
- Spices
- Work clothing

THE VISITOR TARGET-GROUPS:

- Butchers & meat processors
- Meat processing industry
- Slaughterhouses
- Foods & luxury goods industry
- Food & beverage wholesalers & retailers
- Restaurants & cafes
- Petrol stations & convenience stores
- Large & small-scale catering
- Farmers selling directly to the public
- Bakers, sweet pastry & confectionery makers
- Bread & baked goods industry
- Cheese production & dairies

