

BECOME AN EXHIBITOR

STAND PARTICIPATION

Fully Equipped

USD 370 per m² + 11% VAT (includes carpeting, wall panels, signboard, stand number and lighting)

Space Only

USD 350 per m² + 11% VAT (minimum area 48 m²)

MAXIMIZE YOUR EXPOSURE DISCOVER OUR SPONSORSHIP OPPORTUNITIES



Raise your company's profile, increase brand awareness and generate new business by becoming an HORECA sponsor.

Select from the wide range of sponsorship and advertising packages by visiting horecashow.com or by sending an email to participate@hospitalityservices.com.lb

TO PARTICIPATE, CONTACT OUR SALES TEAM ON +961 1 480081 Ext: 224

HORECA Strategic Partners



ABOUT US

Hospitality Services organizes major industry trade fairs and consumer events that stand at the heart of the tourism sectors, and publishes a wide portfolio of magazines that serve these industries. In addition, the firm invests heavily in its online platforms, with dedicated websites for its numerous events, magazines and initiatives.

BE PART OF THE HORECA NETWORK

SAUDI
HORECA

HORECA
JORDAN

HORECA
KUWAIT



For more information or to book your stand now contact Hospitality Services s.a.r.l. Dekwaneh, Beirut - Lebanon
P.O.Box 90155, Jdeidet El Metn 12022020, Beirut - Lebanon | T +961 1 480081 | F +961 1 482876
E info@hospitalityservices.com.lb | W hospitalityservices.com.lb | For regular updates horecashow.com



26th edition

FOR A BETTER INDUSTRY



2 - 5 April 2019

3 - 10 pm

SEASIDE ARENA BEIRUT - LEBANON

THE ANNUAL BUSINESS MEETING PLACE FOR THE HOSPITALITY AND FOODSERVICE INDUSTRIES

f • [horecatradeshow](https://www.facebook.com/horecatradeshow)

t • [@horecalebanon](https://twitter.com/horecalebanon)

ig • [horecaleb](https://www.instagram.com/horecaleb)

MORE BUYERS MORE OPPORTUNITIES

FIND THE BEST SOLUTIONS TO YOUR BUSINESS CHALLENGES AT HORECA

WHO WILL EXHIBIT?



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



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



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

350+ exhibitors

18,000+ buyers

DISCOVER WHAT'S NEW AND WHAT'S NEXT AT HORECA

FROM
LEBANON
TO THE
WORLD

HORECA REWARDS INNOVATION & CREATIVITY

70+

INTERNATIONAL JUDGES, EXPERTS AND CELEBRITY GUESTS

Celebrating its 20th edition, more than 300 of the most promising chefs will experience four days of intense competitions to become stars of the future in a series of live cooking and display challenges.



FEATURING: Army Chef Competition | Cooking Competitions | Pastry Challenge | Best Sandwich Challenge | Best Burger Challenge | National Selection for Coupe du Monde de la Pâtisserie



For the 10th year, visitors will witness youth creativity and passion as more than 100 junior hospitality students from the leading hotel management universities and technical schools compete in a series of competitions.



The seventh edition of the Art of Service Competition highlights service excellence, where professionals and hotel management students will have the opportunity to showcase their skills.



More than 20 bartenders will bring together talent and taste in mixing and shaking innovative cocktails as HORECA Lebanon celebrates the 17th edition of the renowned Lebanese Bartenders Competition.



For the first time the Mocktail Competition will be taking place at HORECA, offering participants the opportunity to show off their creativity in creating non-alcoholic cocktails and innovative drinks.



Competing for the title of Best Barista in Lebanon, the seventh edition of the Lebanese Barista Competition will gather more than 30 of the country's leading baristas.

20+

DAILY COMPETITIONS AND WORKSHOPS



A new challenge for baristas will begin at the 26th edition of HORECA. Fusing coffee and art, the Latte Art Competition will showcase the technical skills of participants as they craft milk-based coffee beverages.



Over 40 national extra virgin olive oil producers from across Lebanon will be judged by an international and local panel of experts at the 14th edition of the National Extra Virgin Olive Oil Contest.



Professional housekeepers and hospitality students will showcase their precision in making the perfect bed at the fifth edition of the Bed Making Competition.



The nation's top French chefs will reveal the secrets behind the latest culinary trends at the Atelier Gourmand masterclasses.



Well-known Lebanese and international chefs will put their talents on display in a variety of cooking workshops highlighting and honoring local food heritage and products.



Daily workshops with leading international experts, sommeliers and oenologists will take visitors on a journey of discovery as they explore the leading Lebanese wines along with food and wine pairing sessions.



Local arak experts will share their experiences during workshops that highlight this iconic taste of Lebanon.



Key hospitality players from around the region will provide valuable insight into the changing face of the industry and highlight the latest trends during a series of exciting conferences and roundtable discussions.

AS EVERY YEAR, HORECA LEBANON WILL SUPPORT LOCAL DESIGNERS AND ARTISTS THROUGH A NUMBER OF EXCITING EXHIBITION SPACES DEDICATED TO SHOWCASING THEIR WORK.

A FAR-REACHING MARKETING CAMPAIGN

A wide range of local and regional 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 HORECA Lebanon's social media platforms, the website and mobile app.

By participating in HORECA 2019, exhibitors will be part of a far-reaching publicity campaign 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.

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

•The Hosted Buyer Program brings influential buyers from the region to Beirut to meet with exhibitors.

•The Student Program is specially designed for hotel management and dietetics students, allowing them to discover more about the industry.

ENGAGE BUYERS FACE-TO-FACE

WHO DOES HORECA ATTRACT?

- 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
- Design companies and consultants
- Hotel management schools and universities
- Private and public institutions
- Supply companies
- Service companies

PROFILE OF VISITORS

50%

OWNERS, DECISION MAKERS AND MANAGERS

38%

CHEFS, BARTENDERS AND BARISTAS

12%

ARCHITECTS AND INTERIOR DESIGNERS

