



**20 - 23 March 2018**

3 - 10 pm, Seaside Arena, Beirut, Lebanon  
(Previously known as BIEL area)

The annual business meeting place for  
the hospitality and foodservice industries



[horecashow.com](http://horecashow.com)

# EXHIBITION REPORT

## SUMMARY

- **Total Visitor Attendance:** +18,000
- **Event frequency:** Annual
- **Number of days:** 4 days
- **Show established:** 1993
- **Venue:** Seaside Arena
- **Opening times:** Daily from 3 to 10 p.m.
- **Industry Partners:**  
International Hotel & Restaurant Association  
Mediterranean Hotel & Restaurant Association  
Lebanese Ministry of Tourism  
Lebanese Ministry of Economy and Trade  
Lebanese Ministry of Agriculture  
Lebanese Ministry of Industry  
Chamber of Commerce, Industry and Agriculture of Beirut and Mount-Lebanon  
The Federation of Chambers of Commerce, Industry and Agriculture in Lebanon  
Association of Lebanese Industrialists  
Lebanese Franchise Association  
IDAL (Investment Development Authority of Lebanon)  
Syndicate of Hotel Owners in Lebanon  
Syndicate of Restaurants, Cafés, Nightclubs and Patisserie Owners  
Syndicate of Lebanese Food Industries  
Union Vinicole du Liban  
Syndicate of Lebanese Supermarket Owners  
Syndicate of Importers of Foodstuff Consumer Products & Drinks in Lebanon  
ADFTH  
Hospitality Consultants Association - HCA
- **Organizer:** Hospitality Services s.a.r.l.
- **Show features:**  
Hospitality Salon Culinaire  
Junior Chef Competition  
Art of Service Competition  
Lebanese Bartenders Competition  
National Extra Virgin Olive Oil Contest  
Lebanese Barista Competition  
Annual Hospitality Forum  
Atelier Gourmand  
Bed Making
- **Next edition:** 2 - 5 April 2019, Seaside Arena - Lebanon
- **Contact:** Randa Pharaon - [randa@hospitalityservices.com.lb](mailto:randa@hospitalityservices.com.lb)

## IMPORTANT FACTS ABOUT TRADE VISITORS & BUYERS WHO VISITED HORECA

| JOB TITLE   | %  |
|---|----|
| Owner, General Manager, President, CEO, Managing Director, Area Manager, Vice President, Board Member   | 25 |
| Manager: Banqueting / Bar Manager / Branch / Brand / Export / F & B / Financial / Front Office / Housekeeping / Human Resources / IT / Maintenance / Manager / Marketing / Operation / Procurement / Production / Project / Public Relation / Purchasing / Restaurant / Room Division / Sales | 25 |
| Architect, Consultant, Engineer, Interior Designer, Chief Engineer  | 5  |
| Executive Chef, Executive Pastry Chef, Head Chef, Pastry Chef   | 9  |
| Sommelier, Barista, Bartender, Executive, Expert, Head of Department, Maitre D'Hotel, Oenologist  | 26 |
| Dean, Teacher, Student  | 7  |
| Ambassador, Commercial Attaché, First Secretary, Secretary, Treasurer, Editor In Chief, Journalist, Dietician, Minister   | 3  |

| ACTIVITY   | %  |
|--|----|
| Hotel, Furnished Apartment, Guest House, Hotel Group, Resort, Leisure Club, Venue  | 13 |
| Restaurant, Snack, Franchise, Café, Pub, Caterer, Diet Center  | 20 |
| Bakery, Pastry Shop  | 10 |
| Supermarket, Butcher, Duty Free  | 5  |
| Hospital/Healthcare  | 3  |
| Architect/Engineer, Contractor, Consultant, Interior Design, Real Estate   | 6  |
| Airline, Armed Forces, Events Planner, Investment Co., Laundry, Mall, Procurement, Recruiting, Services, Tourism Board, Other Activities | 18 |
| Hospitality & Foodservice Supplier   | 10 |
| Advertising Agency, Communication  | 3  |
| University, School, Cultural Center, Training Center   | 9  |
| Auditing Services, Bank, Finance Co., Insurance  | 0  |
| Embassy, Ministry, Association/Federation/Chamber Of Commerce/Governmental Institution, NGO  | 3  |

| COUNTRY  | %  |
|--|----|
| Lebanon  | 96 |
| Qatar, Iraq, Kuwait, Turkey, United Arab Emirates, France, Italy, Jordan, Saudi Arabia, Syrian Arab Republic | 4  |

# HORECA HAS EVOLVED AND REPRESENTS NUMEROUS PRODUCT AND SERVICE CATEGORIES

The numbers really added up at HORECA 2018  
**350** of the world's leading suppliers signed record orders and visitors rated it was the best buying and sourcing opportunity in the Middle East.

## EXHIBITOR BY CATEGORY

| CATEGORY                            | %  |
|-------------------------------------|----|
| Coffee & Tea Pavilion               | 3  |
| Catering Equipment                  | 13 |
| Bakery/Pastry Equipment             | 5  |
| Consultancy, Recruitment & Services | 6  |
| Education                           | 1  |
| Food                                | 24 |
| Beverages                           | 17 |
| Hygiene                             | 3  |
| Interiors                           | 9  |
| Packaging/Labeling                  | 8  |
| International Pavilion              | 8  |
| Techzone                            | 3  |

## EXHIBITOR PROFILE

|                                      |   |
|--------------------------------------|---|
| Number of Exhibitors                 | 350   |
| Exhibitor Groups & Country Pavilions | Italy, France, Turkey   |
| Exhibiting Nations                   | Czech Republic, UAE, Egypt, KSA, Kuwait, Lebanon, Turkey, Syria |
| National                             | 280 (89%)   |
| International Exhibitors             | 11%   |

GOLD SPONSORS



SUPPORTING HOTELS



OFFICIAL MAGAZINES



OFFICIAL CARRIER



OFFICIAL INSURER



OFFICIAL COURIER



SUPPORTED BY



MEDIA PARTNERS

