

International Fair Plovdiv

MISSION AND ACTIVITIES

International Fair Plovdiv (IFP) is a major international intellectual, business and investment centre, a networking venue for the East and the West.

International Fair Plovdiv creates opportunities for:

- development of the Bulgarian economy and businesses;
- introduction of innovations, transfer and implementation of new technologies;
- encouragement of investments in Bulgaria and the region;
- establishment of business partnerships and efficient cooperation.

IFP has been organizing:

- trade fairs and exhibitions at the Fairgrounds and countrywide
- Bulgaria's participation in World Exhibitions and other international events;
- congresses, conferences, symposia and business meetings;
- concerts, sporting events, etc.

Membership in International Organizations

- UFI – The Global Association of the Exhibition Industry since 1936
- CEFA – Central European Fair Alliance since 2003
- CENTREX – International Exhibition Statistics Union since 2009

Fairground

The Fairground provides facilities, infrastructure and services complying with the highest standards. Special areas are designated for trade exhibitions, business meetings and relaxation. IFP is the owner of the largest exhibition site in Southeastern Europe occupying an area of 352,000 sqm. The overall exhibition area is **159,100 sqm**, including indoors and outdoors.

Outdoor Exhibition Area

The outdoor exhibition area of the Fairground covers **94,600 sqm** and provides all the necessary modern infrastructure and utilities - electricity and water supply, telephone, Internet access, air conditioning and other amenities. The open areas are suited for the display of heavy machinery, motor vehicles, yachts, boats, separate company bungalows, etc.

A covered multi-storey car park facility with 650 spaces and a business services centre are available for exhibitors and visitors during the exhibition events.

Indoor Exhibition Area

The indoor exhibition area of International Fair Plovdiv amounts to **64,500 sqm**, located in 17 multifunctional pavilions, best equipped for the display of any exhibit.

The newest exhibition pavilion built at the Fairgrounds is the Viennese Pavilion, which resembles the architectural style of the pavilions during the First Bulgarian Exhibition held in 1892.

International Fair Plovdiv owns an oenothèque storing some of the best Bulgarian wines and offering organized wine tasting sessions.

Congress Centre

The Congress Centre is one of the most prestigious venues for special and corporate events in Bulgaria. Over 500 international and national events are organized and hosted there annually. The Congress Centre offers six conference halls with a seating capacity ranging from 20 to 550 seats, furnished with modern audio-visual and presentation equipment required for the organization of congresses, conferences, seminars, workshops and meetings. A complete range of services for event organization is also provided, including arrangement and decoration of the halls, full technical support, translation systems, coffee breaks, catering, etc.

Areas for Relaxation

During the renovation of the Fairground, special attention was paid to green spaces and landscape solutions to provide comfortable surroundings for relaxation. They include three parks, a lake, walking alleys, eating establishments.

Exhibition Programme

International Fair Plovdiv focuses its efforts on exhibitors and trade visitors, who could benefit from the key advantages of the country and city to expand their businesses. The exhibition events serve as a launch pad for business initiatives between the West and the East and a venue for contacts and networking opportunities of two major economic regions.

The annual exhibition calendar of International Fair Plovdiv comprises over 35 events covering about 60 key industries of the world economy. More than 8,000

exhibitors from 60 countries participate in the events that are attended by 450,000 visitors, mostly company managers and proprietors.

UFI Approved Events

UFI – The Global Association of the Exhibition Industry has recognized six of the exhibition events organized by IFP as "UFI approved events" for meeting the highest exhibition standards:

- International Technical Fair on Investment Goods and Technologies, Autumn Fair
- AGRA – International Agricultural Exhibition
- VINARIA – International Exhibition of Vine-Growing and Wine-Producing
- FOODTECH – International Exhibition of Food Products, Machines and Technologies
- PRINTCOM – International Exhibition of Printing Communications (held biennially)
- MEDICUS, DENTO, GALENIA – International Exhibition of Medicine, Dentistry, Pharmaceuticals

Further events in the exhibition calendar of International Fair Plovdiv

- International Exhibition NATURE, HUNTING, FISHING
- Flower Spring and Flower Autumn – two specialized exhibitions of flowers, ornamental plants, garden equipment and supplies
- Exhibition of the Municipalities
- European Fair of Social Enterprises and Cooperatives of Persons with Disabilities
- HORECA PLOVDIV – International Exhibition of Equipment for Hotels, Restaurants, Cafeterias and Commercial Facilities
- Italian Festival of Beauty and Hair Style (Christian of Roma Group)
- International Dog and Cat Shows (CAC & CACIB)
- TF-Fest – International Exhibition of Training Firms
- HEMUS – International Exhibition of Defence, Antiterrorism and Security
- BULCOLLECTO – International Collectors Fair

The **International Technical Fair** is the successor of the First Bulgarian Exhibition. It is among the most prestigious business forums for investment goods and technologies in Southeastern Europe. On display at the International Technical Fair are the achievements of the world leaders in machine building, automobiles, transport, information technology, software, electronics, construction, chemical industry, power engineering, ecology, etc. Ten international exhibitions are held within the framework of the International Technical Fair.

AQUATECH - International Exhibition of Water Management and Technologies
AUTOTECH - International Exhibition of Transport and Auto Service Equipment
ELTECH - International Exhibition of Electronics and Electrical Engineering
ENECO - International Exhibition of Power Engineering and Ecology
INFOTECH - International Exhibition of Information Technologies
INTERMIN EXPO - International Exhibition of Mining Industry
MACHINE BUILDING - International Exhibition of Machine Building
STROYTECH - International Exhibition of Building Materials, Machines and Technologies
CHEMICAL INDUSTRY - International Exhibition of Chemical Industry
MOTOR SHOW PLOVDIV

Every year, the prestigious **Gold Medal and Diploma Competition** is organized within the framework of the International Technical Fair. The competition features five categories:

- Machine building
- IT, telecommunications, office equipment
- Transport and auto service equipment
- Power engineering and ecology, water management and technologies, chemical industry
- Construction

The winners are awarded at an official ceremony, during which following prizes are also presented:

- Innovative Electrical Product Award of the International Technical Fair
- Diploma for Best Exhibition Stand Design and Grand Award "Crystal Tetrahedron"
- Certificate for the most original and attractive presentation of a new product

Traditionally, a special car prize draw ceremony is organized on the last day of the fair for visitors, who have completed a questionnaire.

The **International Agricultural Exhibition AGRA** has been organized since 1992 in partnership with the Agricultural Academy at the Ministry of Agriculture and

Food. Three years later, the exhibition was recognized as a UFI approved event and is now the most renowned forum of agribusiness in Southeastern Europe. In 2012, **BioAgra Trade Exhibition of Organic Farming** was launched to respond to the latest trends in the agricultural sector - the production of organic raw materials and products. BioAgra is organized in partnership with the AVALON Foundation, the Netherlands and the Agroecological Centre at the Agricultural University, Plovdiv.

Innovative Bulgarian and foreign products participate in Bulgaria's only Innovations Competition in the agricultural sector, which is held within the framework of AGRA. Eligible to enter the Innovation Competition are innovative products and developments in the agricultural sector that present real innovations or original improvements and are deemed to be advancement in the respective field.

The Innovations Competition covers following categories:

- Plant-growing machinery and implements
- Plant-growing technologies
- Livestock farming machinery and equipment
- Livestock farming technologies
- Selected seeds and planting material
- Fertilizers and agricultural chemicals
- R & D
- Livestock breeding

The International Exhibition of Vine Growing and Wine Producing VINARIA was launched in 1993 as a result of the collaboration between IFP and the National Vine and Wine Chamber. The event was approved by UFI in 1997. The exhibition presents the entire panorama of the vine-growing and winemaking industry: vine-growing equipment and technologies, products for wineries, quality improvement technologies, packaging, advertising and presentation. VINARIA ranks among the leading exhibitions in the sector in Southeastern Europe.

A Gourmet Zone, specially designated for demonstrations of gourmet food and beverages, promotes gourmet culture, related sectors, as well as the wine tourism in Bulgaria.

The **National Wine and Spirits Tastings** are also held within VINARIA. The winners of the prestigious wine competition receive the Golden Rhyton award established by International Fair Plovdiv, gold, silver or bronze medal and diplomas. The most attractive accompanying events are the Wine Festival, the all-city Dionysian celebration, the Night of the Golden Rhyton Ball, where the awards of the National Wine and Spirits Tastings are presented and young oenologists are inaugurated.

The **International Exhibition of Food & Drinks, Packaging, Machines and Technologies FOODTECH** started in 1995 and developed as the most representative food industry forum in Bulgaria, approved by UFI. Along with International Fair Plovdiv, co-organizers of the exhibition are the Association of Meat Processors in Bulgaria, Association of Dairy Processors in Bulgaria, Union of the Processors of Fruit and Vegetables, Federation of Bakers and Confectioners in Bulgaria, Bulgarian Active Consumers Association, etc.

The **International Exhibition of Printing Communications PRINTCOM** was jointly initiated by IFP, the Printing Industry Union of Bulgaria and the Bulgarian Association of Information Technologies in 1999, and was recognized as a UFI-approved event in 2001. The exhibition showcases the newest trends in the printing and publishing industry, graphic design and advertising. The National Corporate Calendar Competition takes place within the framework of PRINTCOM.

Every year since 1995, the one-of-a-kind International Fair Poster Competition, which presents the modern poster art within the exhibition industry, has been held. Since 2003, the competition has been organized in partnership with UFI - The Global Association of the Exhibition Industry.

The **International Exhibition of Medicine, Dentistry, Pharmaceuticals MEDICUS, DENTO, GALENIA** promotes state-of-the-art technologies and products, facilitates information exchange and contacts between experts in medicine, dentistry, pharmaceuticals. The exhibition was launched in 1995 and was approved by UFI in 2000. Its aim is to attract investments for the development of healthcare and medical services in Bulgaria

Accommodation

Exhibitors and visitors to the events organized by International Fair Plovdiv could avail themselves of the amenities of Sankt Peterburg Park Hotel, located in the vicinity of the Fairgrounds at one of the most important entrance and exit roads of Plovdiv. The hotel offers first-class rooms and suites, fine dining options, well-equipped conference facilities, an aqua park.

PULDIN Restaurant Complex

Puldin Restaurant is emblematic of Plovdiv. The restaurant is located in the architectural and historical reserve at the Three Hills, in the very heart of the Old Town. The place used to be once a Christian monastery, and later - an Ottoman ritual site. The ruins of the Roman fortress wall are still preserved there. Puldin Restaurant combines architectural styles, traditions and amenities in a unique way, a true embodiment of the ancient history of the city. The magnificent

building was restored and converted into a restaurant with a number of different halls. The place has been one of the most prestigious city landmarks for decades. The interior is remarkable, and the garden is one of the most attractive places in Old Town.