

# Horeca 2011

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

## *Follow the beat*

Horeca, your Annual Hospitality  
and Food Event in the Region

### FEATURING

- Hospitality Salon Culinaire
- Live Junior Chefs Competition
- Lebanese Bartenders Competition
- Wine Lab
- Atelier Gourmand
- Annual Hospitality Forum
- World Culinary Heritage
- National Extra Virgin Olive Oil Contest

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



Official Magazine

**Hospitalitynews**  
MIDDLE EAST

Endorsed by



Ministry of  
Economy and Trade



Ministry  
of Tourism



Ministry of  
Agriculture



Association of  
Lebanese Industries



Syndicate of Lebanese  
Food Industries



Syndicate of Hotel  
Owners in Lebanon



Syndicate of Lebanese  
Restaurants, Cafes,  
Night-clubs & Pastry Owners



IDAL



IHRA  
INTERNATIONAL  
HOTEL & RESTAURANT  
ASSOCIATION



ELCIM  
Economic Lebanon Chamber  
of Industry and Commerce



ADFTH  
Association pour le développement  
de la formation touristique et hôtelière



LFA  
LEBANESE FRANCHISE ASSOCIATION  
الجمعية اللبنانية لتراخيص الامتياز

# HORECA 2011

## Tasteful Meetings With Blends and Traditions

### WHY LEBANON?

**“Lebanon will witness the best tourism season in its history this year due to the prevailing security that is attracting a high number of tourists.”**

*Lebanese Tourism Minister Fadi Abboud*

- Lebanon is a **key destination** for the tourism and hospitality industry in the Levant region.
- The New York Times recommended Beirut as the **first place** to visit.
- The UK-Based Newspaper The Guardian listed Beirut in its 2010 guide for **best touristic destination**. The suggestion was based on the Original Travel opinion concerning the **most vibrant** cities in the world as part of its Travel Guru Guide 2010 for the best destinations in the world.



- **Tourist** arrivals will grow to **2.3 million** this year compared with 1.85 million tourists.
- Tourism is a key pillar of Lebanon's economy. It was estimated that the Lebanon's travel and trade industry contributed more than **\$2.5bn** to the country's economy in 2009, equal to **9.3%** of its GDP.

**“Top chefs and restaurateurs are drawn to Beirut.”** *The New York Times.*

### Connect face to face with Horeca 2011 buyers and maximize your return-on-investment!

In just four days, you'll meet thousands of prospects from the most desirable consumer market in the region. Network with restaurant owners, chain representatives, hospitality professionals, distributors, importers, wholesalers and other industry buyers interested in international products and services.

### But that's not all!

Horeca is the most productive way to:

- Build up existing client relationships in the Levant
- Develop and strengthen brand image and awareness in the Levant market place
- Directly access an eager-to-buy audience interested in new lines, products and services
- Acquire competitor intelligence
- Establish distribution relationships

food, beverage, furnishing, equipment, design, technology, services



# 3 shows, 8 daily events, all in one!

**The International Trade Show for the Hospitality & Foodservice Industry**

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

**WHO WILL EXHIBIT?**

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

**Beirut International Wine & Drinks Fair**

Beirut International  
**WINE & DRINKS FAIR**

**WHO WILL EXHIBIT?**

Importers and producers of alcoholic beverages including:

- Spirits: Arak • Wine • Liquors • Beers

Importers and producers of non - alcoholic beverages including:

- Soft drinks • Juices • Water



The following countries are now accepting applications from companies interested in taking space:

- Argentina • Austria • Cyprus • Egypt • France
- India • Iran • Turkey • Netherlands • Poland

## The International Trade Show for the Food Industry



### WHO WILL EXHIBIT?

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

### WHO WILL VISIT?

#### Buyers, decision makers and staff from

- Hotels, resorts/spa & furnished apartments
- Restaurant & similar establishments
- Franchise & management companies
- Bakeries & patisseries
- Independent & retail chains
- Independent & supermarket chains
- Institutional & independent caterers
- Pubs & nightclubs
- Hospitals
- Engineers, architects, designers, consultants
- Hotel management schools & universities
- Private & public institutions
- Suppliers
- Services

### COUNTRIES COVERED

The Levant region consists of Lebanon, Jordan, Syria and Iraq but the exhibition will also appeal to a wider audience from the eastern Mediterranean and Middle Eastern countries including: Bahrain, Cyprus, Egypt, Greece, the Kingdom of Saudi Arabia, Kuwait, Qatar, the Sultanate of Oman, Tunisia, Turkey and the United Arab Emirates.

**OVER 15,000**  
**visitors**  
**attended Horeca 2010**



# LIVE HORECA, A WORLD OF EVENTS!

## The Hospitality Salon Culinare

With over 600 sqm, Horeca visitors can discover the region's latest culinary concepts and trends, watch more than 200 talented chefs competing in 17 different food categories, and meet an international panel of renowned judges at the Hospitality Salon Culinare.



## The National Extra Virgin Olive Oil Contest

This contest will gather small oil producers from all over Lebanon and a number of commercial brands available in local supermarkets. A judging panel of the region's, finest olive oil tasters will be on hand to award the winners.



## The Live Junior Chefs Competition

For the third consecutive year, 15 of the country's leading technical schools and hotel management universities will show off their students' talents during the Live Junior Chefs competition.



## The Lebanese Bartenders Competition

Over 25 bartenders from Lebanon's best hotels, night clubs and restaurants will compete, in front of a panel of international jury, for the title of the best Lebanese bartender to represent Lebanon at international competitions.



## The Wine Lab

Daily workshops and tastings will take place at the Wine Lab to give the specialists and wine makers an insight into the latest Lebanese and international brands and vintages.



## The Annual Hospitality Forum

Daily workshops bring key hospitality players from the region to discuss latest trends related to the industry.



## The Atelier Gourmand

Famous international chefs will show off their talents by demonstrating live at the Atelier Gourmand. Daily tasting will take place.



## The World Culinary Heritage

Horeca will honour daily one country at the World Culinary Heritage Pavilion's live cooking station, where you can discover its culinary traditions and unique flavors.



## Sponsorship Opportunities

The sponsorship program offers you an excellent chance to promote your brands and services to the annual hospitality and food service industry. At the show, there are many marketing opportunities for companies wishing to raise their profile. Simply select from the wide range of sponsorship and advertising options.

### I-Platinum Sponsor

Total US\$  
(VAT excluded)

60 000

### II-Gold Sponsor

20 000

### III-Special Events Sponsor Opportunities

1- The Hospitality Salon Culinaire	5 000 - 20 000
2- The Lebanese Bartenders' Competition	5 000 - 15 000
3- The National Extra Virgin Olive Oil Contest	5 000 - 15 000
4- The 2011 Regional Hospitality Annual Awards Ceremony	2 500 - 20 000
5- VIP Lounge	10 000
6- Customized Events (4 days)	8 500
7- The Wine Lab	5 000 - 7 500
8- The Atelier Gourmand	5 000 - 7 500
9- The World Culinary Heritage	5 000 - 7 500
10- The Live Junior Chefs Competition	3 000 - 5 000
11- The Annual Hospitality Forum	3 000 - 5 000
12- The Meeting Point	3 000 - 5 000
13- Deco'tel	3 000 - 5 000
14- An event of your creation at the Hospitality Salon Culinaire (1/2 day)	2 000

### IV-Effective Advertising

#### A- Increase your brand awareness

	Total US\$ (VAT excluded)
1- Visitors' bags branding	6 000
2- Six logos on the main entrance doors	4 000
3- Your banner at registration area - Backlit	3 000
4- Upright banner outside registration area	2 500
5- Documents distribution at the main exhibition entrance	2 000
6- Your banner on Horeca homepage	2 000
7- Giant banner between Hall 1 & Hall 2	2 000
8- Your logo and stand number on the aisle floors (for 10 floor tiles)	2 000
9- Live mascot in the exhibition aisles (per day)	500
10- Logo on the entrance giant floor plan	250

#### B-Boost your image and prestige

1- Your logo on show badge including online confirmation	5 000
2- "Invitation brought to you by"	5 000
3- Hostesses and ushers dress branding	4 000
4- Special display at one of the events premises	2 500
5- Neck straps (per day excluding production fees)	2 000
6- Your visual in the Press lounge	2 000
7- Flyer distribution in visitors bag	2 000
8- Shuttle Bus services branding (per bus)	1 500
9- Your logo on the Annual Forum notepads	1 000
10- Special Hospitality News Magazine Horeca issue	1 090 - 2 475
11- Advertisement in the official catalogue	1 250 - 1 750



# Visitor Marketing Extensive Publicity and Promotion

## Promotions in trade magazines, newspapers and social media

Local and Pan-Arab trade magazines, newspapers and social media support Horeca 2011. They carry a wide range of coverage, including: editorial features, show previews and reviews, product highlights and news of the exhibitors.

## Direct mail and VIP invitations

More than 45,000 invitations are sent to the region's key decision-makers in the hospitality and foodservices industry. A dedicated show preview magazine featuring the participants at the show and their products is also sent out to trade buyers before the show.

## E-mail campaigns and newsletters

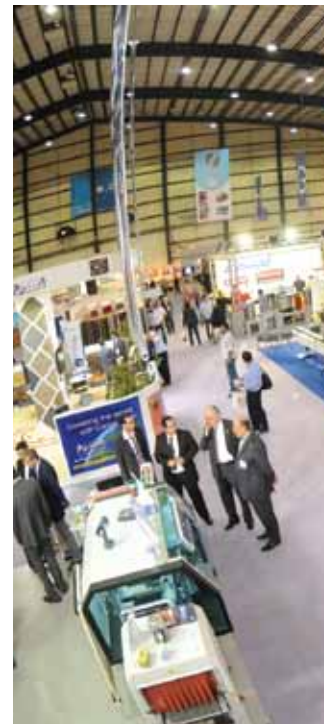
Three months before the show, weekly updates will reach trade buyers from our updated data-base containing more than 15,000 e-mails.

## Marketing and PR support

By participating in Horeca 2011 you will benefit from a publicity campaign (billboards, sms, etc...) to help you maximize the business opportunities offered by the exhibition. The show is promoted extensively across Lebanon and the region to trade buyers from Syria, Jordan, Iraq, Egypt, KSA, Kuwait, the UAE and other Gulf States.

## Public Relations

The PR department maintains close relations with the media and issues regular press releases for greater visibility ensuring TV, radio and press coverage throughout the region.




## Visitor programs

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

**Hosted Buyer Program** where influential buyers from the region are invited to stay in Beirut and meet with exhibitors.

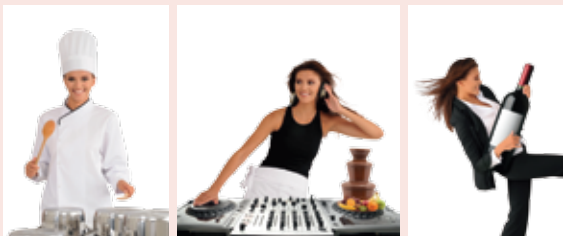
**Student Program** designed especially for hotel management students allowing them to visit and discover the industry with their professors.

## The venue

 , which is ideally located at the heart of downtown Beirut and on the waterfront of the Mediterranean Sea, consists of 82,000 square meters of multi functional areas of international standards: 10,000 square meters of indoor column-free exhibition space, 25,000 square meters of outdoor exhibition space, a state of the art conference center, a grand ballroom and ample parking.

## The organizers

Hospitality Services is a young, dynamic and creative company founded in 1993. ISO 9001-certified, our company expertise lies in organizing professional and successful exhibitions and events, as well as publishing specialized magazines for the industries we serve. Our exhibition portfolio includes: Horeca, International Hospitality Forum, the Garden Show & Spring Festival, Beirut Gourmet Week & Bon Appétit.



Hospitality  
SERVICES s.a.r.l



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