



**National
Industry**



**Agriculture and Food
Exhibition and Fair**

(OMÉK)

20-24 September 2017 Budapest

What is OMÉK?

The **National Agriculture and Food Industry Exhibition and Fair (OMÉK)** is Hungary's more than **100-year-old** agricultural event with long traditions. The history of Hungarian agricultural exhibitions goes back to the beginning of the 19th century. The extended exhibitions and fairs became regular events in the 1830s.

From the very beginning the primary objectives included **expanding relations between producers, traders and consumers, developing trade and disseminating market information**. This most important mission of the fairs has not changed, only extended to include the challenges of modern times.

The importance of **OMÉK** is also reflected in figures: the 77th National Agriculture and Food Industry Exhibition and Fair attracted **87,300 visitors, 426 school groups, i.e., 14,500 students** and the same number of students aged less than 14; and **950 exhibitors** received the interested visitors on approximately **40,000 square metres area**. More than **30 trade conferences** were held during the period of the exhibition.

As always, **OMÉK** is organised by Agrármarketing Centrum Nonprofit Kft., a state-owned marketing organisation controlled by the Ministry of Agriculture, with full support from the government.

Why OMÉK?

Because **OMÉK is an agricultural exhibition in the heart of Europe, the largest in Hungary and one of the most prominent ones in Central and Eastern Europe. We expect approximately 100,000 visitors this year**, with the most excellent professionals arriving from many places in the country. There is more: **OMÉK is now included in the international fair calendar as one of the international exhibitions**, as this year foreign exhibitors will receive outstanding attention and be offered an opportunity to present their goods. **OMÉK is both stability and renewal**: stability, because the professionalism of the century-long exhibition is one of the most outstanding in the region. Renewal, because this year a **trade day** will also be added to OMÉK. On that day, only the representatives of the sector are expected to attend the event, where **meetings will be held for businesspeople and other professional fora and business opportunities will be presented. Sustainability, modern technological novelties and innovations** in agriculture will be an outstanding professional topic in 2017.

Outstanding attention will be given to the **excellent products of the Hungarian agriculture and food industry**, and therefore it is important that, **first in the world**, the Hungarian government stated in the Fundamental law that **it is prohibited to use GMO in public agricultural production in Hungary!**



The small producer year is dedicated to Nyírség, Szigetköz, etc.), presenting their typical products, flavours and gastronomical goods. The animal shows and the agricultural machine exhibition will not be left out from the standard programmes either.

OMÉK intends to address all groups of professionals and the general public. We hope to attract more visitors this year than ever before with our programmes and events, targeted at all age groups.

Concept for hosting the various events:

Pavilion A: agriculture and food industry enterprises

Pavilion G: small regions and treasures of the Carpathian Basin

Pavilion B: animal farming

Pavilion D: prominent gardening show

Pavilion F: opening ceremony, Civil Square, stage programmes

Kincsem Park: animal farming and animal farming programmes

Open area: machines, animals (indigenous yard), crafts, etc.

Passage - wooden stands: foot industry and catering

Where and when will OMÉK be held?

In 2017 the 78th OMÉK will be held in Budapest at HUNGEXPO Budapest Fair Centre and Kincsem Park, on 20-24 September 2017.

Further information:

www.omek2017.hu<https://www.facebook.com/OMEKBudapest/><https://www.facebook.com/agrarmarketingcentrum><http://omek.itthon.hu/kepgaleria>



