**EUREXPO LYON** 

## SIRH/+ LYON

The World Hospitality and Food Service Event



### SIRHA LYON, THE WORLD'S FOOD **SERVICE EVENT**

In Europe, the summer of 2022 was a resounding success for the catering, hotel, food and tourism sectors. In France, for instance, extremely positive figures once again underline the recovery of an entire sector, which has been heavily impacted over the last two years1.

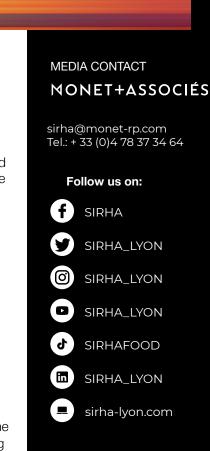
- The hotel and restaurant industry recorded a 26% increase in bookings in France<sup>2</sup>
- Out-of-home food services: +11% in visits and +17% in spending<sup>3</sup>
- 25 million foreign tourists in France this summer, for 15 billion euros in revenues4
- French cuisine is the most highly acclaimed: 40%<sup>5</sup>

At the same time, those working in the restaurant and food industry are the first to witness another state of affairs and are faced with numerous problems: labour shortages, inflation, the explosion in the cost of raw materials, etc.

Located in the midst of all the sector's concerns and close to the industry's professionals for 40 years, Sirha Lyon, which is part of Sirha Food within the GL events group, is back from

Thursday 19 to Monday 23 January **2023** to cover the major changes affecting the Food Service industry. On the menu: the largest global food service offering covering products, equipment and services for commercial and independent catering. 5 days of opportunities to meet and do business with key players in economy

and innovation.





### INTERNATIONAL ECONOMIC INSTRUMENT

"Sirha Lyon is a very effective international economic tool. Every year, we welcome hundreds of decisionmakers from all over the world, whether they are exhibitors, on the event stages or in the exhibition aisles" explains Olivier Ginon, Chairman and CEO of the GL events group.

SIRHA LYON, A POWERFUL AND

22% of the total surface area), nearly 300 stands and 14 pavilions (Italy, Spain, Belgium, Greece, Japan, Overseas) for a total of **27 countries** represented. New for 2022: a Saudi pavilion will be present at Sirha Lyon for the first time. Visitors include: 52% decision-makers\*

• 13,789m² of international exhibitors (i.e.

"As a living testimony to the industry's

 94% of Sirha Lyon has already been allocated (end of September),

to attend across 140,000 m<sup>2</sup>

4,000 exhibitors and brands are due

representing 1,565 exhibitors excluding brands, with an average surface area of 40m<sup>2</sup> per exhibitor

\*figure for Sirha Lyon 2021

vibrancy, both in France and internationally, Sirha Lyon is the place to be for food service professionals and experts, where exhibitors and visitors can come together to create business opportunities and redefine their offerings to reflect consumer expectations" explains Luc Dubanchet, Director of Sirha Food and Sirha Lyon, at GL events.



#### ON 5 CORE SIRHA DYNAMICS To illustrate the strains and trends in the

entire industry, Sirha Lyon has created five Sirha Dynamics, each with its own perspective and challenges in the food sector. #1 **Technonature** (for a finer balance

- between Mankind and nature) #2 Consume less but better
- #3 Human wellness #4 Human creativity tenfold (preservation
- of skills and expertise) #5 Dreams of a modern world and getting
- away from it all

Forum. As a platform for innovation, Sirha Lyon

These 5 Sirha Dynamics set the pace for

the new Sirha Lyon stage: the Sirha Food

the Food Service industry: • Sirha Innovation Awards: 12 awards to

snowcases the emerging entrepreneurs of

- reward exhibitors' innovations • Start Up Village that assembles
- 30 start-ups • Future Food Initiative: spotlight on 5 French food-entrepreneurs

# **3 MAJOR INTERNATIONAL COMPETITIONS**

SUBMIT A REQUEST FOR ACCREDITATION

For a paper-free edition→Download the Sirha Food app (map, programme, etc.)

'Sources: Les Echos, Hôtellerie Restauration, NPD Group, The Fork ²The Fork, "TheFork dévoile le bilan rayonnant de l'été pour le secteur de la restauration" (TheFork reveals the rosy picture of the summer for the catering industry), 13 September 2022 "L'Hôtellerie restauration, "Restauration : quel bilan du premier été post-Covid ?" (Catering: what is the verdict on the first post-Covid summer?), 30 September 2022 \*Les Echos, "Tourisme : vers un été « exceptionnel » en France" (Tourism: heading for an "exceptional" summer in France), 29 August 2022

The Fork, "TheFork dévoile le bilan rayonnant de l'été pour le secteur de la restauration" (TheFork reveals the rosy picture of the summer for the catering

industry), 13 September 2022

Sirha Food, manufacturing the future: SIRHA FOOD's mission is to inspire the world of hospitality and food service, to be at the forefront of influences, to understand the world in motion, and to reflect on it to improve support for a market and those who are part of it. As a new umbrella trademark and a new global media, Sirha Food is geared towards both professionals and the general public and draws together the entire food service industry through its events, including the Sirha Lyon and Sirha Europain trade shows, the Omnivore festival and the Bocuse d'Or and World Pastry Cup competitions. Because the world of food today can only be viewed as being porous, in moving, living territories.



