



78TH NATIONAL AGRICULTURE AND FOOD EXHIBITION AND FAIR

20TH-24TH SEPTEMBER 2017
HUNGEXPO AND KINCSEM PARK





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WELCOME



Dear Reader,

It is an honour for us to be able to bring the finest products of Hungary and the treasures of the Carpathian Basin to the 78th National Agriculture and Food Exhibition and Fair, which is the largest agricultural economy event in Hungary and one of the most prominent events in Central-Eastern Europe.

The Exhibition has succeeded in targeting professionals in agriculture and food, as it provides many opportunities for them to improve their commercial and social capital, which is indispensable for invigorating business. From the Trade Day before the official opening ceremony of the OMEK, interesting conferences and exciting presentations took place every day, at which professionals could find out about innovations in the agricultural sector around the world today. During the five days of the Fair, culinary events, dance and music performances, various forms of entertainment and special attractions awaited members of the public who are interested in agriculture. In addition to the popular show presenting indigenous animals, there was also a children's island and a petting zoo to amuse not just children but all our visitors. And of course, the ever popular agricultural machine show was unmissable. We are looking forward to seeing you next time, and we will be awaiting you with the traditional and unique food, drink, craft goods and traditions of Hungary.

Let's meet at the 79th OMÉK!

László Daróczi
Executive Director
Agricultural Marketing Center Nonprofit Ltd.



National Agriculture and Food Exhibition and Fair

HUNGEXPO Budapest Fair Center and the Kincsem Park racetrack

20th-24th September 2017





THE 78TH OMÉK FAIR IN NUMBERS

- 66,000 m²

Exhibitors presented their products and services to visitors in an indoor area of nearly 66,000 gross square metres (Halls A, B, D and G) and the outdoor agricultural machine exhibition could be seen in the Passage and on the Kincsem Park grounds.

- 100,000 visitors

Overall almost 100,000 people visited the 78th OMEK.

- 988 exhibitors

During the five days of the Fair, 988 exhibitors set up stalls for the public to peruse.





- 122 cross-border producers

Altogether, 122 cross-border agricultural producers presented their goods at this prominent event.

- 6,000 visitors on Trade Day

On the first OMEK Trade Day, 6,000 visitors came to the high-quality professional forums, presentations, workshops and business meetings.

- 136 years

Hungary's most distinguished agricultural event boasts a century of history. The first national fair that can be considered the predecessor of OMEK opened its gates in 1881.





OPENING CEREMONY

THE MOST PROMINENT AGRICULTURAL EVENT OF CENTRAL-EASTERN EUROPE HOSTED ITS VISITORS BETWEEN 20TH AND 24TH SEPTEMBER 2017.

The 78th OMEK was opened by Dr. Sandor Fazekas, Minister of Agriculture and Laszlo Kover, the President of the Parliament.

Dr. Sandor Fazekas explained the agricultural aspirations of recent years to the audience. He emphasized that since 2010, 50,000 new jobs have been created in the agricultural sector, and agribusiness has now become the leading sector of the Hungarian economy.

Laszlo Kover said that the remarkable interest in OMEK demonstrates that the demand for local, healthy, non-GMO Hungarian agricultural products is continuously growing in our country.

Japan was the partner country of the 78th OMEK. During the opening ceremony, Masaaki Taniai, the State Minister for Agriculture, Forestry and Fishing of Japan highlighted that Japan's emergence as a partner country can provide further momentum to Japanese-Hungarian relations in agricultural economy.





The Hungarian Army Band and the Jaszrag Folk Ensemble performed at the opening ceremony. Also, Kiyō-Kito Taiko gave a marvelous introduction to a part of Japanese musical culture.

The first Japanese drumming group to come to Hungary brought the magical world of the Far-East to life on the stage, with the sound of the drums imitating the human heartbeat and with their dynamic movements. The highlight of the evening was the sensational concert given by Szilvia Peter Szabo. The food served at the opening ceremony was all made of healthy, Hungarian ingredients.





WALKING TOUR OF THE FAIR

After the opening ceremony, Dr. Sandor Fazekas, Minister, Laszlo Kover, President of the Parliament and Masaaki Taniai, State Minister of Japan, together with the leaders of the agricultural sector, participated in the traditional walking tour, during which they visited every corner of the fair and viewed exhibitors' goods.

On the walking tour, participants visited the Japanese Hall and the Booth of Hungarikum (special Hungarian goods). They also met farmers from the Carpathian Basin and several Hungarian producers and entrepreneurs. The leading pasta manufacturer of Hungary, Gyermelyi PLC. prepared fresh and delicious pasta dishes for the delegation's reception.

At the Ministry of Agriculture booth, trademarked products of the national park were presented to the leaders.



THE I. OMÉK TRADE'S DAY

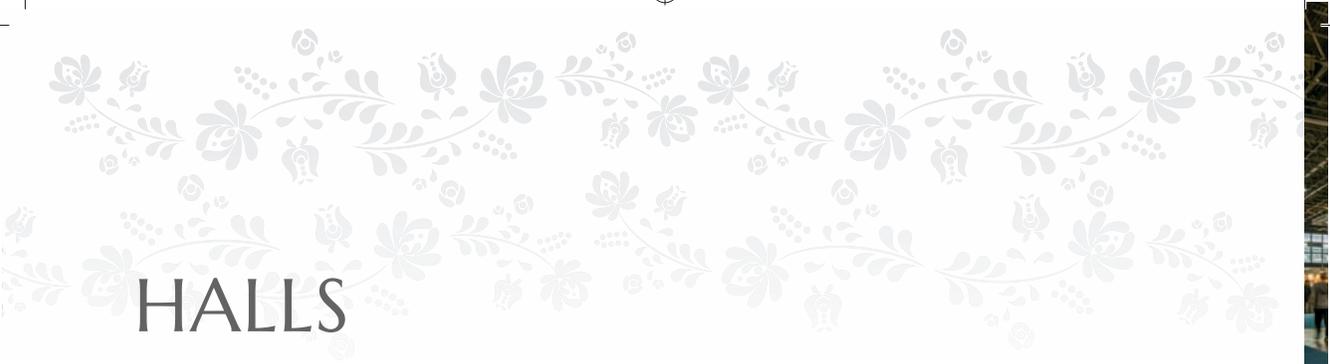
In a first in the history of OMEK, a separate Trade Day was held on the day before the Fair. At this event, which was organized jointly by the Agricultural Marketing Center Nonprofit Ltd. and the Agroinform.hu news portal, renowned professionals analyzed the business opportunities and risks in agriculture and the food industry.

The program was chaired by moderators, and the discussions covered the tasks and questions arising in connection with farm fields, animal husbandry, and the industry.

The “Open Space” agricultural workshop added a facet to the event with business meetings. A total 6,000 visitors participated in the Trade Day.







HALLS

HALL A

In Hall A, national and international professional exhibitors, Japan as a partner country, and the Hungarian Ministry of Agriculture and its support organizations were represented. At the booth of the Hungarian Fisheries Operational Program (MAHOP), fish dishes were made, products were demonstrated and a gigantic 20,000 liter aquarium was set up to fascinate visitors.

HALL C

The exciting two-day cooking competition for vocational schools, called “Hungarian flavors on Hungarian tables”, took place in Hall C. The goal of this competition was to promote healthy, national ingredients (particularly pork, rabbit, game and fish). A jury of five evaluated the participants’ work and the dishes they made.

HALL D

Hall D housed a horticultural exhibition and a presentation of devices and methods for plant production.





HALL G

In Hall G, the small regions and small producers had the stage to themselves. The “Organic Product Island” and the “Civil Area” were also new to OMEK.

HALL B

Various animal shows awaited visitors in Hall B.

KINCSEM PARK

In 2017, Kincsem Park also played an important role at OMEK. Apart from programs related to animal husbandry, animal shows and breed evaluation shows, horse performances and equestrian theatre were open to the public.

In the “Yard for Indigenous Breeds”, the indigenous animals of the Carpathian Basin and objects, equipment and buildings related to traditional animal husbandry were introduced.





OUTDOOR AREA

In the outdoor area, 66 exhibitors presented their agricultural machinery to visitors.

At the machine show, many modern, air-conditioned, automatized agricultural machines were on display. Among others, tractors, combine harvesters, field cultivators, disc harrows, seedbed preparers, sprayers and sowing machines were presented on the nearly 10,000 square-meter outdoor exhibition area.

As usual, exhibitors of agricultural machinery and devices at the national fair presented the most modern technology currently available.





Visitors could view two operating steam engines at the exhibition - from the pioneer era of agricultural mechanization.

HALL F

Hall F was the venue for the protocol events, popular music concerts, folk music programs and dance performances of the 78th OMEK.

The spectacular performance of “Stormy” by ExperiDance was a great success.

PASSAGE

In the Passage between Halls A and G, visitors were able to taste traditional homemade food.

At the same time, visitors were able to try their hand at archery in Pavilion 16.





“TREASURES OF THE CARPATHIAN BASIN”

The 78th OMEK took on the special mission of introducing the culinary and cultural treasures of the Carpathian Basin to its visitors. At a shared booth of 400 square meters, visitors were beguiled by 122 cross-border companies offering the typical foods and goods of their region, alongside thematically arranged professional demonstrations.

A beautiful “Szekely” gate was carved throughout the five days of the Fair.

Participating farmers could also use this to their economic benefit, as the Fair provided a good opportunity to meet potential business partners from the host country.





PARTNER COUNTRY: JAPAN

Hungary maintains an excellent relationship with Japan. The two countries share friendly ties. Japan is the largest export market for Hungarian food industry outside the European Union.

As the partner country of the 78th OMEK, on an area of almost 300 square meters Japan presented its world-renowned gastronomy and its healthy and safe foods that embody the taste of Japan. The Japanese Ministry of Agriculture, Forestry and Fishing, the Japan External Trade Organization (JETRO), and the Hungarian Japanese Embassy were also present at the fair. The island state was represented by 18 exhibitors.

The tasting of Japanese foods and products was accompanied by traditional events: spectacular karate and kendo shows and a colorful yukata show brought the unique atmosphere of Japan to Hungary for a few days.





PROGRAMS FOR PROFESSIONALS

The 78th OMEK placed an unprecedented emphasis on professionalism. During the Fair, 10 conference venues were in operation. At the “Civil Area”, foundations and agricultural trade organizations provided visitors with information about their work.

At the “Organic Product Island”, organic farmers, authorities involved in organic production and professionals from relevant institutions were ready to answer questions. The issues of environmental protection, sustainable development and innovation, which are essential in agriculture, were also part of the agenda of most programs intended for professionals. Visitors were able to select from multiple educational programs.

The booth that attracted the largest number of visitors was set up by the Milk and Dairy Interbranch Organization and Product Board, and was awarded the “Public’s Favorite Award” of the 78th OMEK. The journey milk takes during production was demonstrated by the impressive and interactive “Milk Truck”, which was excellent for both children and adults.

The record number of schoolchildren and university or college students was also a new addition to the multi-faceted nature of OMEK.





PROGRAMS FOR THE PUBLIC

The public programs at the 78th OMEK were also colorful. Many high-quality programs were awaiting the general public, such as concerts, shows and interactive programs that entertained family members of all ages.

One of the priorities of OMEK in 2017 was to introduce the everyday lives of people who make their livings in the countryside and who work in agriculture to young people, in an entertaining way. Thus in addition to the usual indigenous animal show, horse programs, a petting zoo, an agricultural machinery exhibition, an eco-playground, a dog show and a sheep-herding competition were also organized for students.

The “Children’s Island”, also something new for OMEK, was popular among the youngest visitors. Here children were entertained by traditional and interactive games.

The reason why such a large proportion of visitors were young - apart from the targeted and varied programs we offered – was because student groups from primary and secondary schools could enter the Fair free of charge if they registered in advance, as could children under six years of age.





SUMMARY

The 78th OMEK - which attracted more visitors than ever - gave a representative taste of the values of the Carpathian Basin, the results of the work in the agricultural sector and the finest products of Hungary to both professionals and the wider public.

Visitors could familiarize themselves with innovations in agriculture, Hungarian GMO-free products produced on family farms, modern, effective and environmentally responsible businesses, and the handmade food products of primary producers.

The 2017 Fair had a key focus on civil organizations and foundations, and also on the topics of environmental protection and sustainable development.

Although it maintained its more than 130 years of tradition, the 78th OMEK offered many novelties. These traditional and new elements strengthened each other and together they established the unique atmosphere of OMEK 2017.



