



EXHIBITION CENTER



SHD Samarkand Hospitality Days

SPECIALIZED EXHIBITION-FAIR OF THE HOSPITALITY AND TOURISM INDUSTRY

October 10-13, 2024

SPECIALIZED EXHIBITION-FAIR OF THE HOSPITALITY AND TOURISM INDUSTRY

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SHD Samarkand Hospitality Days

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Event Organizer SOF EXPO SAMARKAND

SHD is a B2B event of the hospitality and tourism industry market Horeca EXPO for the first time held on the territory of SOF EXPO Samarkand from October 10 to 13.

Leading representatives of the industry will meet on a single platform to get acquainted and solve their global and regional problems, will be able to hold dialogues on current issues in a business and informal setting, get acquainted with new trends and cover key areas.

October 10-13, 2024

DIRECTIONS OF **THE EXHIBITION-FAIR:**

HoReCa

- ◆ Equipment for hotel, restaurant business and trade;
- ◆ Kitchen equipment;
- ◆ Professional food products (drinks, coffee and tea, syrups, seafood and meat products, groceries);
- ◆ Furniture;
- ◆ Textiles, workwear;
- ◆ Household chemicals;
- ◆ utensils and equipment;
- ◆ Design and lighting;
- ◆ Refrigeration equipment;
- ◆ Hookah equipment, tobacco;
- ◆ Automation systems.





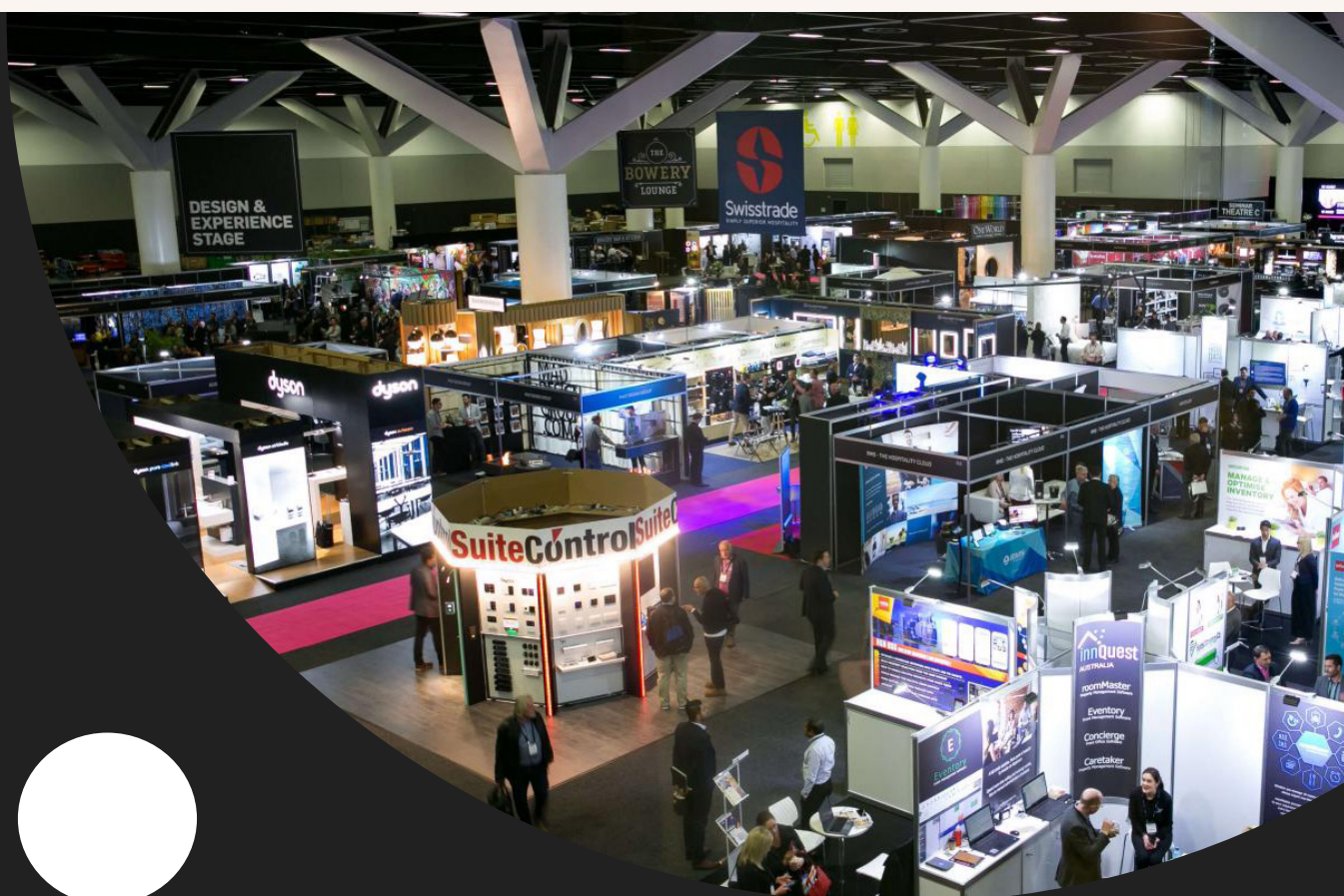
TOURISM

- ◆ Tour operators, travel agencies, education
- ◆ Tour operators and travel agencies
- ◆ National Tourism Offices
- ◆ Regional tourism authorities
- ◆ Cruise tour operators
- ◆ Hotels and accommodations
- ◆ MICE agencies
- ◆ Glampings
- ◆ Wellness and medical centers
- ◆ Airline and transport companies
- ◆ IT companies
- ◆ HoReCa
- ◆ Museums and parks
- ◆ Author's tourism
- ◆ Specialized tourism

EXHIBITION-FAIR FORMAT

The first 2 days of the exhibition (October 10-11)

will be dedicated to market professionals, during which forums and b2b meetings of industry representatives will be organized.





During the last 2 days of the exhibition (October 12-13),

visitors will be treated to a fair format, within which everyone will be able to purchase goods and services of interest under exclusive conditions from suppliers, participate in sweepstakes, and try dishes at the gastrofestival organized as part of the exhibition-fair.

THE EXHIBITION GIVES PARTICIPANTS THE OPPORTUNITY TO:



- Find new buyers;
- Meet with regular partners;
- Introduce new directions and services to the market of Uzbekistan;
- Increase brand awareness;
- Increase volumes and expand sales geography.

EXHIBITION VISITORS CAN:



- Find new clients among business audiences and individuals;
- Strengthen cooperation with regular partners;
- Study current offers from Russian and foreign travel companies, hoteliers, IT services, representatives of the hospitality industry and others;
- Identify industry trends and obtain reliable information about market development at specialized events;
- Conclude agreements on profitable cooperation with decision makers.

KEY OBJECTIVES OF THE EXHIBITION:



DEALERSHIP



REPRESENTATION



CONTRACTS



DIRECT DELIVERIES



SUBSIDIES



INVESTMENTS



HUMAN RESOURCES



INNOVATION



THE TARGET AUDIENCE:

MANAGERS OF HOTEL, RESORT AND
SANATORIUM ACCOMMODATION FACILITIES ■

MANAGERS OF RESTAURANTS, BARS, CAFES
AND CATERING SERVICES ■

TECHNOLOGISTS, CHEFS ■

CONFECTIONERS, BAKERS ■

BARTENDERS ■

MANAGERS ■





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CONTACT US.

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International Exhibition Center
SOF EXPO SAMARKAND

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