



# 2 - 5 April 2019

3 - 10 pm, Seaside Arena, Beirut, Lebanon  
(Previously known as BIEL area)

## EXHIBITION REPORT

The annual business meeting place for the hospitality and foodservice industries

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### SUMMARY

- **Total number of visitors:** 18,000+
- **Event frequency:** Annual
- **Duration:** Four days
- **Show established:** 1994
- **Venue:** Seaside Arena, Beirut, Lebanon
- **Date:** 20 - 23 March 2018
- **Opening times:** 3 to 10 pm daily
- **Edition:** 25<sup>th</sup>
- **Industry partners:**
  - International Hotel & Restaurant Association
  - Mediterranean 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 Pastry 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
- **Show features:**
  - Hospitality Salon Culinare
  - Junior Chef Competition
  - Art of Service Competition
  - Lebanese Bartenders Competition
  - National Extra Virgin Olive Oil Contest
  - Lebanese Barista Competition
  - Annual Hospitality Forum
  - Atelier Gourmand
  - Bed Making Competition
- **Next edition:** 2 - 5 April 2019, Seaside Arena, Beirut, Lebanon
- **Contact:** Randa Pharaon - randa@hospitalityservices.com.lb
- **Organizer:** Hospitality Services s.a.r.l.

### VISITOR PROFILE

JOB TITLE	%
Owner, General Manager, President, CEO, Managing Director, Area Manager, Vice President, Board Member	25
Manager: Banqueting, Bar Manager, Branch, Brand, Export, F & B, Financial, Front Office, Housekeeping, Human Resources, IT, Maintenance, Manager, Marketing, Operation, Procurement, Production, Project, Public Relations, Purchasing, Restaurant, Rooms Division, Sales	25
Architect, Consultant, Engineer, Interior Designer, Chief Engineer	5
Executive Chef, Executive Pastry Chef, Head Chef, Pastry Chef	9
Sommelier, Barista, Bartender, Executive, Expert, Head of Department, Maitre D'Hotel, Oenologist	26
Dean, Teacher, Student	7
Ambassador, Commercial Attaché, First Secretary, Secretary, Treasurer, Editor In Chief, Journalist, Dietician, Minister	3
ACTIVITY	%
Hotel, Furnished Apartment, Guest House, Hotel Group, Resort, Leisure Club, Venue	13
Restaurant, Snack, Franchise, Café, Pub, Caterer, Diet Center	20
Bakery, Pastry Shop	10
Supermarket, Butcher, Duty Free	5
Hospital/ Healthcare	3
Architect/ Engineer, Contractor, Consultant, Interior Design, Real Estate	6
Airline, Armed Forces, Events Planner, Investment Co., Laundry, Mall, Procurement, Recruiting, Services, Tourism Board, Other Activities	18
Hospitality & Foodservice Supplier	10
Advertising Agency, Communication	3
University, School, Cultural Center, Training Center	9
Auditing Services, Bank, Finance Co., Insurance	0
Embassy, Ministry, Association/Federation/Chamber Of Commerce/Governmental Institution, NGO	3
COUNTRY	%
Lebanon	96
Qatar, Iraq, Kuwait, Turkey, United Arab Emirates, France, Italy, Jordan, KSA, Syria	4

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## HORECA HAS EVOLVED AND REPRESENTS NUMEROUS PRODUCT AND SERVICE CATEGORIES

**350** of the world's leading suppliers signed a record number of contracts at HORECA 2018. Visitors rated it as one of the best buying and sourcing opportunities in the Middle East.

EXHIBITOR BY CATEGORY	%
Coffee & Tea Pavilion	3
Catering Equipment	13
Bakery/Pastry Equipment	5
Consultancy, Recruitment & Services	6
Education	1
Food	24
Beverages	17
Hygiene	3
Interiors	9
Packaging/Labeling	8
International Pavilion	8
Techzone	3

### EXHIBITOR PROFILE

Number of Exhibitors	350
Exhibitor Groups & Country Pavilions	Italy, France, Turkey
Exhibiting Nations	Czech Republic, UAE, Egypt, KSA, Kuwait, Lebanon, Turkey, Syria
National	89%
International Exhibitors	11%