

27th edition

**THE ANNUAL BUSINESS MEETING PLACE FOR
THE HOSPITALITY AND FOODSERVICE INDUSTRIES**



HORECA

STEP INTO THE FUTURE OF HOSPITALITY

24 - 27 March 2020 | 3 - 9 pm

Seaside Arena - Lebanon

MORE BUYERS MORE OPPORTUNITIES MEET, ENGAGE AND NETWORK

WHO EXHIBITS AT HORECA?



- 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

New! Natural and organic pavilion



- 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

New! Packaging and labeling pavilion



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

DISCOVER WHAT'S NEW
AND WHAT'S ON THE
HORIZON AT HORECA

350+
exhibitors

16,000+
buyers



HORECA RECOGNIZES AND REWARDS TALENT AND CREATIVITY

70+ INTERNATIONAL EXPERTS AND CELEBRITY GUESTS

20+ DAILY COMPETITIONS AND WORKSHOPS

700+ PARTICIPANTS IN COMPETITIONS

WHAT'S ON?



HORECA LEBANON will support local designers and artists once again with a dedicated space showcasing their work.

Official Opening

The opening will gather more than 400 hospitality and foodservice key players from Lebanon and the region to launch the event.



Key figures from around the world 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.



Celebrating its 21st 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



With the title of Best Barista in Lebanon up for grabs, the Lebanese Barista Competition returns for its seventh edition, gathering more than 30 of the country's leading baristas.



Fusing coffee and art, the Latte Art Competition will showcase the technical skills of participants as they craft milk-based coffee beverages.



NEW! For the first time this year, pastry chefs from the Middle East will compete in the World Pastry Cup Middle East Selection. The winner will represent the Middle East at Sirha, Lyon, in 2021.



Over 40 national extra virgin olive oil producers from across Lebanon will be judged by an international and local panel of experts at the 15th edition of the National Extra Virgin Olive Oil Contest.



For the 11th 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.



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



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



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



More than 20 bartenders will bring together talent and taste in mixing and shaking innovative cocktails as HORECA Lebanon celebrates the 18th edition of the renowned Lebanese Bartenders Competition.



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.



The second edition of the Mocktail Competition will offer participants the chance to show off their creative talent in concocting non-alcoholic cocktails and innovative drinks.



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

HORECA MAKES BUSINESS SENSE



From Lebanon to the world!

PROFILE OF VISITORS

50%

**OWNERS, DECISION MAKERS
AND MANAGERS**

38%

**CHEFS, BARTENDERS
AND BARISTAS**

12%

**ARCHITECTS AND INTERIOR
DESIGNERS**

WHO VISITS HORECA?

HORECA Lebanon attracts professionals who work in:

- 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 catering companies
- Pubs and nightclubs
- Hospitals
- Engineering and architecture firms
- Design companies
- Hotel management schools and universities
- Private and public institutions
- Supply companies
- Service companies

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.

A FAR-REACHING MARKETING CAMPAIGN

A wide range of local and regional trade magazines, newspapers and online platforms partner with HORECA Lebanon, 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, website and mobile app.

By participating in HORECA Lebanon 2020, 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, Africa and further afield. Weekly updates will reach trade buyers from our up-to-date database containing more than 85,000 trade contacts.

Special visitors gastronomical tours programs have been designed to offer attendees the best experience.

BECOME AN EXHIBITOR

SHAPE THE FUTURE OF YOUR BUSINESS

STAND PARTICIPATION

SHELL SCHEME

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

SPACE ONLY

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

SPECIAL DESIGN OPTION

+ USD 100 per sqm + 11% VAT (includes wooden platforms, wood white panel walls, lighting, a counter with high stool)

MAXIMIZE YOUR EXPOSURE DISCOVER OUR SPONSORSHIP OPPORTUNITIES

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

DON'T MISS THE INDUSTRY'S MOST TALKED-ABOUT EVENT OF THE YEAR

TO PARTICIPATE, CONTACT
OUR SALES TEAM

+961 1 480081 Ext: 224



HORECA Strategic Partners



ABOUT US

Founded in 1993, Hospitality Services specializes in planning, organizing and managing regional hospitality and foodservice shows, conventions, forums and bespoke events. The firm's annual events include HORECA Lebanon, The Garden Show & Spring Festival, Travel Lebanon, Beirut Cooking Festival, Salon du Chocolat Beirut and Whisky Live Beirut. It has also franchised-out its HORECA brand to Jordan, Kuwait and KSA.

In addition, Hospitality Services produces three publications with dedicated digital platforms: Hospitality News Middle East, a go-to source for the latest news, trends, developments and industry forecasts; Taste & Flavors, a lifestyle and cooking reference; and Lebanon Traveler, a tourism platform.



BE PART OF THE HORECA EXPERIENCE

**HORECA
JORDAN**

13 - 15 OCT. 2019

**SAUDI
HORECA**

26 - 28 NOV. 2019

**HORECA
KUWAIT**

20 - 22 JAN. 2020

**HORECA
DAMMAM**

10 - 12 MAR. 2020

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For more information or to book your stand now contact Hospitality Services s.a.r.l. Dekwaneh, Beirut - Lebanon
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