

24TH EDITION



4 to 7 April 2017
3-9 pm, BIEL - Lebanon

**THE ANNUAL BUSINESS MEETING PLACE FOR
THE HOSPITALITY AND FOODSERVICE INDUSTRIES**

THIS IS YOUR SHOW

The right attendee could make your year



15,000+

visitors in 2016

THE SHOW IS A MUST FOR COMPANIES SUPPLYING PRODUCTS FROM ACROSS THE HOSPITALITY AND FOODSERVICE INDUSTRIES:

350+

exhibitors in 2016

The hospitality industry is all about face-to-face interaction, full of professionals who love to do business in person—so we come together each year for four days.

THOUSANDS OF OPPORTUNITIES ARE ON THE TABLE. HORECA 2017 LEBANON brings together the broadest range of future trends, fresh talent and new ideas to help shape the region's hospitality and foodservice sectors and push the boundaries in quality, innovation and sustainability.

Where deals, connections and sales are made, new products and trends are discovered and fresh ideas are born. It's all happening in one place.

THE INTERNATIONAL TRADE SHOW FOR THE
HOSPITALITY & FOODSERVICE
INDUSTRY

- Catering, supermarket and laundry equipment
- Furniture, fixtures and design
- Tableware, uniforms, linens and guest amenities
- Consultant, recruiting and franchise pavilion
- Technology pavilion
- Schools and universities
- Cleaning and maintenance
- Packaging and labeling

THE INTERNATIONAL TRADE SHOW FOR THE
FOOD INDUSTRY

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

Beirut International
WINE & DRINKS FAIR

- Importers and producers of alcoholic beverages including: spirits, arak, wine, liquors, beers, etc.
- Importers and producers of nonalcoholic beverages including: soft drinks, juices, water, etc.

4 days
3 shows
1 venue





20+

DAILY COMPETITIONS AND WORKSHOPS

60+

INTERNATIONAL JUDGES, EXPERTS AND CELEBRITY GUESTS

500+

PARTICIPANTS

7 COMPETITIONS



More than 300 of the most promising chefs will experience four days of intense competitions for the 18th edition of the Hospitality Salon Culinaire.

FEATURING: Army Chef Competition | Cooking Competitions | Pastry Challenge | Best Sandwich Challenge | Best Burger Challenge



More than 50 young junior hospitality students will challenge themselves at the eighth edition of the Junior Chef Competition.



Excellence, tradition and innovation will be the strong axes of the fifth edition of the Art of Service Competition, where foodservice professionals and hotel management students will reveal their skills in a variety of challenges.



More than 20 bartenders bring together talent and taste in mixing and shaking innovative cocktails, as they celebrate the 15th edition of the Lebanese Bartenders Competition.



More than 15 of the most promising baristas will compete for the title of Best Barista in the fifth edition of the Lebanese Barista Competition.



More than 40 extra virgin olive oil producers from Lebanon's different regions will be judged by an international and local panel of experts. Medals will be awarded to the best oils at the 12th edition of the National Extra Virgin Olive Oil Contest.



More than 30 housekeepers and hospitality students will participate in making the perfect bed at the third edition of the Bed Making Competition

50+ WORKSHOPS ANIMATION AND ACTIVITIES



Culinary masterclasses will be hosted by French chefs in Lebanon, offering a unique opportunity for visitors to learn the latest gastronomic trends.



Daily conferences, workshops and roundtables spotlighting the latest trends and topics in the hospitality industry with key players from around the world.



Daily workshops will embark on a journey to explore the flavors of the latest Lebanese wines with leading international experts and journalists.



More than 15 Lebanese designers will showcase their creative chair designs.

WHO WILL VISIT?

*Buyers, decision makers
& industry players from*

- Hotels, resorts, spas and furnished apartments
- Restaurants and similar establishments
- Franchise and management companies
- Bakeries and pastry companies
- Independent and retail chains
- Independent and supermarket chains
- Institutional and independent caterers
- Pubs and nightclubs
- Hospitals
- Engineering and architecture firms, designer companies and consultants
- Hotel management schools and universities
- Private and public institutions
- Supply companies
- Service companies



A far reaching marketing campaign

A wide range of local and Pan Arab trade magazines and newspapers support HORECA, with coverage ranging from editorial features, show previews and reviews to product highlights and exhibitors' news bulletins. Regular updates are also available on the HORECA social media platforms and online through the HORECA mobile app.

By participating in HORECA 2017, exhibitors will be part of a far reaching publicity campaign (billboards, sms, etc.) to maximize business opportunities offered by the exhibition. The show is promoted extensively across Lebanon and the region to trade buyers from Egypt, Iraq, Jordan, KSA, Kuwait, Syria, UAE and further afield. Weekly updates will reach trade buyers from our up to-date database containing more than 100,000 trade contacts.

More than 45,000 invitations are sent to the region's key decision makers.

Special visitor programs have been designed to attract a diverse audience and offer attendees a most productive and interesting experience:

- **The Hosted Buyer Program** brings influential buyers from the region to stay in Beirut and meet with exhibitors.
- **The Student Program** is designed especially for hotel management and dietetics students, allowing them to visit and discover the industry.



STAND PARTICIPATION

Fully Equipped USD 370 per m² + 10% VAT, carpeting, wall panels, signboard, stand number, lighting

Space Only USD 350 per m² + 10% VAT, minimum area 48 m²



SPONSORSHIP OPPORTUNITIES

HORECA offers the perfect opportunity to raise your company's profile, increase brand awareness and generate new business. The sponsorship opportunities are an example of how you can achieve your business objectives and maximize exposure to the hospitality industry.

Select from the wide range of sponsorship and advertising options by checking our website on horecashow.com or by sending an email to: participate@hospitalityservices.com.lb

HORECA Strategic Partners



Ministry of Tourism



Ministry of Economy and Trade



Ministry of Agriculture



REPUBLIC OF LEBANON
MINISTRY OF INDUSTRY



mhra
REPUBLIC OF LEBANON



غرفة التجارة والصناعة والزراعة
Chamber of Commerce, Industry and Agriculture
of Beirut and Mount Lebanon



THE FEDERATION
an organization for cooperation in
tourism, commerce & agriculture



LEBANESE FRANCHISE ASSOCIATION
الجمعية اللبنانية لتراخيص الامتياز



IDAL



Syndicate of Hotel Owners in Lebanon



Syndicate of Lebanese Food Industries



Syndicate of Lebanese Food Industries



UNION VINICOLE DU LIBAN



Syndicate of Lebanese Supermarkets Owners in Lebanon




Syndicate of Importers of Foodstuff Consumer Products & Drinks in Lebanon



ADFTH
Association pour le développement de la formation touristique et hôtelière

THE VENUE

 **BIEL** which is ideally located at the heart of Downtown Beirut and on the waterfront of the Mediterranean Sea, consists of 82,000 m² of multifunctional space. The indoor column-free area accounts for 10,000 m², while 25,000 m² is available outside. BIEL also boasts a state of the art conference center, a grand ballroom and ample parking.

About the organizers

Hospitality Services' expertise lies in organizing every aspect of corporate exhibitions, trade fairs, conventions, bespoke events and forum management within the MENA region's hospitality, foodservice and tourism sectors. In addition, the firm publishes a wide portfolio of magazines and directories, covering the latest trends, special reports and openings in the industry domestically and abroad. It furthermore boasts a comprehensive online presence with its dedicated event and publication websites and social media platforms.

HORECA network in the Middle East

**SAUDI
HORECA**

**HORECA
JORDAN**

**HORECA
KUWAIT**



Hospitality
SERVICES s.a.r.l



For more information or to book your stand now contact Hospitality Services s.a.r.l. Dekwaneh, Beirut - Lebanon
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