

# Eurogastro 2011

<b>Topic</b>	Gastronomy
<b>Date</b>	<u>23-25 March 2011</u>
<b>Location</b>	<i>MT Polska Centre Marsa 56c Warsaw</i>

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EuroGastro is the most important trade fair in Poland for the HoReCa sector featuring a complete offering for the gastronomic industry. For a few years the event has ranked first in Poland among the events with a similar profile in terms of a total number of visitors from Poland and abroad (*Trade Fair in Poland Report 2007*, the Polish Chamber of Exhibition Industry). EuroGastro has enjoyed growing interest on a per year basis from both exhibitors and visitors.

EuroGastro is not just a business meeting platform but also an opportunity to acquire expertise about the latest trends in the industry, and a place where products and services of leading manufacturers can be compared. EuroGastro **hosts national and international competitions** of confectionery, bartending and barista maestros.

The visitors visiting EuroGastro 2011 will have an excellent chance to compare products and services for gastronomic centers and hotels, learn about new market products and latest trends.

The Exhibitor's offering will be arranged by subject matter:

- kitchen utensils and facilities;
- food and drinks for the gastronomy;
- coffee sector;
- Sweet & Bake - confectionary, ice-cream and baking sector;
- restaurant and bar equipment.

The exhibitors will be able to reach an accurately selected target group of professionals within just three days:

- owners and managers of: restaurants, cafes, candy stores, pubs, clubs and disco, fast-food bars and snack-bars, baking and confectionary plants;
- catering administrators (among others, at schools, children's homes, hospitals);
- directors of super- and hypermarkets responsible for procurement and co-operation with the suppliers interested in HoReCa products and services;

- owners of wholesale stores;
- chefs and cooks, confectioners and bakers, baristas and bartenders;
- distributors and producers of equipment, goods and services for hotel industry, gastronomy, confectionary and baking industry.

EuroGastro offers spectacular competitions and cooking shows hosted by famous chefs which add to the event's unique nature. Also **branch meetings and training session** are popular among visitors as they constitute an excellent opportunity to improve professional qualifications.