



Last edition:

Total visitors: **140.524**

Total exhibitors: **3.923**

The Danish Trade Council together with the Danish Agriculture & Food Council (Landbrug & Fødevarer), are arranging a **joint Danish stand** with subsidy at Alimentaria fair in Barcelona in April 2018. At a very **attractive location in the RESTAURAMA section** of the Fair, directed towards the HORECA sector, in pavilion 4.

**Restaurama** is the leading shows in Europe for professionals and companies in the hospitality sector: **hotels, restaurants** and **catering**. Exhibitors here include food and non-food companies targeting the HORECA industry. Companies within food, drinks, ingredients, professional kitchen equipment, disposable products, work clothes and shoes, software for the Horeca sector, etc. are among those who will benefit from participating in this section of the fair.

## PARTICIPATION

The Trade Council of Denmark in Spain will be responsible for all the practical details concerning the Danish stand and we will also furthermore work as a link between the exhibitors and the fair. We offer a turn-key solution for Danish companies:

### Participation in the joint Danish stand with individual area including:

- **Ready to use stand** at an attractive location in the fair
- Your individual branded area
- Common meeting area at the stand
- Build up and dismantling of exhibition stand
- Wi-Fi/Electricity
- Several entrance tickets
- Coffee, drinks and snacks for exhibitors and your visitors
- Assistance throughout the whole process – The staff from The Trade Council will be present during the entire exhibition and assist with translations and practical help
- Communication plan (press, catalogue, online, etc.) to promote the stand and the companies

*We accommodate special requests about furniture (flat screen, desk, etc.). Additional equipment is settled individually.*

## EXTRA BONUS!

- **HOSTED BUYERS PROGRAM** – 600 buyers from Latin America, Europe and Asia are invited to this edition of the fair and will book meetings with exhibitors. In last edition, 624 international buyers attended and generated 11.200 business meetings.



### Marketing campaign:

- Joint press release to relevant Spanish media
- Admission in the Exhibition catalogue
- Common presentation mail to potential Spanish customers and contacts
- Announcement of the exhibition on the website of the Danish Embassy in Spain
- Article about the exhibition and its Danish participants in the newsletter from The Trade Council
- Social media campaign: Facebook/Twitter/LinkedIn/Website
- Printed flyers with your contact information

### PRICE FOR PARTICIPATION

The cost of participation, including all of the above, is 2.950 dkk/m<sup>2</sup> (subsidy deducted)

Shipping of own goods, personal travel and subsistence costs are incurred by the company.

**If you have special wishes** regarding the size of your area, or other inquiries, please contact us.

### REGISTRATION

The stands are allocated on a first come, first served basis.

Please contact The Trade Council of Denmark in Barcelona or The Danish Agriculture & Food Council for more information.

### Contact:

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