



2 - 5 April 2019

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

FACT SHEET

The annual business meeting place for the hospitality and foodservice industries

f • t • i • y
horecashow.com

EVENT PROFILE

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

HORECA's 26th edition includes:

- The International Trade Show for the Hospitality and Foodservice Industry
- The International Trade Show for the Food Industry
- Beirut International Wine and Drinks Fair

Date: 2 - 5 April 2019

Time: 3 - 10 pm

Venue: Seaside Arena - Beirut, Lebanon

THE SHOW IS ENDORSED BY

- 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 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

FEATURING

- Hospitality Salon Culinare
- Junior Chef Competition
- Atelier Gourmand
- National Extra Virgin Olive Oil Contest
- Art of Service Competition
- Lebanese Barista Competition
- Bed Making Competition
- Lebanese Bartenders Competition
- Annual Hospitality Forum

COUNTRIES COVERED

HORECA gathers local and regional participants from countries including Lebanon, Jordan, Syria, Iraq, Bahrain, Cyprus, Egypt, Greece, Saudi Arabia, Kuwait, Qatar, Sultanate of Oman, Tunisia, Turkey and UAE.

THE ORGANIZER

Hospitality Services has been organizing HORECA in Beirut since 1994 and has extended the brand to Jordan, Kuwait and Saudi Arabia, where annual exhibitions take place.

The company also publishes a number of trade and consumer magazines for the industry including Hospitality News Middle East, Taste & Flavors and Lebanon Traveler.

Hospitality Services has a strong online presence, with websites and social platforms for all of its events and publications.

TRADE VISITORS

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

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

STAND PARTICIPATION

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

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

EXHIBITOR PROFILE - 3 SHOWS IN ONE VENUE



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



Importers and producers of alcoholic beverages:

- Spirits
- Wines
- 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 products pavilion
- Coffee and tea pavilion