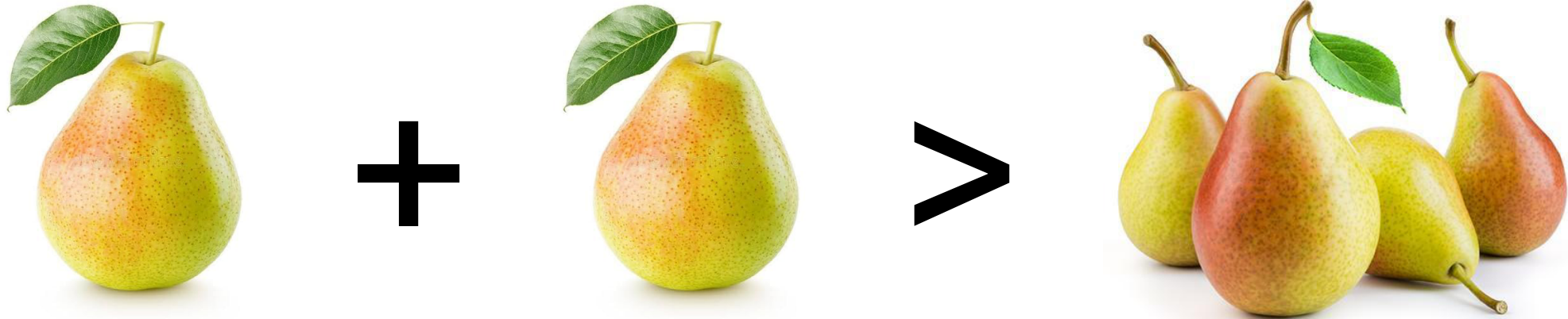




INVITATION
for trade representatives and agents

FOODS AND BEVERAGES FOR TOURISM



FBT presents:
HORECA synergy 2025



Profile

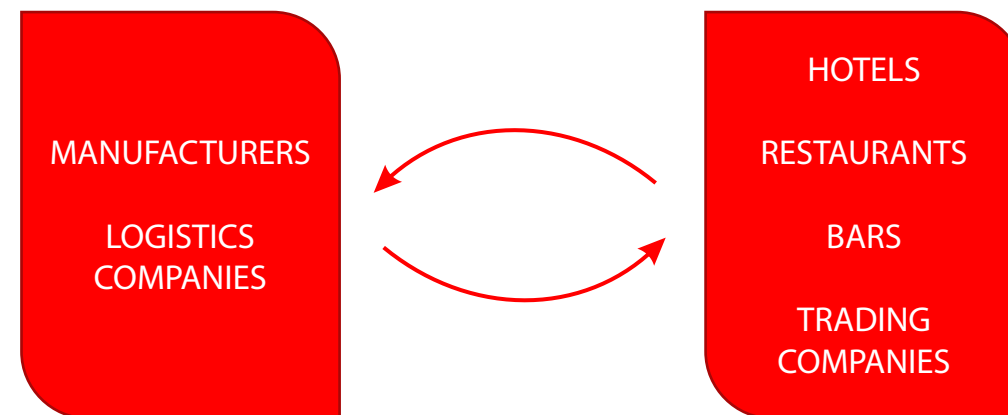
For two decades now, the exhibition forum **Foods and Beverages for Tourism & XOCT industry** has proven its effectiveness by bringing together strategic business partners in the HORECA branch. Through intensive business conversations, compelling culinary demonstrations, interaction with innovative technologies and systems, manufacturers and traders present products and services to representatives of tourist sites - hotels, restaurants, bars, trading companies.

Known, expected and necessary for the tourism industry, Foods and Beverages for Tourism & XOCT industry is a platform that enables the opportunity to achieve concrete results - forming new contacts, establishing sustainable partnerships, achieving maximum sales, positioning brands, achieving familiarity of companies and brands.

Since its creation, striving to be the best platform for business contacts on the eve of the tourist seasons, the event has grown and developed, adding new activities in order to meet the demands of both exhibitors and visitors.

In 2023, in the four editions of **Foods and Beverages for Tourism & XOCT industry**, **225 companies participated at 357 stands, and the forum was visited by 1,778 representatives of 717 HORECA sites** (Statistics - p. 7, 9).

In 2024, based on the 3 events held so far and the requests for participation for the remaining two, the numbers are as follows: **320+ exhibiting companies, 450+ stands, 2300+ visitors from 900+ HORECA sites.**





What is the meaning of Foods and beverages for Tourism & XOCT industry?

What is **Foods and Beverages for Tourism & XOCT industry?**

A professional B2B forum for the HORECA branch, conducted according to a proven formula and with proven effectiveness.

The event is **an intersection** between strategic business partners: key representatives of tourist and HORECA facilities /hotels, restaurants, bars, shops/ meet and exchange information with companies - manufacturers and traders of foods and beverages, hotel equipment, systems and technologies.



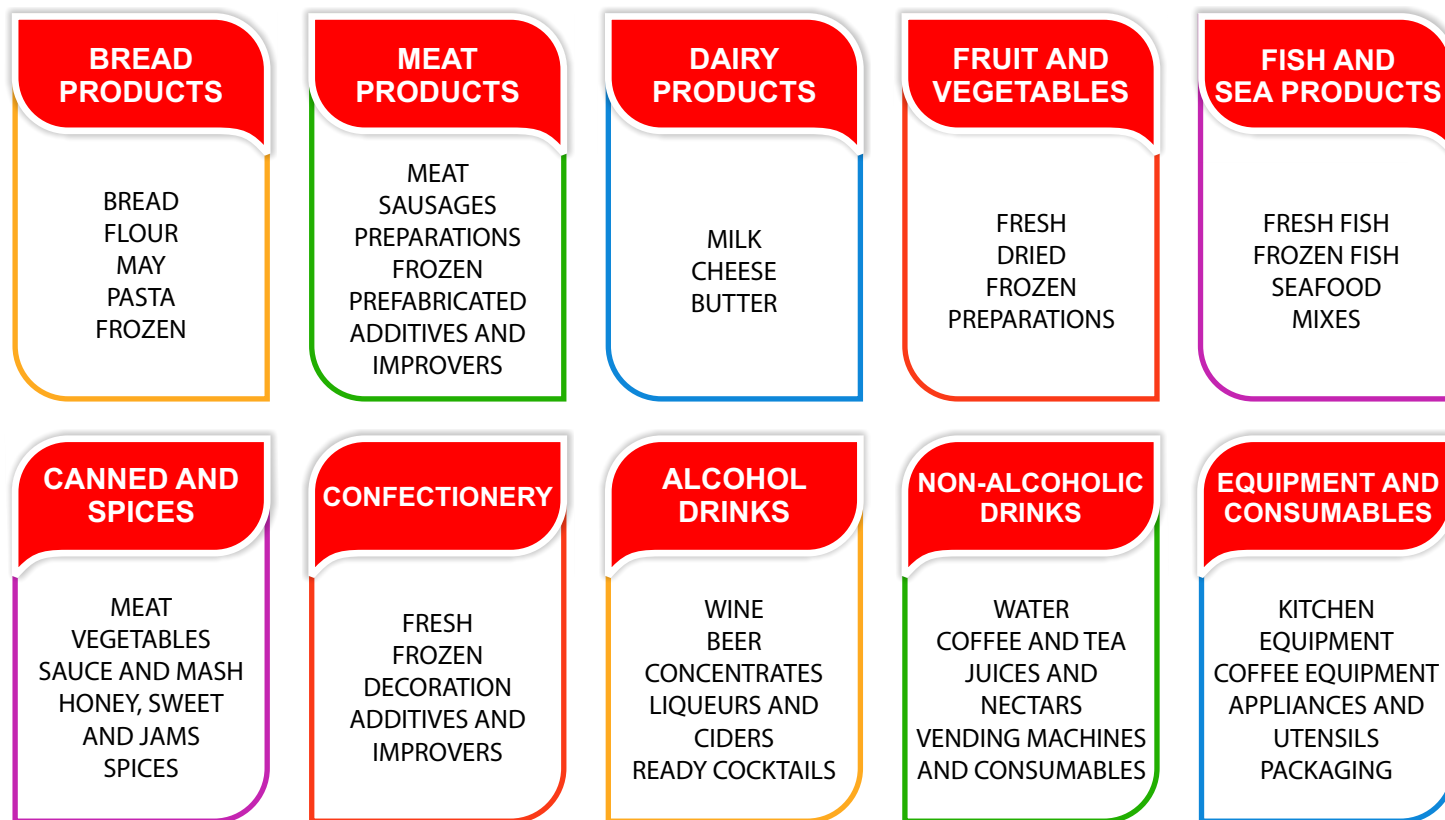
FOODS AND BEVERAGES

FOR TOURISM

Who participates?

Conceived and implemented as an effective marketing platform, the forum **Foods and Beverages for Tourism & XOCT Industry** is the product of an ongoing in-depth research and detailed knowledge of numerous HORECA organizations and entities in Bulgaria.

Companies from the following specifically defined areas are invited to participate:





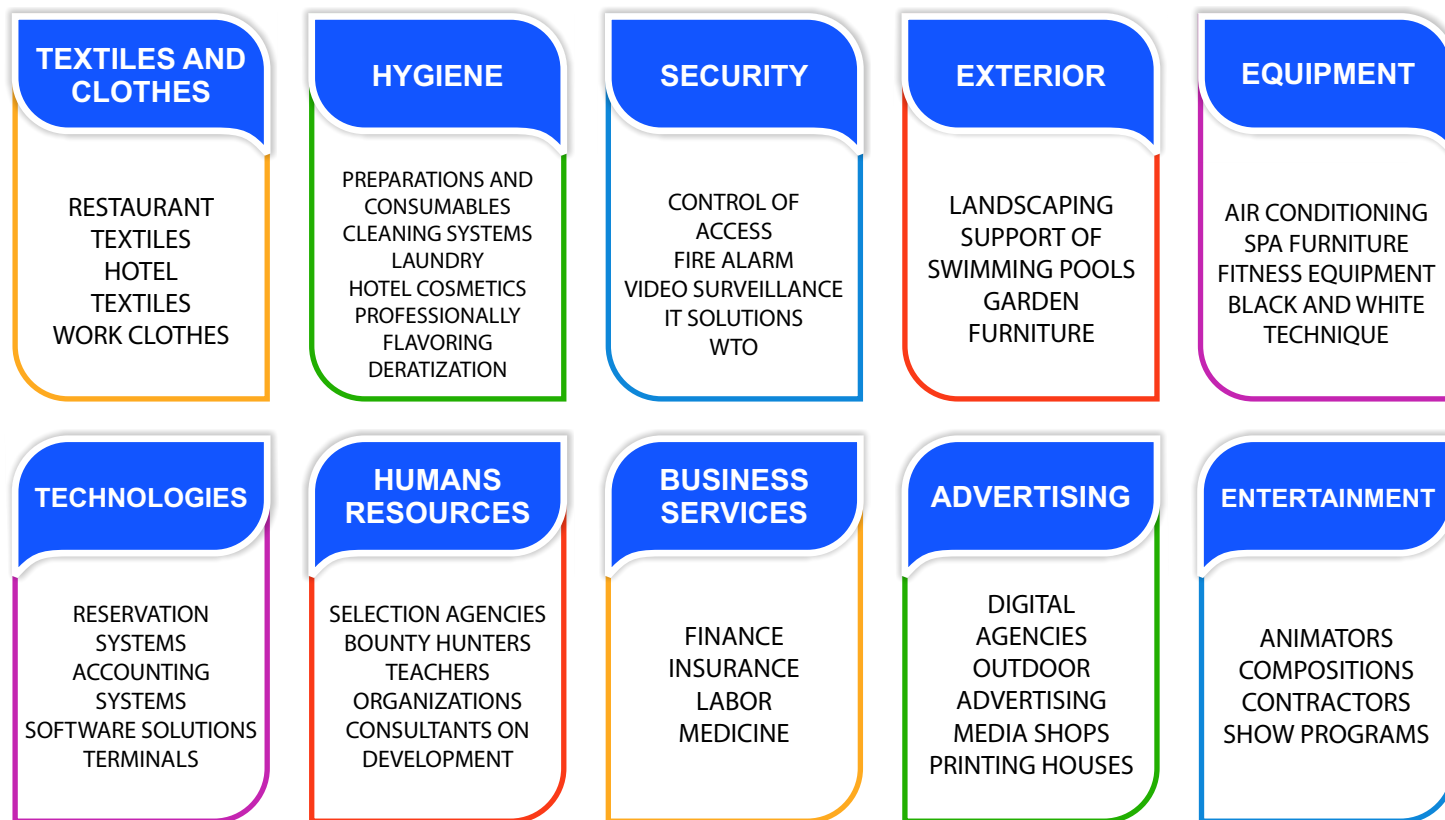
Who participates?

And in 2024, the XOCT* industry sector will be presented at the forum in specially designated areas.

The focus is on the needs of the tourism industry in the non-food sector, by presenting the most current trends in specialized hotel equipment, systems and technologies.

Companies from the following specifically defined areas are invited to participate:

* XOCT - from the abbreviation in Bulgarian with Cyrillic letters: Hotel Equipment Systems and Technologies





FOODS AND BEVERAGES FOR TOURISM



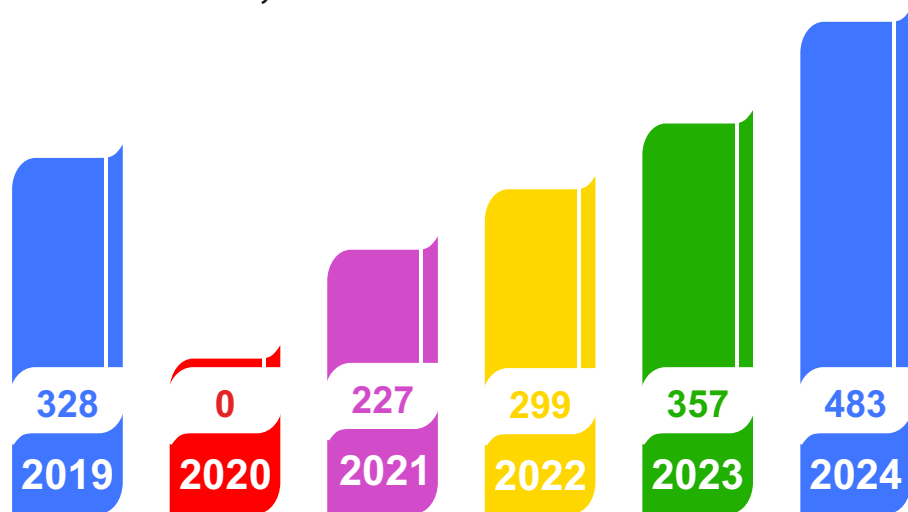
Who participates?

Sofia, Golden Sands, Sunny Beach, Bansko, Pamporovo*
(cumulative data for the four venues of the exhibition)

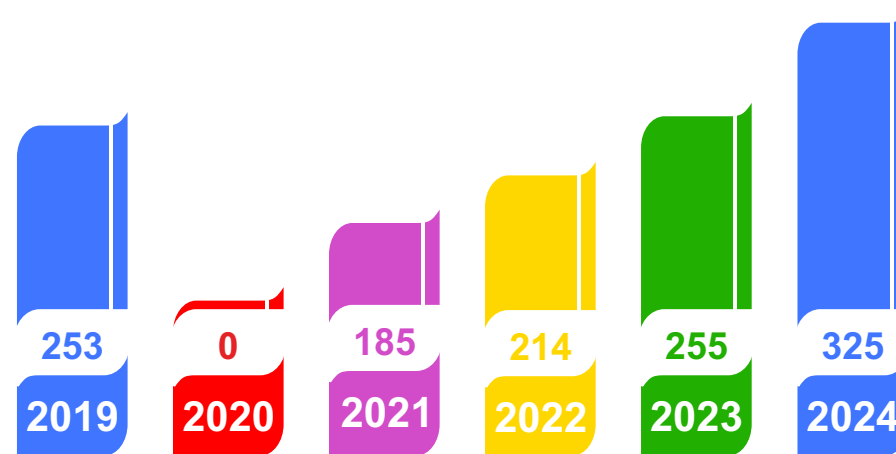
**The indicated data are for the period 2019 - 2023/4. In 2020, the forum was not held due to pandemic related restrictions, and in 2021, the conditions and measures imposed severely limited the number of exhibitors and visitors.*

	Sofia	Golden Sands	Sunny Beach	Bansko	Pamporovoo	TOTAL	
Year	Number of stands/year	Number of stands/year	Number of stands/year	Number of stands/year	Number of stands/year	Number of stands/year	Number of companies/year
2019		117	138	73		328	253
2020		0	0	0	0	0	0
2021		68	79	52	28	227	185
2022		94	102	66	37	299	214
2023		107	133	72	45	357	225
2024	98	120	140	75	50	483	325

Number of stands/years



Number of exhibiting companies**/years



***The number of companies is smaller than the number of stands due to participation of these companies in more than one venue and with more than one stand.*

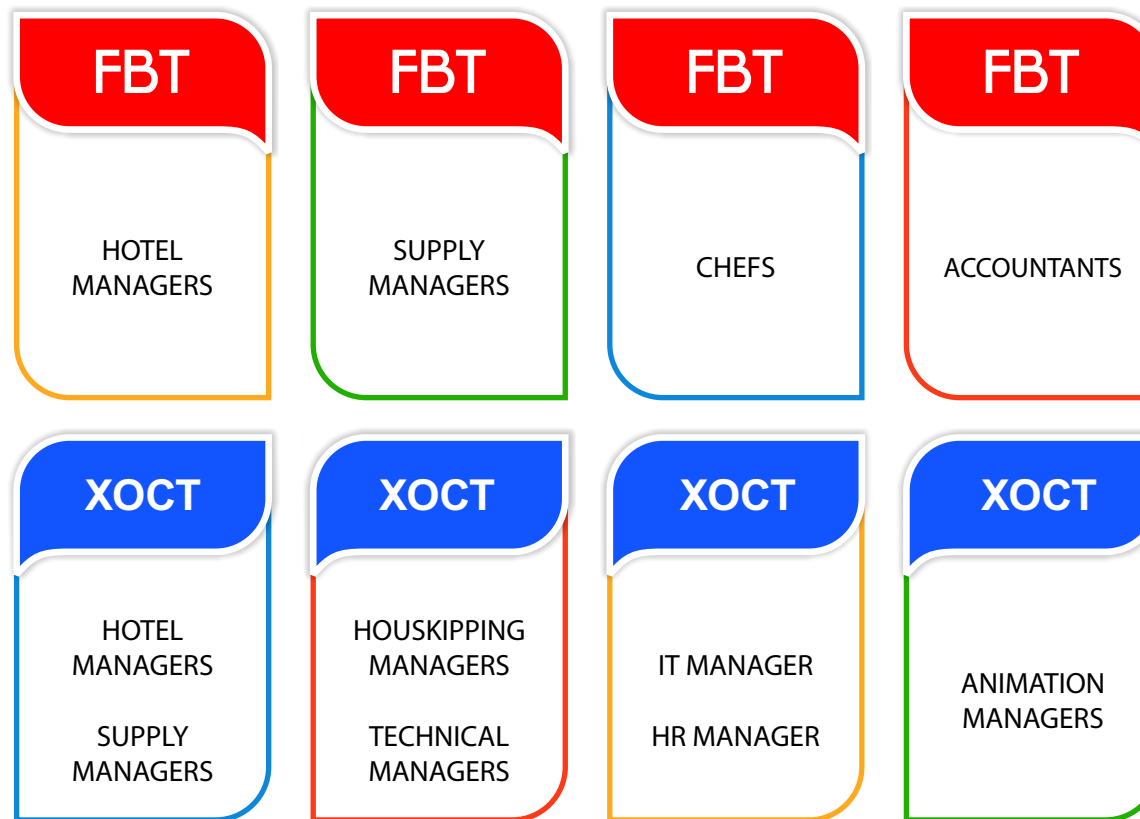


Who visits?

On the part of the tourism industry, personally invited as visitors are:

- hotel managers, supply managers, head chefs - key representatives of all significant sites in the HORECA sector.
- hotel managers, procurement managers, housekeeping managers, tech managers, etc.
- key representatives of the XOCT industry from all significant sites in the HORECA sector.

In the constantly updated and developing database of the forum, all HORECA sites from the significant Bulgarian tourist destinations are present.





FOODS AND BEVERAGES FOR TOURISM



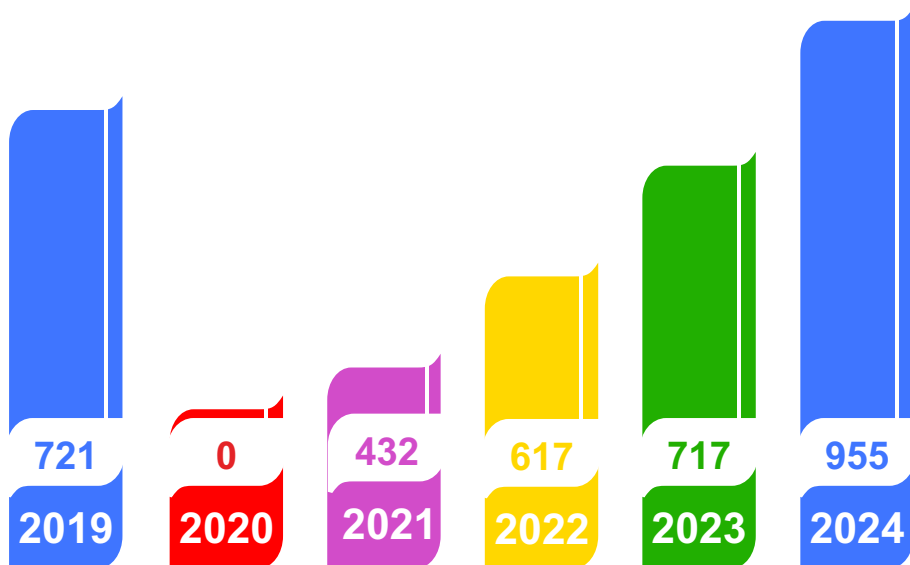
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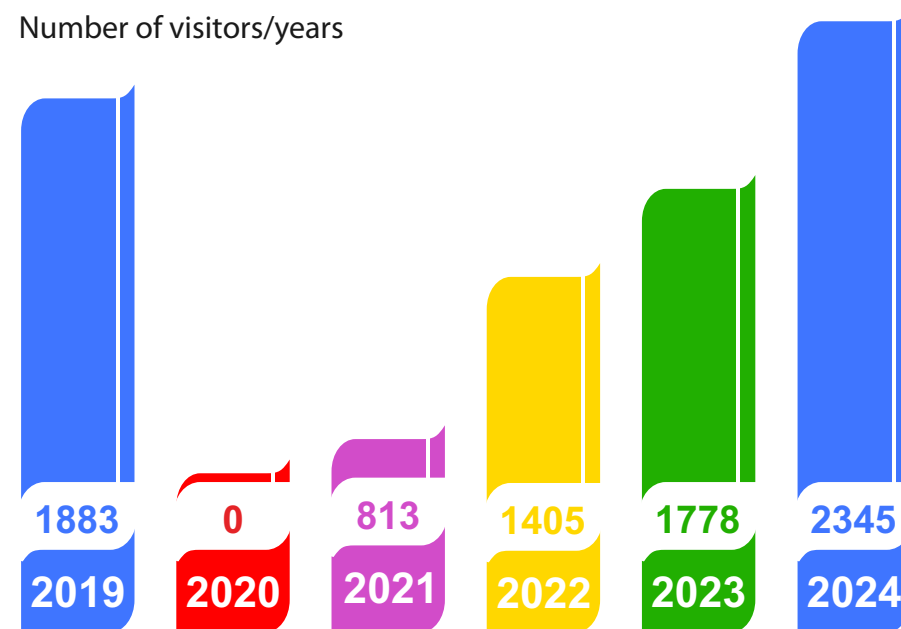
Thanks to targeted and precise registration of each guest of the forum, **Foods and beverages for Tourism & XOCT industry** has real statistics and detailed analysis of event attendance.

Year	Sofia		Golden Sands		Sunny Beach		Bansko		Pamporovoo		TOTAL	
	Tourist sites	Visitors	Tourist sites	Visitors	Tourist sites	Visitors	Tourist sites	Visitors	Tourist sites	Visitors	Tourist sites	Visitors
2019			242	683	301	862	178	338			721	1883
2020			0	0	0	0	0	0			0	0
2021			132	250	190	379	78	134	32	50	432	813
2022			146	323	251	645	143	288	77	149	617	1405
2023			200	456	260	669	166	452	91	201	717	1778
2024	126	253	237	587	317	790	175	485	100	230	955	2345

Number of tourist sites visited the events/years



Number of visitors/years



What is HORECA synergy 2025?

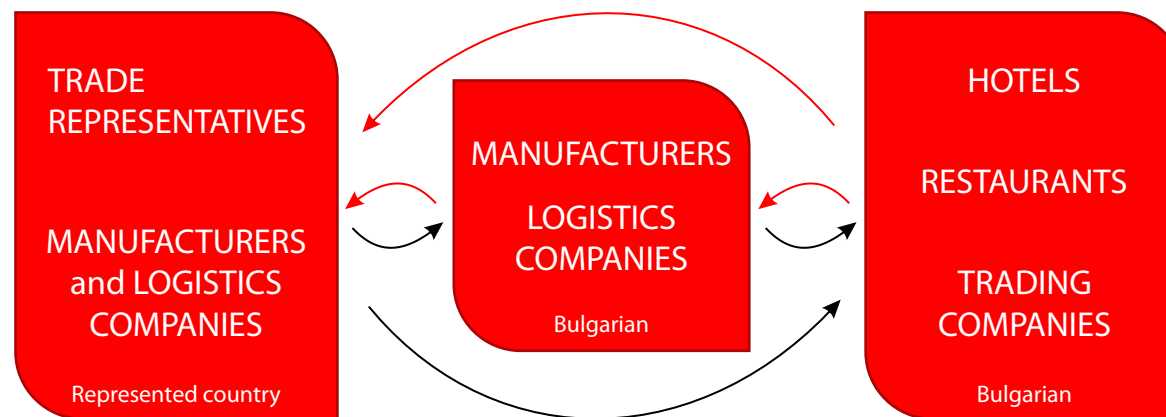
HORECA synergy is a specialized work module (part of the Foods and Beverages for Tourism & XOCT industry event), created to connect trade representatives/economic services of embassies of different countries in Bulgaria with their potential partners from the HORECA sector in the country.

HORECA synergy provides an opportunity for trade representatives/economic services of embassies in Bulgaria for institutional participation, as well as for the presentation of individual or a group of companies or industry/branch organizations from the represented country to the HORECA sector of the tourism industry in the country.

HORECA synergy is a format based on the interaction between an established and successful forum such as Foods and Beverages for Tourism and the new, modern, innovative products of foreign companies aimed at the dynamically developing Bulgarian tourist HORECA sector.

HORECA synergy will provide the foreign representatives and agents and represented companies and branch organizations with:

- expansion of business horizons for everyone participating in the forum;
- unfolding of potential with new partnerships;
- exchange of ideas, but with specific pragmatic goals and results.





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HORECA synergy 2025 - Why participate?

You provide an **opportunity for an effective meeting** to the business organizations, institutions and trading companies you represent, at which they can present their products and services to 300+ large HORECA facilities and more than 30 of the largest Bulgarian manufacturers and distributors, specially invited to the forum.

You provide **access to the Bulgarian market** to the business organizations, institutions and trading companies you represent by finding their potential partner/distributor and presenting their products to end customers.

You ensure the **possibility of reaching agreements for joint production and distribution** between the organizations and trading companies you represent and Bulgarian companies.

You provide **access for organizations and companies from your country to meeting more than 150 Bulgarian companies** participating in the forum as exhibitors.

Foods and Beverages for Tourism & XOCT industry is the event with **the best ratio of participation cost/achieved results!**

HORECA synergy 2025 - How does it work?

HORECA synergy will be held during the **Foods and Beverages for Tourism & XOCT industry** edition on April 29th, 2025 in Sunny Beach.

Specially for the format, a separate hall connected to the exhibition areas is provided, offering an **excellent opportunity for direct meetings** with all visitors and the exchange of contacts and ideas with participating companies;

For each participant, there is a provided **exhibition/exposition space and equipment** (exhibition stand with the possibility of branding), according to the specific needs and form of participation.

With an **optimal ratio of resources/results** - one intensive working day filled with direct meetings with manufacturers, traders, logistics companies and tourist sites (+ 1 day of preparation).

With the possibility to use **a rich package of marketing services**, ensuring maximum efficiency and best results.

If you are interested in participating in other locations, please contact us.

HORECA synergy 2025 - Why trust us?

Patchwork Communications Agency works in the field of integrated marketing communications and specializes in the management of special events.

We create conceptually and implement practically B2B exhibition forums that develop and enrich their profile with each edition and establish themselves as effective marketing industry platforms.

Our project **Foods and Beverages for Tourism & XOCT industry** is among the most recognizable and effective HORECA platforms in the country, and as its creators and organizers, we know and constantly monitor the essence, evolution and dynamics of the HORECA sector in Bulgaria.

In 2025 **Foods and Beverages for Tourism & XOCT industry** has the following calendar:

MODERN CITY

March 12, 2025
Sofia

BLUE SUMMER

April 23, 2025
Golden sands

April 29, 2025
Sunny beach

WHITE WINTER

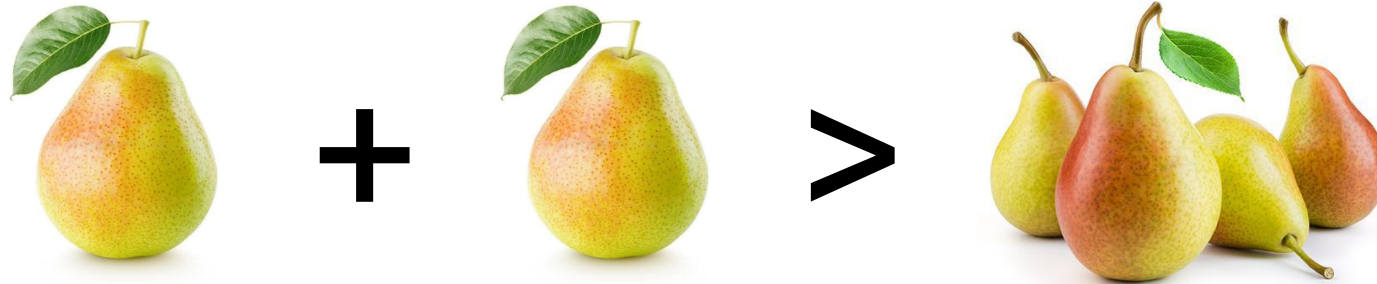
November 2025
Pamporovo

November 2025
Bansko

4 seasons

May 2025
Ruse
Veliko Tarnovo
Plovdiv
Velingrad

We expand horizons together!



HORECA synergy 2025

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