



FACTSHEET

EVENT PROFILE

Established in 1994, HORECA Lebanon is the country's largest annual business meeting place for the hospitality and foodservice industries.

Date: 22 - 25 March 2022

Time: 3 - 10 pm

Venue: Seaside Arena - Beirut, Lebanon

STRATEGIC PARTNERS

- Mediterranean Hotel & Restaurant Association
- International Hotel & Restaurant Association
- Lebanese Ministry of Tourism
- Lebanese Ministry of Economy and Trade
- Lebanese Ministry of Agriculture
- Lebanese Ministry of Industry
- Chamber of Commerce Industry and Agriculture of Beirut and Mount-Lebanon
- The Federation of Chambers of Commerce, Industry and Agriculture in Lebanon
- Association of Lebanese Industrialists
- Lebanese Franchise Association
- IDAL (Investment Development Authority Of Lebanon)
- Syndicate of Hotel Owners in Lebanon
- Syndicate of Restaurants, Cafés, Nightclubs and Patisserie Owners
- Syndicate of Lebanese Food Industries
- Union Vinicole du Liban
- Syndicate of Lebanese Supermarket Owners
- Syndicate of Importers of Foodstuff Consumer Products & Drinks in Lebanon
- ADFTH

EXHIBITOR PROFILE - 3 SHOWS IN ONE VENUE



- Catering, supermarket and laundry equipment
- Furniture, fixtures and design
- Tableware, uniforms, linens and guest amenities
- Consultants, recruitment and franchising companies
- Technology
- Schools and universities
- Cleaning and maintenance
- Packaging and labeling

Importers and producers of alcoholic beverages:

- Wine
- Spirits
- Beers



Importers and producers of non-alcoholic beverages:

- Soft drinks
- Juices
- Water



- Delicatessen, cured meats and cold cuts
- Confectionery, biscuits, pastries and chocolate
- Dairy products
- Seafood
- Dried fruits, fresh fruits and vegetables
- Fresh meat
- Fresh poultry
- Frozen products
- Grocery products
- Health food and diet products
- Organic products
- Preserved and canned foods
- Ethnic foods
- Bakery pavilion
- Coffee and tea pavilion

FEATURING

- Hospitality Salon Culinaire
- Junior Chef Competition
- Art of Service Competition
- Lebanese Bartenders Competition
- Mocktail Competition
- Lebanese Barista Competition
- Latté Art Competition
- National Extra Virgin Olive Oil Contest
- Bed Making Competition
- Atelier Gourmand
- Al Matbakh
- Wine Lab
- Arak Lab
- Annual Hospitality Forum

VISITOR PROFILE

18,000+ buyers, decision makers and staff from:

- Hotels, resorts/spas and furnished apartments
- Restaurants and similar establishments
- Franchise and management companies
- Bakeries and patisseries
- Independent and retail chains
- Independent and supermarket chains
- Institutional and independent caterers
- Pubs and nightclubs
- Hospitals
- Engineers, architects, designers, consultants
- Hotel management schools and universities
- Private and public institutions
- Suppliers
- Services

COUNTRIES COVERED

Besides attracting exhibitors and visitors from the Levant, the exhibition also appeals to a wider audience from countries including: Bahrain, Cyprus, Egypt, Greece, Kingdom of Saudi Arabia, Kuwait, Qatar, Oman, Tunisia, Turkey and UAE.

STAND PARTICIPATION FEES*

Fully equipped: 370 USD per sqm + 11% VAT - including carpeting, wall panels, signboard, stand number, lighting

Space only: 350 USD per sqm + 11% VAT - minimum area 48 sqm

THE ORGANIZER

Founded in 1993, Hospitality Services specializes in planning, organizing and managing regional hospitality and foodservice shows, conventions, forums and bespoke events. The firm's annual events include HORECA Lebanon, The Garden Show & Spring Festival, Travel Lebanon, Beirut Cooking Festival, Salon du Chocolat Beirut and Whisky Live Beirut. It has also branched-out its HORECA brand to Jordan, Kuwait, KSA and Oman.

In addition, Hospitality Services produces three publications with dedicated digital platforms: Hospitality News Middle East, a go-to source for the latest news, trends, developments and industry forecasts; Taste & Flavors, a lifestyle and cooking reference; and Lebanon Traveler, a tourism magazine.