

SIRHA+ LYON



**MAY 29TH TO
JUNE 2ND 2021**

EUREXPO LYON FRANCE

GL EVENTS CONFIRMS THE HOLDING OF SIRHA 2021 AND INTRODUCES SIRHA FOOD, A NEW ECOSYSTEM THAT PAVES THE WAY FOR THE FUTURE OF THE EVENTS INDUSTRY.

With more than 40 years' experience of the major markets in the events industry, GL events is keen to assert its commitment toward an economic recovery driven by major professional events. By confirming the holding of Sirha 2021 - one of the group's leading Food events - GL events also confirms its ambitions and role as a catalysing agent for the markets in support of professionals in the sector.

To ensure the event will run smoothly, the next edition of the reference trade fair for Food Service worldwide will be held from May 29th to June 2nd, 2021 at Eurexpo Lyon, and will introduce a new format that prefigures the mutations in the events industry.

SIRHA LYON, SYMBOL OF GL EVENTS GROUP'S COMMITMENT

Since early September, GL events has resumed its operations in France. The recent experiences in fashion with 'Made in France Première Vision', in green tech with 'Expobiogaz' and in Food service with 'Sirha Green', 'MADE' and 'Omnivore' clearly show the enthusiasm for such opportunities to get together, exchange and conduct business. They also demonstrate that the required health measures can be enforced smoothly without affecting the quality of the exchanges.

"By resuming our trade fair operations, we firmly assert our commitment and deep understanding of the cultural changes that are inherent to our clients' activities and to the events industry in general. Naturally, I understand the fears, and, as a company manager I share them - we are foremost dedicated to protecting our teams. This is why we have decided to maintain Sirha Lyon in 2021, adopting new dates that afford us more time to plan this event that is essential to accompany the economic activity," explains Olivier Ginon, CEO of GL events.



This trade fair stands more than ever as a major player and catalyst of common intentions. We are not idealists, but we are strong in our convictions, supported by our capitalistic structure and the agility that has always characterized GL events."



SIRHA 2021 DRIVEN BY A NEW ECOSYSTEM: SIRHA FOOD

At the time of confirming the holding of the reference event in the Food world, GL events unveils the changes that will nourish this unmissable gathering for all players in the Food Service industry. *"This will be the 20th edition of Sirha, but rather than a grand celebration, we have chosen to focus on reflection and the realization of our motivation to go further and play an even greater prospective role," explains Luc Dubanchet, Brand Manager. "To this effect, we have grouped all our existing Food brands under one umbrella brand - Sirha Food. This will bring together our audience of several*

hundred thousand professionals, and enable them to exchange and stay informed throughout the year, in particular via our sirhafood.com portal, that will stand as a global media for information in the Food Service sector."

Most importantly, Sirha Food introduces strategic consistency across all the Food service events proposed by GL events. From Sirha Lyon to Omnivore festival, from MADE trade event to the Bocuse d'Or, from Sirha Green to Europain, the idea is for GL events to **build a cross-sector offering and facilitate business opportunities** thanks to the organization of trade fairs or events that have strong and complementary identities. *"A partner or an exhibitor must be able*

to follow us throughout our entire Sirha Food ecosystem," explains Luc Dubanchet. "Standing by our side will enable them to boost their contacts and find new visitor targets thanks to the complementarity of our products." The palette of events will be supported by additional digital services with the creation of the Sirha Connect app that will allow exhibitors to plan their business meetings and promote their brands. Visitors for their part, will be able to use their login to enrich their profile, obtain their pass online and organize their visit for all the events. The use of digital technologies is part of the hybridization of events that makes it possible to maintain year-round a link between all players in the Sirha Food environment.



FOCUS ON SIRHA LYON 2021

Holding Sirha Lyon 2021 in May next year is a perfect illustration of the ongoing structural revolution at GL events. **"Taking into account our times, especially in the context of the health crisis, involves thinking Sirha as an event that is resilient, responsible, health-aware and ecological, in line with the changes in our society and in consumers' requirements".** Explains Marie Odile Fondeville, managing Director of Sirha Lyon.

The offering for Sirha 2021 will be as varied as for the previous editions, with different sectors represented: food products - bakery/pastry/confectionery - kitchen equipment - cafeteria - technologies - shipping - table decoration and dining room fittings - Start-up Village - Place des Vins.

The 2021 edition will also feature new spaces dedicated to events and punctuated with highlights:

- **Sirha Hub:** an immersive experience into the heritage of Food service and the major influences to better grasp the stakes and prepare for the future.

- **Sirha Masters:** an exceptional stage to highlight and promote the different trades in the food service industry.
- **A constellation of 24 contests,** including world reference events: Bocuse d'Or and Coupe du Monde de la Pâtisserie. The food and pastry trades have never been so well represented.
- **Sirha Innovation Awards:** the best innovations presented by their creators. Exhibitors at Sirha Lyon bring the best in technology and creation for all sectors.

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