

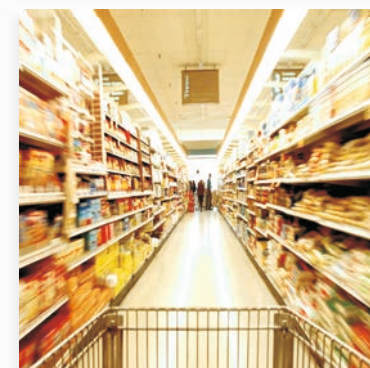
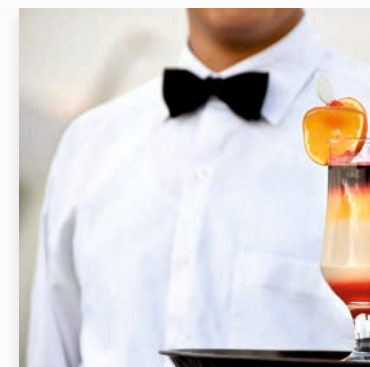
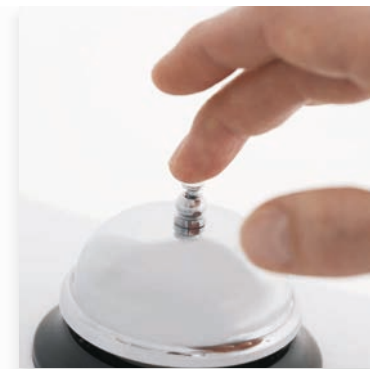
HOREX CAUCASUS

12th CAUCASUS INTERNATIONAL
**HOSPITALITY
EXHIBITION**

POST SHOW REPORT

5-7 APRIL 2018

BAKU EXPO CENTER



www.horex.az

GENERAL INFORMATION



The 12th Caucasus International Hospitality Exhibition “Everything for Hotels, Restaurants and Supermarkets”, HOREX Caucasus 2018 was held from 5th to 7th of April at Baku Expo Center. One of the most significant events in hospitality sphere, which takes place in Azerbaijan and the Caspian region “HOREX Caucasus” creates excellent opportunities for demonstrating products and services, for the effective exchange of ideas and experience with leading players of the industry, between buyers and partners, to analyse the competitiveness of the market and establish strong business connections.



EXHIBITION VISITORS



Total number of visits

5 437*

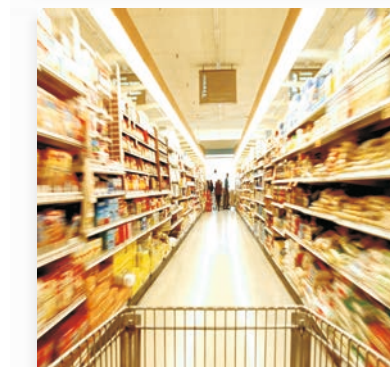
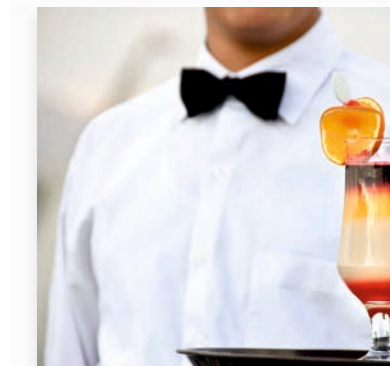
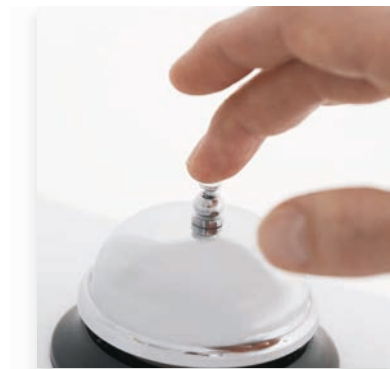
Number of specialists

2 026*

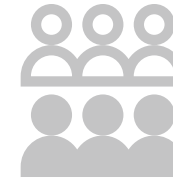
*statistics inclusive "AITF" exhibition

TOP countries by visitors:

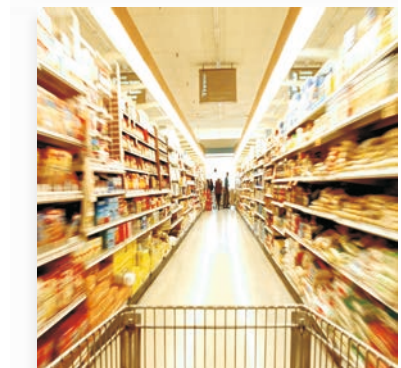
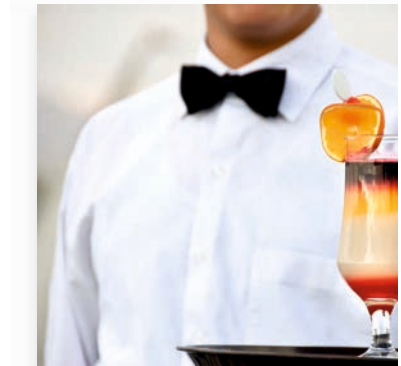
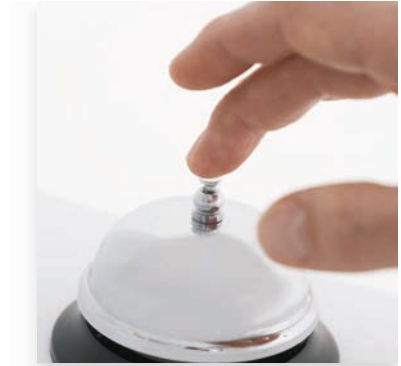
- ▶ **Azerbaijan**
- ▶ **Turkey**
- ▶ **Russia**
- ▶ **Ukraine**
- ▶ **Italy**
- ▶ **Iran**
- ▶ **Germany**
- ▶ **China**
- ▶ **Georgia**
- ▶ **Spain**
- ▶ **UAE**



SELECTIVE LIST OF HOREX CAUCASUS 2018 VISITORS



COMPANY	POSITION
Absheron Group	Chef Pastry
Astoriya Baku Hotel	General Manager
Baku Hospitality Group	Food & Beverage Manager
Boutique Hotel Baku	Director
Chayki	Barista
Central Baku Hotel	General Manager
Chinar Group of Companies	Director
Excelsior Hotel Shamkir	Senior Manager
Four Seasons Hotel Baku	General Director
Fresh Catering MMC	Food & Beverage Manager
Gilan Hospitality Group	Director
Hilton Hotel Baku	Marketing Manager
Holiday Inn Moscow Tagansky	Marketing Director
Hyatt Regency Baku	General Manager
Intourist Hotel Baku	General Manager
Landmark Hotel	Chef
Lviv Handmade Chocolate	Barista
Paul	Barista
Qafqaz Hotel and Resorts	General Manager
Qalaaltı Hotel and Spa	Housekeeping Manager

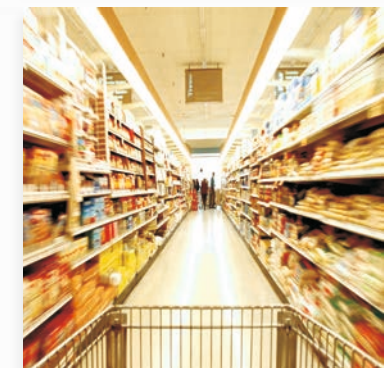


**the detailed list of visitors will be provided upon request*

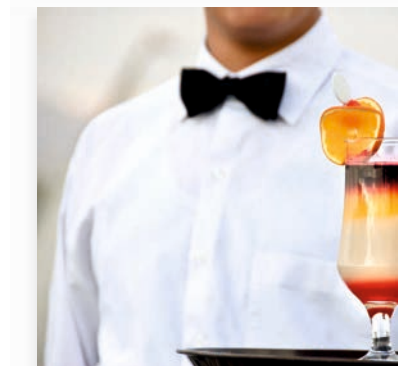
OFFICIAL OPENING CEREMONY



On 6th April, President of the Republic of Azerbaijan Ilham Aliyev, First Lady and Vice President Mehriban Aliyeva and Vice President of the Heydar Aliyev Foundation Leyla Aliyeva visited the Horex Caucasus 2018 and AITF 2018 exhibitions, inspected the exposition reflecting the potential of the Hospitality and Tourism industry, and also got acquainted with the stands of foreign countries.



OFFICIAL OPENING CEREMONY

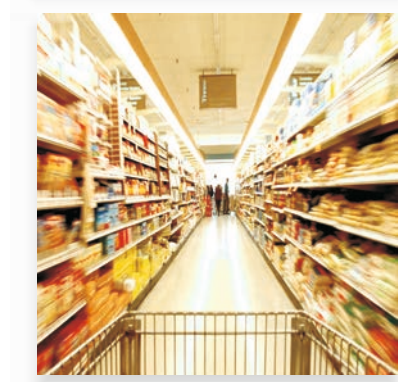


5th April / Baku Expo Center

Participants:

*Abulfas Garayev, Minister of Culture of the Republic of Azerbaijan;
Former Minister of Tourism and Culture of the Republic of Azerbaijan*

Edward Strachan, Regional Director of ITE Group



PR AND MEDIA COVERAGE



Press Conference

Press conference was held on 4th April, at the Hyatt Regency Baku. Aydin Ismiyev, the head of the tourism department of the Ministry of Culture and Tourism of the Republic of Azerbaijan, Edward Strachan - Regional Director of the ITE Group, Zuleikha Rustamova - Exhibition Manager and Nazrin Shamkhalova - Event Manager took part in the press conference.

The press conference was attended by 41 media representatives.



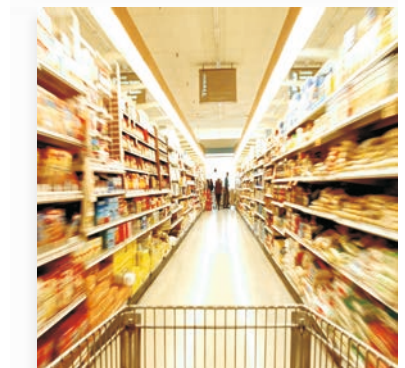
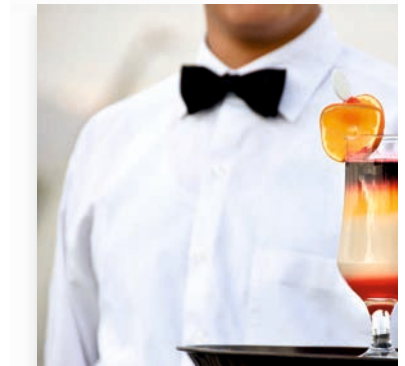
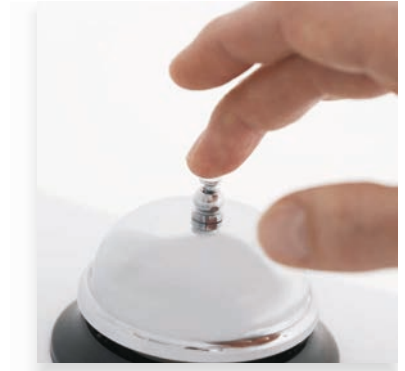
80 articles in 25 newspapers and 8 magazines



26 reports on 8 TV channels and 4 radio channels



511 exhibition announcements in 120 internet portals

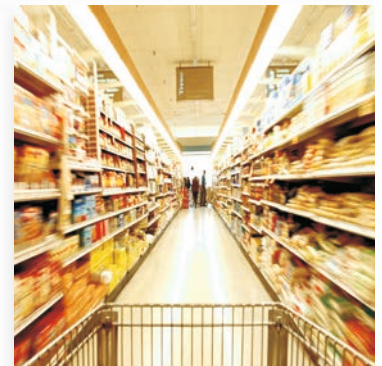
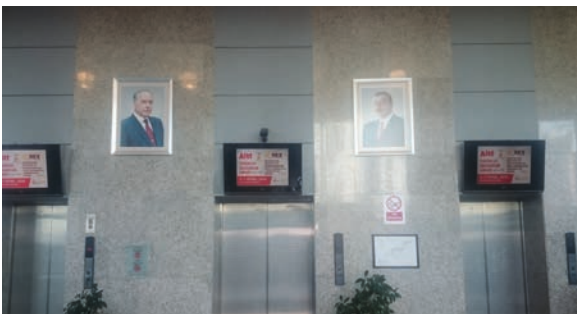


ADVERTISING CAMPAIGN



Outdoor advert

- Banners
- Billboards
- Monitors
- Posters
- Roll-ups



E-mailing on the specialized base

Distribution of invitation tickets

* Invitation tickets are distributed through the specialized base of potential visitors, as well as through the participants of the exhibition, government agencies, associations in the territory of Azerbaijan

EXHIBITION PROGRAM



Evening Reception

On the opening day of the exhibition, April 5th, at the Pullman Baku Hotel was organized an evening reception for exhibitors. Gala reception is an excellent opportunity for networking in a pleasant relaxed atmosphere.



EXHIBITION PROGRAM

B2B Workshop

During the Horex Caucasus 2018 exhibition, B2B Workshop was once again held, where the participants were offered an additional opportunity to meet with leading local companies, meet with companies in order to demonstrate their product and services and get in touch with potential customers. B2B Meeting was attended by 11 local companies and 7 exhibitors, among whom 49 valuable meetings were held.



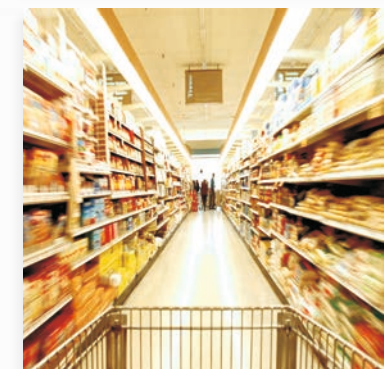
EXHIBITION PROGRAM



Innovation Award



One of the innovations within the framework of the Horex Caucasus 2018 exhibition was the holding of the "Innovation Award" competition, which created an additional opportunity for the participants to highlight their new products / service presented at the exhibition in 2018. Visitors, having participated in voting for the most innovative product / service, could get acquainted with all the novelties presented by the exhibitors. The winner of the contest and the prize "Innovation Award" was the company representing the kitchen air-cleaning equipment - "YATAGAN".

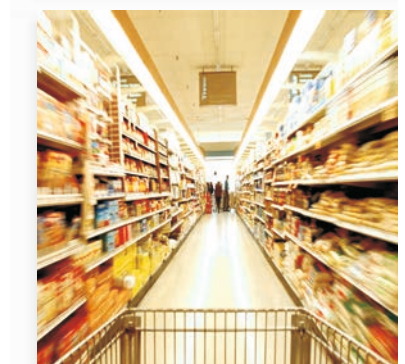
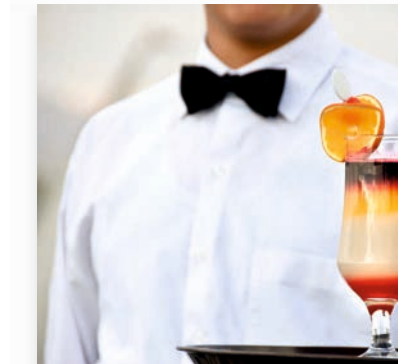


EXHIBITION PROGRAM



Azerbaijan Coffee Days

For the 1st time in Azerbaijan Within the framework of the Horex Caucasus exhibition was held the "Azerbaijan Coffee Days" festival. The event covered all 3 days of the exhibition, and had an intense program including coffee-making workshop and barista championship.

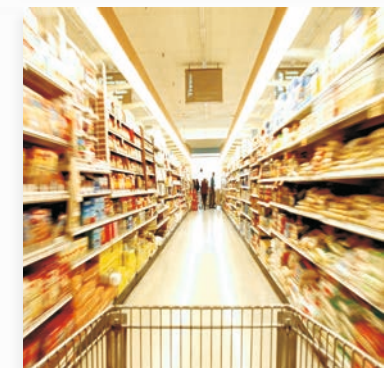


EXHIBITION PROGRAM



Last hour in the hall

The organizers decided to hold the last hour of the exhibition together with the participants, which allowed them not only to share their impressions of the Horex Caucasus 2018 exhibition, but also to take part in a special ritual invented by the organizers, "badges exchange", where the participants exchanged their badges with colleagues who met for the first time at the Horex Caucasus 2018 exhibition, hoping to see each other in Baku at this exhibition next year. The meeting was remembered by vivid impressions and productive networking.



EXHIBITORS OF HOREX CAUCASUS 2018



Companies

277*



Countries

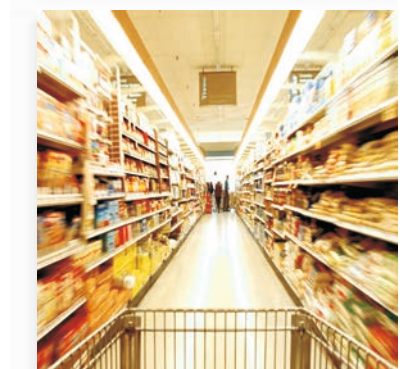
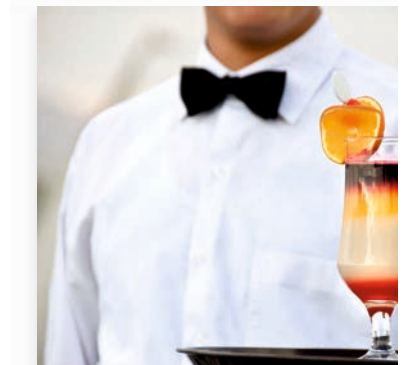
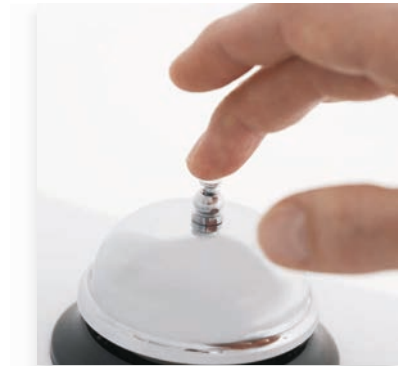
20*

**statistics inclusive of AITF exhibition*



Countries of Horex Caucasus 2018 participants

- Azerbaijan
- Belarus
- Bulgaria
- Georgia
- Dominican Republic
- India
- Indonesia
- Spain
- Iran
- Italy
- Kazakhstan
- Morocco
- United Arab Emirates
- Russia
- Slovenia
- USA
- Thailand
- Turkey
- Ukraine
- Czech Republic



EXHIBITION SECTORS



PROFESSIONAL KITCHEN EQUIPMENT



PROFESSIONAL EQUIPMENT FOR CATERING



CASH AND WEIGHT EQUIPMENT



TRADE, SHOWCASE AND REFRIGERATION EQUIPMENT



TABLEWARE AND TABLE SETTING



FOOD AND DRINK FOR HORECA



PROFESSIONAL CLEANING AND HYGIENE PRODUCTS



BATHROOM ACCESSORIES FOR HOTELS AND RESTAURANTS



TEXTILES, UNIFORMS AND BEDDING



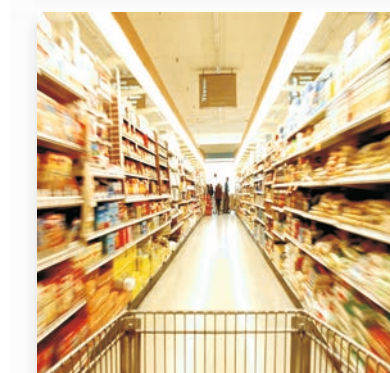
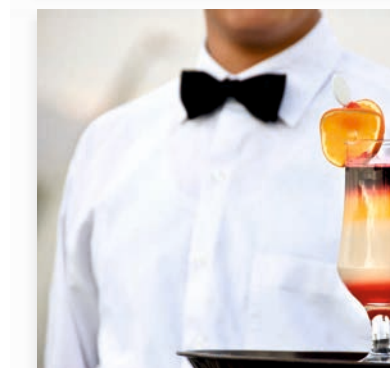
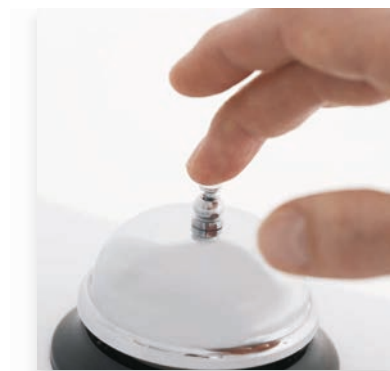
FURNITURE FOR HOTELS AND RESTAURANTS



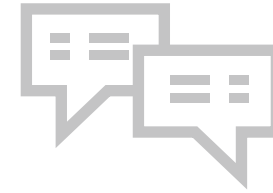
SOUND, LIGHT AND PROJECTION EQUIPMENT FOR HOTELS



AUTOMATION AND SAFETY SYSTEMS



REFERENCES



Natalia Tishenko,
the General Director of Rhea Vendors East LLC

“We learned about Baku fair while attending Kazakh HOREX and thought that this would be the best platform for showcasing our product in Azerbaijan. We have come here to expand our client base and to search for consumer market”.



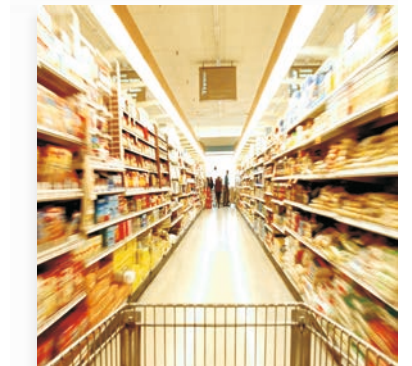
Mahammadali Veliyev,
Director at Qarant Servis 1 LLC

“Such specialized exhibitions in Azerbaijan are of great significance for the development of our company; these events, as a rule, guarantee excellent opportunities for getting acquainted with innovations in the world industry, as well as with an innovative system in the field of modern business, which is implemented with the use of scientific and technical achievements”.

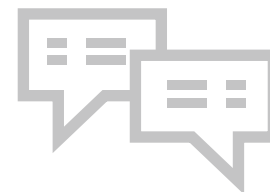


Zhalya Hacıoğlu,
Sales Manager at SR Chemicals

“This is not our first-time participation at this exhibition and we are very pleased with the exhibition's outcomes for us. Therefore we intend to continue cooperation with the organizers”.

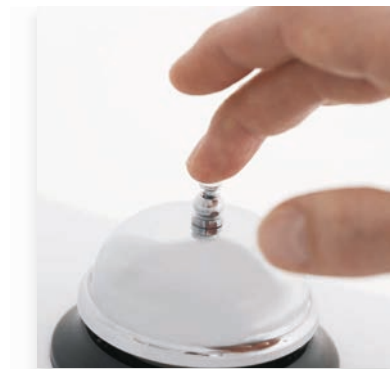


REFERENCES



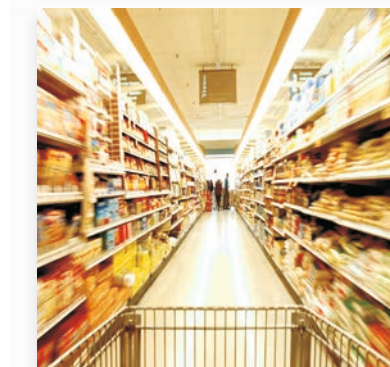
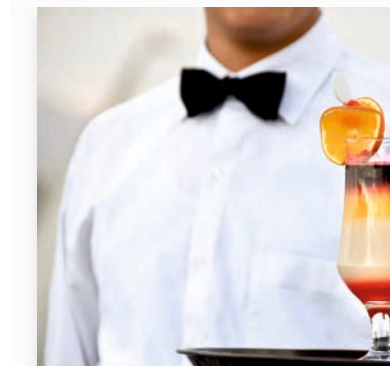
Aleksandr Babkin,
International Sales Manager for Lutron, Eco Control Systems

"I liked this exhibition and I would like to see more similar events in Azerbaijan in the field of interior design, smart houses, etc."



Khozin Rinat,
Sales Manager, Yatagan

"This is our first participation at this exhibition in Baku; we are here to find regular partners, restaurateurs and hoteliers, and to tell them about the efficiency and reliability of the presented equipment. I think that the exhibition is the best opportunity for this"



SPECIAL CERTIFICATES



For the best product presentation
Yatagan Factory



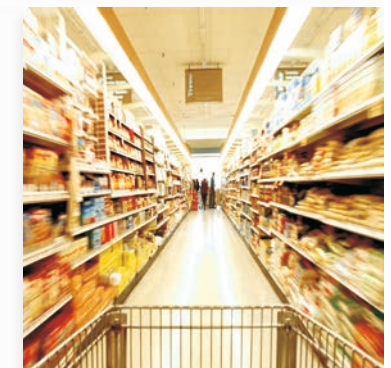
For the best shell scheme
Rhea Vendors East LLC



For the best stand design
SR Chemicals



For the best debut
Giuliano Tartufi





SUPPORT



Ministry of Culture and Tourism of
the Republic of Azerbaijan



National Confederation of Entrepreneurs (Employers')
Organizations of Azerbaijan Republic



Azerbaijan Export and
Investment Promotion Foundation

ORGANISERS



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www.horex.az



OFFICIAL HOTELS

TRAVEL PARTNER



OFFICIAL STAND BUILDER



INFORMATION PARTNERS



INFORMATION SUPPORT



INTERNET SUPPORT

