

OMÉK 2019

The essence of the Hungarian land

#OMÉK2019

THE PARTNER COUNTRY: **MORCCO**
Kingdom of Tests

The National Agricultural and Food Exhibition (OMÉK) is the largest and oldest agricultural event in Hungary. Having more than a hundred years of history, OMÉK sustains its strong roots by respecting and presenting rich Hungarian traditions combined with the latest agricultural technologies. The 79th edition of OMÉK was held between 26 and 29 September 2019 at HUNGEXPO Budapest Fair Center.

In many respects, the 79th OMÉK was a novel event offering a wide selection of programmes, covering diverse aspects of the agricultural industry. Retaining its traditional character of a fair open to the public, the exhibition

emphasised topical issues such as sustainability, increased consumer awareness, presentation of the food industry in its full diversity, digitalisation of agriculture and agricultural innovation, as well as raising the profile of careers in agriculture. OMÉK 2019 focused on professionalism, the international aspects of the food industry and innovation. Food innovation was given particular attention, as we organised an innovation competition with special prizes in order to encourage Hungarian food manufacturers to produce innovative products, that are internationally competitive.

www.omek.amc.hu
facebook.com/OMEKBudapest

- Pavilion A:** The organizational units and the background institutions of the Ministry of Agriculture, Morocco – the partner country, international partners, agricultural and food industrial enterprises and professional organizations
- Pavilion B:** Animal husbandry and animal shows
- Pavilion D:** Horticultural exhibitions and shows, plant production technologies
- Pavilion F:** Professional programmes, conferences, opening ceremony, main stage; interactive programmes, shows and concerts
- Pavilion G:** Treasures and small-scale producers from the Carpathian Basin, stage and playground for children, interactive exhibition farm
- Gastro passage:** Food and catering
- Native yard:** Native animals and tools show
- Professional programs:**
 - Pavilion A:** Podium stage, Gallery;
 - Pavilion B:** Media room;
 - Pavilion F:** Main stage, F1, F2, F3, F4;
 - Pavilion G:** VIP; Building 2S: Bigroom; K-V: Ceramic room



SHOW OVERVIEW

Total number of visitors	85 000
Number of exhibitors	700
Exhibition area	40 000 m ²

PRESS COVERAGE

Press conferences	4
Press releases	19
Number of people reached	2,5 M
Number of impressions	2 000

SPECIAL SHOWS & ACTIVITIES

Professional events and conferences	51
Competitions	5
Stage programmes	35
Number of countries represented on the show	15



VISITORS

Rate of local visitors	75%
Rate of foreign visitors	25%

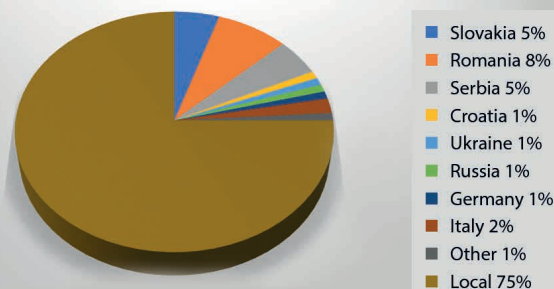
RATES OF VISITORS PER COUNTRY

Slovakia	5%
Romania	8%
Serbia	5%
Croatia	1%
Ukraine	1%
Russia	1%
Germany	1%
Italy	2%
Other	1%
Local	75%

Rate of trade visitors	30%
Rate of public visitors	70%



Rates of visitors per country



CATEGORIES OF PROFESSIONAL VISITORS

Producers	40%
Wholesalers	30%
HORECA	30%

EXHIBITOR CATEGORIES

Meat products	17%
Milk and dairy products	9%
Fruits and vegetables	11%
Confectionary and baked products	8%
Drinks, beverages, wine and spirit	10%
Plant and crop production	7%
Livestock	7%
Financing	4%
Machinery	4%
Packaging	3%
Commercial chains	5%
Wholesalers	5%
Governmental institutions	5%
Professional institutions	5%

