



# FACTSHEET

## EVENT PROFILE

HORECA LIVE is a virtual event aiming to provide an online business meeting place for hospitality and foodservice professionals from the MENA region and beyond to network, connect, learn and do business.

Date: 25- 28 MAY 2021  
horecashow.com

## FEATURING

### A- 24+ VIRTUAL SESSIONS & STREAMED CONFERENCES

Hospitality and foodservice experts will be invited to share their valuable insight and discuss the latest challenges and opportunities in the marketplace.

### B- E-MARKETPLACE:

Hundreds of suppliers and service companies will be able to list their brands and promote their goods and services online. People can search by company, category, brand, cluster, new products and other filters.

## PROFILE OF VIRTUAL EXHIBITORS

- Catering equipment suppliers
- Supermarket equipment suppliers
- Laundry equipment providers
- Furniture and design firms
- Tableware suppliers
- Uniform, linen and guest amenity suppliers
- Technology firms and startups
- Hygiene specialists
- Packaging and labeling firms
- Food and beverage suppliers
- Educational institutions
- Consultancies
- Recruitment agencies
- Franchising firms
- Special clusters featuring Lebanese producers, industrialists and artisans



## PROFILE OF VIRTUAL VISITORS

Over 5,000 professionals from the Arab world and beyond working in:

- Hotels, resorts and furnished apartments
- Restaurants
- Franchise and management companies
- Bakeries and pastry companies
- Supermarket chains
- Catering firms
- Hospitals
- Architecture and design firms
- Hotel management schools and universities



## PARTICIPATION FEES

### OPTION 1

E-marketplace registration/company: 750 USD + VAT

### OPTION 2

Webinar/conferences sponsoring: 2,500 USD + VAT

Tailor made webinar sponsoring: 5,000 USD + VAT

More opportunities are available upon request.

## STRATEGIC PARTNERS



## 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. Its HORECA brand has also been franchised in Jordan, Kuwait and KSA. 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 guide.