

5 TO 8 APRIL 2016

3-9 PM, BIEL - LEBANON

— 23rd EDITION —



Your Annual Hospitality & Foodservice Event in the Region

YOUR BUSINESS,
YOUR EVENT

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HORECA LEBANON brings together the broadest range of future trends, fresh talent and new ideas to help the Levant's foodservice and hospitality sectors push the boundaries in quality, innovation and sustainability.

The show is a must for companies supplying products from across the hospitality and foodservice industries.

THE ANNUAL BUSINESS MEETING PLACE

Why exhibit?

Meet face-to-face with customers

Generate sales leads and enter new export markets

Make more contacts and increase your market share in only 4 days



MULTIPLE SHOWS WITHIN A SHOW CREATIVITY - NETWORKING - INNOVATION

THE INTERNATIONAL TRADE SHOW FOR THE
HOSPITALITY & FOODSERVICE
INDUSTRY

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

THE INTERNATIONAL TRADE SHOW FOR THE
FOOD INDUSTRY

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

Beirut International
WINE & DRINKS FAIR

- Importers & producers of alcoholic beverages including: spirits, arak, wine, liquors, beers
- Importers & producers of non-alcoholic beverages including: soft drinks, juices, water

+330

exhibitors

+ 15,000

visitors in 2015

+ 20

+ 25

+ 500

Daily competitions & workshops

International judges, experts & celebrity chefs

Participants

Meet. Exchange ideas. Realize mutual benefits & positive contacts.



During its 17th edition more than 300 chefs will be competing to become stars of the future in a series of various challenges.

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



For the 7th year, visitors will enjoy the young generation's creativity and passion for food.

Hospitality students from leading hotel management universities and technical schools will be competing to showcase their talents and skills.



This interactive culinary master class given by celebrity chefs is a unique opportunity for visitors to learn the latest culinary trends.



For the 2nd year housekeepers and hotel management students from all over the country compete in making the perfect bed.



Excellent customer service is vitally important in the hospitality industry. For the 4th year, foodservice professionals and hotel management students will reveal their skills in a variety of challenges.



In its 3rd consecutive year, the country's most skilled baristas battle for the title of the Best Barista in Lebanon.



Celebrating its 11th year renowned local and international judges will taste and declare the Best Lebanese Extra Virgin Olive Oil. Daily tasting sessions, cooking workshops and activities around olive oil make this event one that is not to be missed.



For the 14th year bartenders bring together talent and taste in mixing and shaking innovative cocktails.



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



Daily conferences, workshops and roundtables will give the opportunity to all key hospitality key players to share their knowledge and give valuable insight, highlighting into the latest trends and topics in the hospitality industry.

And much more



WHO WILL VISIT?

Buyers, decision makers & industry players from

- Hotels, resorts, spas & furnished apartments
- Restaurants & similar establishments
- Franchise & management companies
- Bakeries & pastries
- Independent & retail chains
- Independent & supermarket chains
- Institutional & independent caterers
- Pubs & night-clubs
- Hospitals
- Engineers, architects, designers & consultants
- Hotel management schools & universities
- Private & public institutions
- Suppliers
- Services

VISITOR MARKETING

EXTENSIVE PUBLICITY

PROMOTION

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.

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. Regular updates are also available on social media and online through the HORECA app.

By participating in HORECA 2016, 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 other Gulf states.

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.

Official magazine **Hospitalitynews**
MIDDLE EAST



STAND PARTICIPATION

- Fully Equipped** USD 350 per m² + 10% VAT, carpeting, wall panels, signboard, stand number, lighting
- Space Only** USD 330 per m² + 10% VAT, minimum area 48 m²



SPONSORSHIP OPPORTUNITIES


Stand out from the crowd and raise your brand profile by selecting a sponsorship package to ensure your brand is seen by 1,000s of professionals through HORECA's marketing channels.

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

HORECA Strategic Partners



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 multi-functional 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 events, trade fairs, conventions, and forum management within the MENA region's hospitality sector. In addition, we produce and publish a wide portfolio of magazines and directories, covering the latest trends and openings in the industry domestically and abroad.

From planning and organizing to branding and logistics, our team brings the full spectrum of skills to the table to deliver exceptional events that focus on every detail. Our portfolio includes the biggest regional exhibitions for the hospitality and foodservice

industries. HORECA can be franchised by industry forerunners looking to launch the event in their own countries. Our extensive network and database of the MENA region's foodservice, hospitality and tourism fields bring together the people who matter.

Our online platforms are active networking hubs and cover every aspect of our output.

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

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Our publications

Hospitalitynews
MIDDLE EAST

**Taste
& flavors**

**Lebanon
Traveler**