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The 11<sup>th</sup> Caucasus International Hospitality Exhibition HOREX Caucasus 2017 was held in conjunction with the tourism exhibition AITF from 6<sup>th</sup> – to 8<sup>th</sup> April at Baku Expo Center. HOREX Caucasus is an annually trade event for the hospitality industry of the South Caucasus and Caspian regions providing excellent opportunities to showcase goods and services and to effectively exchange ideas and experiences with leading industry players, customers and partners. It is also a platform where one can analyse the competitiveness of the market and build strong business relations.

The day before the exhibition was held a press conference took place, in which took place Mr. Aydin Ismiyev – Head of Tourism Department of the Ministry of Culture and Tourism of the Republic of Azerbaijan and organisers of the exhibition. 45 media representatives attended the press-conference from APA, ARB TV, Azertag, AzTv, ITV, Lider TV, SalamNews, TREND and others.

On the first day, the exhibition was visited by President of the Republic of Azerbaijan Ilham Aliyev and First Lady Mehriban Aliyeva.

Minister of Culture and Tourism of Azerbaijan Abulfas Garayev and Executive Director of IT Group Edward Strachan attended the opening ceremony of the exhibition.

This year HOREX Caucasus was welcome participating companies from Azerbaijan, India, Russia and Switzerland, among others. The exhibitors demonstrated professional cleaning agents, professional cleaning equipment, carpets, food processing machines, stainless steel products.

Horex Caucasus is supported by the Ministry of Culture and Tourism of the Republic of Azerbaijan, the Azerbaijan Export and Investment Promotion Foundation (AZPROMO), and the National Confederation of Entrepreneurs (Employers) Organisations of the Republic of Azerbaijan (ASK). The organisers of the exhibition are Iteca Caspian and its UK partner ITE Group.

The exhibition was attended by 4,738 people, including producers and suppliers of products, experts, and a wide range of consumers.

In 2018 the Horex Caucasus exhibition will be held on 05–07 April in Baku Expo Center.

## References

**Georg Reimer, Sales Representative for the CIS countries, Brunner Anliker**

“We consider our participation in the Horex Caucasus exhibition to be the first step towards the development of the Azerbaijani market. I have noted the buzzing visitor and exhibitor activity”.

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**Fyugan Gurbanova, ASENSA Sales Manager**

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“We participate annually in the exhibition ‘Everything for Hotels, Restaurants and Supermarkets’. The exhibition brings benefits in terms of a trendy campaign and marketing tool to search for potential new customers”.

**Osmangazi Kaplan, Manager at Natural Hali**

“We have been participating in the exhibition for the second year already, and I can say with a confidence that we are very pleased with the level of organization. We plan to continue our cooperation with Horex Caucasus and we hope that we will meet colleagues and professionals of carpet art”.

**#Horex**