

Horeca 2011

18th edition

29 March - 1 April
4 - 9 p.m. Biel - Lebanon



EXHIBITION REPORT



An Event by



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THE INTERNATIONAL TRADE SHOW FOR THE
**HOSPITALITY &
FOODSERVICE**
INDUSTRY

THE INTERNATIONAL
TRADE SHOW FOR THE
FOOD
INDUSTRY

Beirut International
**WINE &
DRINKS
FAIR**



Summary

Date of the event: 29 March - 01 April

Visitors: +16,000 visitors

Show established: 1993

Venue: Biel

Event Frequency: Annual

Daily opening times: 4 to 9 p.m.

Organizer: Hospitality Services s.a.r.l.

Industry Partners:

International Hotel & Restaurant association (IHRA)

Lebanese Ministry of Tourism

Lebanese Ministry of Economy and Trade

Lebanese Ministry of Agriculture

Association of Lebanese Industrialists

IDAL

Elcim

ADFTH

Lebanese Franchise Association

Syndicate of Hotel Owners in Lebanon

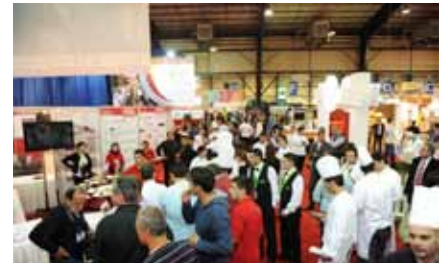
Syndicate of Restaurants, Cafes, Night-clubs and Pastry Owners

Syndicate of Importers of Foodstuff Consumer Products & Drinks in Lebanon

Syndicate of Lebanese Food Industries

Syndicate of Supermarkets Owners

Federation of the Chamber of Commerce, Industry and Agriculture in Lebanon



Exhibition profile: 3 shows:

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

Show features:

- Hospitality Services Annual Awards
- Hospitality Salon Culinaire
- Atelier Gourmand
- Wine Lab
- National Extra Virgin Olive Oil Contest
- Librairie Gourmande
- Annual Hospitality Forum
- Live Junior Chefs Competition
- Lebanese Culinary Heritage
- Lebanese Bartenders Competition
- Floral Symphonies
- Best Product of the Year Award

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Horeca attracts Senior Industry Personnel & Buyers

Visitor classification by Job Function in %

Owner/ceo/managing partner, general manager/managing director/operation manager/deputy general manager, marketing manager/sales manager, area manager, board member, president/vice president/coo	27.88
Accounting manager/financial manager, banqueting manager/F&B manager/product manager/production manager, branch manager, export manager, front office manager, housekeeping manager, human resources manager, IT manager, maintenance manager, manager, public relation manager, purchasing manager, business development manager restaurant manager, assistant general manager, assistant manager, project manager, industrial business unit manager, bar manager, bartender	14.12
Architect/engineer/interior designer, consultant	3.60
Executive chef/executive sous chef/head chef/head sous chef, executive pastry chef/head pastry chef	7.82
Dean/teacher/student in hospitality & nutrition	14.93
Ambassador, commercial attache, F&B senior coordinator, food consultant, food safety, journalist, nutritionist & diet therapist, project coordinator, sales coordinator, purchasing coordinator, senior business analyst	

Visitor Classification by Business Type

Hotel / furnished apartments	7.40
Restaurant / cafe / snack / take away / franchise co./ management co.	13.19
Bakery / pastry shop	6.54
Hospital / health care	1.28
Supermarket / retail store	1.00
Architect / engineer / interior designer / contractor / real estate services / consultant	3.68
Food & beverage supplier	5.10
Equipment supplier	1.73
Media	1.78
School / university / training center / students in hospitality & nutrition	16.26
Finance co. / credit est. / bank / insurance	1.67
Independent caterer /i nstitutional catering / diet center	1.80
Resort / sports club / leisure club / night club / bar / pub	1.79
Advertising agency / airline / butcher shop / travel agency / shipping	1.33
Agricultural products, cars,confectionery industry, decoration, duty free shop, embassy, ministry, event planner, furniture & furnishings supplier / maintenance & hygiene supplier / technology supplier, governmental institution, federation, associaition, syndicate, human resources consultants company, import & export supplier, law firm, manufacturing & trading supplier, recruitment co., services co., tobacco co.	

Visitor classification by country

Lebanon	95.44
Syria, Kuwait, Kingdom of Saudi Arabia, Jordan, United Arab Emirates, Qatar, Iraq, France, Italy	4.56

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Horeca has evolved and represents numerous product and service categories

350 of the world's leading suppliers wrote record orders and visitors found that it was the best buying and sourcing opportunity in the Middle East

Category	%
Food	28
Beverage	23
Consultant, recruiting and franchise	4
Catering, supermarket, equipment and packaging	26
Technology	3.5
Tabletop, linen, amenities, furniture and furnishings	8.5
School and universities pavilion	2
Maintenance and hygiene	5

Exhibitor profile	
Number of exhibitors	350
Exhibitor groups and country pavilion	France, Poland and Turkey
Exhibiting nations	Egypt, Iran, Jordan, KSA, Lebanon, Sri Lanka, Syria, Tunisia and United Arab Emirates
National	285
International exhibitors	19%



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Beirut Capital TASTE



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الاقتصاد والأعمال

[Executive]



Gala غالا

ليالينا

Time Out
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albalad

البلد

RAGMAG

BeirutNightLife

iloubnan.info

cook & eat
lebanese

Beirutna.com

Serving up Lebanon's Best
BeirutRestaurants.com

Social media partner

BornInteractive
New Media agency

Next edition on: **Horeca 20 – 23 March 2012**

BIEL - Lebanon

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Hospitality
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