

your guide to HORECA 2012

A feast for the senses

A sampling of the sights and delights at the much awaited food and hospitality extravaganza HORECA delivers innovation for your hospitality business.

Three shows in one venue!



The countdown begins for the region's premier event, HORECA, to be held from March 20 to 23 at BIEL, Beirut, Lebanon. Now in its 19th year, Horeca offers a unique opportunity to experience new and innovative products, network with contacts and meet new ones, source new ideas, improve business performances and meet top regional and local suppliers and manufactures.

In HORECA 2012 more than 350 companies from Bahrain, Egypt, France, Iran, Italy, Jordan, Kuwait, KSA, Lebanon, Poland, Sri Lanka, Sweden, Syria, Thailand, Turkey and the UAE will participate in more than 10 daily events.

Two ways to register and get your original badge

- Register on line on horecashow.com
- Present your business card at the entrance of the show

Hospitality Salon Culinaire



Now in its 13th year, Hospitality Salon Culinaire presents over 200 talented chefs competing for glory in 15 different food categories before an international panel of renowned judges.



For organizing committee member, **Chef Charles Azar**, executive pastry chef **Four Seasons Hotel Beirut** and culinary instructor **Université Saint-Joseph**, the Hospitality Salon Culinaire is where, industry professionals meet to display their skills and talents in a competitive tournament. These young men and women come armed with new and creative ideas and techniques to share and exchange. It showcases the country's topnotch food knowledge and presentation levels, both regionally and internationally. Constantly participating in world trade events like this can help the new generation of chefs and motivate them to give their best.

Display Competition Categories

- Single-Tier Novelty Cake
- Open Showpiece
- Three-Plated Dessert Presentation
- Cupcake Competition
- Bread Creation and Viennoiserie
- Arabic Sweets
- Six-Course Set Dinner Menu
- Cold Platter of Fish, Poultry or Meat
- Cold Canapés

Live Competition Categories

- Prunelle Live Sandwich Making Competition
- Live Fruit and/or Vegetable Carving
- Live Meat Dish Competition
- Live Mezze
- Live Lebanese Dish
- Live Creation



While for organizing committee member, **Chef Joe Barza**, consultant chef/founding partner, **Joe Barza Culinary Consultancy**, this creative competition is first and foremost, important because it feeds the competitive edge of chefs, catering companies, waiters, and bartenders who compete before a panel of international judges flown in from all around the world. It is important because it is a wonderful occasion for those in the industry to catch up with each other and celebrate Lebanon's culinary world.



Live Junior Chef Competition

Students from major hotel management universities and technical schools will show off their skills and talent at this intensely creative competition organized for the fourth year in a row.

Competition Categories

- Live Junior Chef Cooking Competition
- Prunelle Live Junior Sandwich Making Competition

WHERE TO BE SEEN HORECA LEBANON

your
guide
to

National Extra Virgin Olive Oil Contest



The seventh edition of the National Extra Virgin Olive Oil Contest will gather olive oil producers from all over Lebanon. A judging panel of the region's finest olive tasters will be on hand to award the winners.

"This annual event brings together the food service and hospitality industry for linkages to be established, ideas to take shape, innovations to see the light, cooperation to bloom and progress to thrive. Through an array of workshops, contests, showcases and encounters, it is an event that will definitely spark a number of ideas," says **Nell Abou Ghazale Hasbini**, coordinator National Extra Virgin Olive Oil Contest.



This event is the uncontested and unparalleled show for food industries, according to **Mariam Eid**, head of the agro industry department, **Ministry of Agriculture, Lebanon**.

"Since year one, this event has earned the admiration and appreciation of its visitors. The specialized show is quite advanced and constantly evolving, it is also strikingly elegant. It is an event attended by field experts and is eagerly awaited by industry professionals. At HORECA, we are introduced to new agroindustry fields, which we may have not known about had we not attended this show," says Eid.

Floral Symphonies

Leading florists will mix flowers with fruit to create stunning works of art to engage all senses.

Participants

- Bouquet
- Casa Del Flora
- Fleur Art
- Fleurs Jardin de La Sagesse
- Georges Chehade Flowers
- Nuit de Reve
- Rosa Flowers
- Rose Dew
- Terra Flora

Beverage and Wine Lab



The latest innovations and new products in the beverage industry will be the focus of the Beverage and Wine Lab

"The novelty for this year's edition are the master classes by industry experts. Short workshops on wine, spirits and non alcoholic beverages will be

available and the participants will be addressed in an interactive way, which will lead to an exchange of knowledge and experience being as the public is part of the industry itself. Wine tasting and wine pairing sessions are also part of the program. Bartenders will reveal some of their know-how and offer the attendees some insight on what's new in the art of mixology. Of course, the classics will remain; over 30 restaurants, hotels and waiters will compete in the wine service competition. There will also be a selection of the best restaurant wine list. All in all, it will be an innovative edition and an excellent way to gain an exhaustive knowledge about the latest trends of the industry," says **Najib Moutran**, wine specialist, M.Sc. Agro economist.



Liban Pack's Packaging Innovation Parc

The Innovation Parc, the first of its kind in Lebanon and the region, is a creative and educational space where visitors can discover outstanding packages and special editions by LibanPack.



"We have been participating since the establishment of LibanPack and this year we will also be organizing an Innovation Packaging Parc that will highlight the aesthetics, technology, and environmental aspect of packing. Not only is HORECA the largest food and beverage and hospitality exhibition in Lebanon, it is also the sector's most important fair for new markets and target groups, especially with the participation of regional and international pavilions year after year. It is the perfect venue for all the latest trends and themes - and a great place to make first-rate contacts and business deals," says **Soha Atallah**, director **LibanPack**, national coordinator, UNIDO.



Annual Hospitality Forum

Thought provoking conferences, enlightening workshops and controversial round

tables bring together hospitality and food service leaders at the Annual Hospitality Forum to discuss hot topics, share knowledge and provide valuable insights on the latest consumer and product trends influencing the industry. This will include **The International Food Safety Seminar: Required Knowledge for Handling and Exporting Food** on March 21st.



Atelier Gourmand and Lebanese Culinary Heritage



Celebrity chefs will perform live on stage during the Atelier Gourmand and the Lebanese Culinary Heritage, sharing their passion and innovation in reviving traditions and highlighting trends

"I have been attending HORECA for about 15 years now. I think it is an important fair, both for people in the industry and for those who are curious about the field. Since 2008, with the collaboration of the Hospitality Services staff, I have been involved in presenting visitors with local foods and producers from across the country. This gives me the chance to share my experiences with others whilst at the same time I am learning from them as well. It is a place where one can exchange ideas and form solid business acquaintances, which may last a lifetime," says **Barbara Abdeni Massaad**, author, photographer, food consultant and TV host.



HORECA

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Atelier Gourmand Lebanese Culinary Heritage

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The latest industry news and views

Banque Libano-Française at HORECA 2012



Elie Aoun, head of Middle-Market Banking and executive committee member of Banque Libano-Française (BLF) talks of the bank's latest innovations and future plans

What will be new at your stand during this edition of HORECA?

We will promote the Pro Package designed to offer self-employed individuals and entrepreneurs all the support they need to take their businesses one step further, in addition to a complete range of products: Business loans, Kafalat loans, and specialized and subsidized loans.

What's new at Banque Libano-Française?

In December 2011 we launched an exclusive smartphone banking application, "My BLF". With reliable features including secure ebanking, simulators to instantly calculate loans and directions to branches and ATMs, "MY BLF" is the ultimate gateway to mobile banking. The application is now available for free download from Apple Store, Android Market,

BlackBerry, and Microsoft Mobile. Furthermore, Banque Libano-Française launched, in partnership with UNDP-Lebanon and MasterCard®, a unique card on the Lebanese market made of eco-friendly material: The "Earth Card". Holders of this card will help preserve the environment since a percentage of the revenues generated will be go to the funding of environmental projects in Lebanon under the supervision of the UNDP-Lebanon. BLF has also launched its Multi Package, a multi-currency account (LBP, USD and EUR). This package is the answer to regular banking needs, providing individuals with a wide range of products and services.

What do you have planned for 2012?

Many interesting products will be launched in 2012, including cards and loans, as well as various programs designed for enterprises. BLF will also carry on with its aggressive expansion plan covering all the Lebanese territory and strengthening its presence abroad through a Representative Office in Nigeria and a branch in Baghdad, Iraq, in 2012.

eblf.com



Gefinor Rotana reveals Jewels

Gefinor Rotana Hotel has just given its business facilities a full revamp after 10 years of service. The ambitious renovation project adds six sophisticated meeting rooms to the existing four and in total the hotel now offers over 1,000 square meters of meeting space on two floors, with additional breakout areas. The meeting and conference space has been specially customized to meet the modern Middle Eastern businessman's needs, with modern-styled accents using dark wood and green marble. A business center, administrative assistance and audiovisual equipment, constantly updated with state-of-the-art technology, are provided to support event organizers. In addition, five of the new rooms are fitted with 60-inch LED screens and all will have access to high-speed Wi-Fi connection.

rotana.com



S.Pellegrino and Bulgari make a precious toast

S.Pellegrino and Bulgari have unveiled a unique bottle created to celebrate their partnership. The two brands started their cooperation on the occasion of Bulgari's Retrospective Exhibition in Paris last December and soon decided to pursue a further project, the design of a S.Pellegrino bottle, featuring on the label a luminous and brilliant creation of the magnificent Italian jeweler. The exclusive Special Edition "S.Pellegrino sparkles with Bulgari" was launched in December in Lebanon and will temporarily replace the standard S.Pellegrino bottle in fine dining restaurants. A contest was launched at five top restaurants to reinterpret the "S.Pellegrino sparkles with Bulgari" jeweled bottle with their culinary creativity.

nestle-waters.com.lb



Societe Jabra brings more Nestlé joy

Societe Jabra sal, which has 20 years of experience in selling food products to the out-of-home channel, is expanding its range with foodservice solutions from Davigel by Nestlé Professional. Davigel, the frozen and chilled food company whose portfolio includes pastry products, meat and fish, has been developing products and services exclusively designed to adapt to the requirements and constraints of professional food operators for 47 years. Furthermore, Societe Jabra is adding another innovator from the Nestlé family, the Thomy brand.

societejabra.com - nestle.com



Meat and Livestock Australia engages the industry



In addition to sponsoring chef competitions, Meat and Livestock Australia (MLA) will also be taking a stand on the HORECA show floor itself, where it will invite local importers and wholesalers to display Australian beef and lamb products to show chefs the quality of the product they offer. Celebrity chef Tarek Ibrahim will also be on hand to assist chefs with options for their menus to make the best of Australian meat products and increase their menu profitability by lowering their food cost. "The local importers are our 'distributors' of Australian meat and it is important that chefs know where they can purchase high quality Australian meats," says Lachlan Bowtell, the company's regional manager for the Middle East North Africa.

mla.com.au

Biomass, organically yours

Biomass Organic Products is a grower, processor and provider of certified organic food, in Lebanon. Biomass Farm has been certified since 2007 by the Italian certification body "IMC" and has since then been thriving to share its passion for good food and authentic taste, by making organic products close to reach. Biomass works closely with farming partner's in order to expand into new variety of quality organic food.

biomasslb.com



your guide to

Hot-off-the-grill products & services to check out

FOOD & BEVERAGE

Garlic goodness with Lurpak butter



Lurpak butter with garlic is a new addition to the premium Danish butter range. A unique blend of butter and crushed garlic, it maintains all the main features of Lurpak butter, from the ease of spread to the perfect texture and the great quality. With a trademark natural and smooth taste, Lurpak butter with crushed garlic allows every cook to add that extra flavor to whatever they are cooking, whether it is simple garlic bread, baked potatoes, or even rib steak.

Arla Kallassi Foods Lebanon SAL
arla.com

Thick, creamy pleasures by Puck



Denmark's famous dairy family Puck has welcomed a new member, Puck Thick Cream flavors. Targeting those with a sweet tooth, Puck Thick Cream is available in three natural flavors, honey, chocolate, and strawberry. A true from-the-jar pleasure to the taste buds, Puck Thick Cream can be enjoyed in so many ways, as a fruit, cake, and biscuit topping, or as pastry filling for tarts and éclairs.

Arla Kallassi Foods Lebanon SAL
arla.com

Play nice with Neesa

The Indian Neesa Basmati Rice by Bush Foods Overseas will be launched on the Lebanese market at HORECA thanks to Modern Brands Co. Neesa consists of a wide range and variety of India's premium quality basmati rice. The company is introducing five different types for the retail market and another variety for the catering and food service business.

Modern Brands Co
info@modernbrands.me



Sweet sensations by Prunelle

A leading supplier for fully baked and par-baked bread, Prunelle serves the Lebanese market with over 200 products and meets its needs in the bread, pastry, dessert and ice cream sectors. It will launch a new and innovative range of thaw-and-serve desserts at HORECA that will meet the approval of the most discerning customers. The diversified set of new creations will help businesses create an appealing array of sweets and desserts.

Prunelle SAL
prunelle@prunelle.com.lb



A little help from Maggi and Chef

The range of Maggi and Chef Premium Sauces and Bouillons now offer at HORECA will impress chefs. Nestlé Professional has developed a unique technology that takes naturally pure ingredients and seals in their authentic flavors and aromas, releasing them only when they are used.

Nestlé Professional
nestle.com



Tasty treats from Azwak

Azwak Delight will be treating visitors to an assortment of sweet and spicy delicacies, such as the Italian traditional Colavita products, whose range includes pasta, balsamic vinegar and flavored olive oil. It is also showcasing its all-natural, authentic French Biscuit de La Mère Poulard, which features a large variety of premium biscuits. And Rio Mints, the cool, sugar free mints that are made with tooth friendly Xylitol and available in seven exciting flavors.

Azwak Delight SAL
info@azwakdelight.com

WHERE TO BE SEEN HORECA LEBANON

The perfect bake with CSM

CSM International will offers full line of the finest ingredients and bakery products available, coupled with all the benefits of extensive global expertise and technology. Its wide portfolio of products varies from ingredients to semi-finished and frozen, almost-ready and ready-made products.

Al-Sultan Food Stuff Co SARL
alsultanfoods.com



Scrumptious and seductive La Rose Noire

EMF Trading, the Middle East coordination office for the Barry Callebaut Group has announced that they we will be presenting La Rose Noire, one of the latest additions to their portfolio of brands, at HORECA. La Rose Noire is the signature collection of hand-made tart shells, cones and

baskets by a prestigious specialty boulangerie founded and operated by Swiss pastry chef Gérard Dubois. These pieces provide endless inspiration for creating savory or sweet hors d'oeuvres and desserts, without the added labor of baking and preparation. They're available in a variety of shapes and flavors, are ready-to-use, and can be filled and decorated depending on the application.

EMF Trading
emf@emf.com.lb

Varieties by eQuia & Calipain



EQuia® is beefing up its portfolio with a series of new lines, including a Gluten Free range. Its new Balance Line is made with natural ingredients, its Active Line is rich in fiber crackers and its Muesli Line mixes healthy whole grain cereals and seeds with added fruits or chocolate, as well as a Psyllium Line, which provides natural fiber. It's sister brand Calipain® is also introducing its new Toast Line that comes in many flavors, including sunflower and six-cereal.

Califood Co SARL
califood.com.lb

Meet the new Marly

General Promotion Middle East SAL is launching during HORECA its own brand of premium canned foods, Marly, an old favorite with chefs and food professionals. This time, Marly will be introduced in a new stylish retail size, offering a wide range of canned products such as wild hearts of palm, asparagus, corn, and artichoke.

General Promotion Middle East SAL
generalpromotion-me.com



Buzz and Freez change form

The Buzz range of products has recently expanded to include Buzz Mega, a vodka energy mix with 20 percent alcohol/vol, as well as Buzz Cranberry vodka mix. Now its sister brand, Freez energy drink, is also following suit and taking on a brand new form - the can. With the launch of its new energy can, Freez is proving once again that it listens to consumers' needs and meets their expectations.

Kassatly Chtaura
kassatly.net



Organic EVOO for a healthy diet



Virgo by Zeit Boulos is a certified organic Extra Virgin Olive Oil (EVOO) obtained from the best varieties of organically harvested and selected olives. The final product is so rich in flavor and so intense in color it is hard to beat! All stages of its production are controlled by IMCIItaly to insure a chemical free, pesticides free and cholesterol free olive oil. 100% natural and cholesterol free, Virgo is a perfect addition to a healthy diet.

ATYAB SARL
atyab-lb.com

Smooth and heavenly Alicafe

Made from Arabica and Robusta fine beans, combined with quality creamer from Europe, Alicafe Coffee featuring a smooth and heavenly aroma will be on offer. It also boasts several health benefits as it contains water-soluble Tongkat Ali and Ginseng extracts.

Al-Sultan Food Stuff Co SARL
alsultanfoods.com



Vinaigrette Please!

Atyab introduces its younger addition: Virgo Natural Vinegars. Made from the juice of natural apples and grapes, the 100% natural vinegar will enhance your cooking. As for the accompanying salad, the Virgo Balsamic Vinegar will season it with an acidic sweet taste. Voted product of the year 2012, Virgo Balsamic and Natural Vinegar are sure to please!

ATYAB SARL
atyab-lb.com

EQUIPMENT

HICE demonstrates industrial supremacy

Hospitality industrial catering powerhouse HICE will have a number of cards up its sleeve during HORECA, including a new line of bar equipment like new silent blenders and back counter fridges. It will also be launching a new experimental kitchen that is fully equipped for use by all chefs for all cooking purposes. A trial area will complement this for customer testing prior to purchase. In addition, HICE is dedicating a section to supermarket equipment, such as display refrigerators.

HICE SAL
hice-lb.com

Nescafé Alegria by Nestlé Professional

Say hello to Nescafé Alegria, the new out-of-home brand from Nestlé Professional for coffee and hot beverage dispensing solutions. Its dispensing systems are easy to use and maintain. They serve drinks fast and help reduce operational hassle and labor intensity to gain speed of operation. Along with its new solution, Nestlé Professional is launching a new creamer made of 100 percent half skimmed milk.

Nestlé Professional
nestle.com



Sfeir goes international

Sfeir industries has expanded beyond Lebanon. Its trademarks now exposed, allows space for future collaboration and work opportunities, exchanging information and presentations. Sfeir industries has gone international. The activities that will take place during the exhibition include: Brochure and catalogue distribution, discussion tables and small presentations.

Sfeir Industries
sfeirindustries.com

Silent blender from Blendtec



Known as the strong, silent type, the Blendtec Smoother Q-Series Commercial Blenders feature a patented BPA-Free sound enclosure and a motor baffle that reduces blender noise by 10 decibels - that reduces sound 10 times! And the new hinge design is not only more durable, but also dramatically lowers the amount of overhead space needed to open the door. Its programmed No-Tend blending makes it possible to perform other tasks and return to a perfectly blended beverage.

Armobel
armobel.net

iKubo battery operated coffee machine



iKubo is a new battery operated machine for coffee, cappuccino, tea, herbal teas, milk, and other hot drinks with automatic ejection of the exhausted capsule. The machine is equipped with a rechargeable and removable lithium iron phosphate battery, 12.8 V 30A. iKubo works using capsules placed in front of the machine itself. By closing the door, the capsule is pushed inside initiating the fusion.

Iacobucci Equipment and Services SRL
iacobucci.it

COOKWARE & TABLETOP ACCESSORIES

Boutic'Hotel whips up new ideas



Offering a unique formula under Equip'Hotel Kitchen and Laundry Equipment, Boutic'Hotel is the newborn address in the culinary industry. With more than 15,000 items in stock and in its various catalogs, Boutic'Hotel not only offers international brands like Matfer Bourgeat, De Buyer, Pintinox, Bamix, Robocoupe, Giesser, KitchenAid, Milantost and Sabatier for kitchen utensils and tabletop appliances, but also provides a new approach for "Les Arts de la Table". Its European brands roster includes Revol, In Situ, Emile Henry, Luigi Bormioli, Weck, Svanera, and Becchetti.

Boutic'Hotel
boutic-hotel.com - equiphotel-lb.com

Essentials by Tafelstern, inspired by nature



Distinguished by its sleek lines and smooth curves, Essentials, the new line by Tafelstern is inspired by nature's simplicity and functionality. Each piece made with the highest quality of hard porcelain is carefully designed to be an essential element of a table culture that dazzles.

Convivio
Convivio-me.com

A flower buffet



The new concept, Fleur by HEPP, is an aesthetically pleasing and flexible buffet solution. This floral inspired creation made of stainless steel holds bowls, dishes and plates on three different levels. Your display will be organized and your dishes highlighted, all in a compact space. Buffets never looked so good!

Convivio sarl
convivio-me.com

Unique year for UNICO

UNICO usually celebrates a solid reputation for manufacturing high quality and heavy-duty products that meet all hospitality needs. But this year, it has even more reason to celebrate, as 2012 marks the 60th anniversary of the launch of the Beirut-based company. And so at HORECA, UNICO will be focusing on the rich history and progression of the ever-evolving establishment as well as shedding light on the delicate manufacturing process of its famous products, which started with silverware, then aluminum kitchenware, and later developed into stainless steel.

UNICO SAL
unico-sal.com

HOSPITALITY SCHOOLS & TRAINING

Le Cordon Bleu's programs

Since 2004, the Institut des Hautes Etudes du Goût, de la Gastronomie et des Arts de la Table, together with Le Cordon Bleu and the University of Reims Champagne-Ardenne, have provided Hautes



Etudes du Goût a multi-disciplinary education program. It covers the many facets of the world of taste, gastronomy and fine living, which are at the very heart of French culture. Now Le Cordon Bleu is ever more involved in the program, which it is taking to HORECA. This program is primarily designed for professionals from around the world, as well as for wine and food enthusiasts, who wish to deepen their knowledge on the various aspects and culture of taste.

Le Cordon Bleu
cordobleu.edu

New training programs from AHA

Educom Overseas, an American Hospitality Academy (AHA) World Campus, will be showing a series of new hospitality training programs at HORECA, including Corporate Training and Online Corporate Training. The World Campus Training Center is AHA's groundbreaking alternative to the traditional training model. From one central location, this full-service online education and training center delivers some of the most comprehensive training and support services to the hospitality industry, in the world today.

Educom Overseas-Lebanon
educomoverseas.com

TECHNOLOGY

Card printing solutions by Getaway



Getaway, card-printing solutions will be showcasing six of the latest in printing technology at HORECA. The models include AS 8000, the sleek scanner for retail applications, as well as the AS-8020CL cordless scanner, the wireless version of the AS-8000 scanner. It will also be introducing OS-214plus, the newest generation of Argox's most successful medium volume printer model, the PT-6020 powerful wireless handheld computing device, the Hodoo plastic card printer, and Zenius, the one-stop solution to print high-quality single-sided cards.

Getaway
get-way.com

Enduro LS printing solutions

The Enduro LS ID Card and Badge Printer prints full color secure photo identity badges, membership cards, smart cards and access control badges, making it an ideal choice for many printing needs. The new machine is upgradable from single to double sided, features edge-to-edge card printing, magnetic stripe or Combi smartcard encoding, and multiple fixed designs of Holokote watermark.

Solectron
solectronlb.com



GREEN & ETHICAL

Green surprises for Ghanem

Ghanem Development & Trading (GDT) is the leading pioneer in the new green wave of environmentally friendly plastics by providing d2w additive to the Lebanese market in May 2009. Since then, more than 800 environmentally conscious companies and organizations have converted their conventional plastic packaging into d2w oxo-biodegradable plastics without any changes in the plastics feature of flexibility, strength, durability and recyclability. GDT is proud to be part of the HORECA exhibition this year, where it will be revealing exciting new concepts in the Going Green trend.



Ghanem Development & Trading (GDT)
gdt-lb.com

Fair Trade in Lebanon

HORECA visitors will have the chance to meet Fair Trade Lebanon (FTL), a Lebanese NGO that commercializes a range of natural and ethical products sourced from local food-processing cooperatives. Its brand "Terroirs du Liban" is currently exported and distributed in France, Germany, and Canada. The range has 50 Lebanese and Mediterranean specialties (olive oil, condiments, molasses, syrups etc.), all produced under high quality standards.

Fair Trade Lebanon
fairtradelebanon.org

FOOD SAFETY & HYGIENE

New food safety standard

The Q-Platinum Award (QPA) is an internationally recognized new food safety standard launched by Boecker Public Health, in partnership with DQS-UL, a global leader in assessment and management system certification. QPA has been specifically designed for restaurant and food establishment owners to provide them with a simple, highly effective food safety system. QPA label and certificates guarantee food safety for concerned customers and consumers. The new standard is an international certificate that protects the reputation of the establishment and is a main marketing tool that attracts consumers who are worried about food safety. The program covers a practical, results oriented approach that will ensure, among many things, that food handlers are trained on essential food safety and hygiene principles and are actually practicing the basic principles of food safety.

Boecker International SAL
boecker.com

State-of-the-art services

In addition to its innovative pest management systems, Unimar is introducing several natural and new hygiene services systems. The scientifically verified Hygienitech® mattress cleaning and sanitizing process is an all-natural, chemical-free, dry treatment procedure that effectively removes and destroys dust mites, bed bugs, fungal spores, bacteria, and other harmful debris found in all mattresses. Unimar is also launching Disinfectasm, a highly advanced solution that incorporates the use of renowned disinfectants in applicable areas and the non-use of disinfectants in very sensitive areas.

Unimar Corporation
unimarcorp.com

Clean and green atomes

AMG Medical, the agent and wholesaler of affordable consumer health and beauty products, will be revealing at HORECA Atomes, a leader in the chemical and biotechnological hygiene products industry. Atomes offers unparalleled hygiene products and an outstanding ability to meet new challenges. With its consolidated presence in 87 countries, Atomes is a tried, tested, and proven global supplier of specialty chemicals and biotechnology products. Atomes supports Green Chemistry. Its products are almost exclusively biodegradable, environmentally friendly, non-toxic, non-corrosive and safe to handle.

AMG Medical
amgmedlb.com