

**HORECA  
KUWAIT**  
horeca-kuwait.com

9<sup>th</sup>  
Edition

**20 - 22 JANUARY 2020**

11:00am - 8:30pm

Kuwait International Fair - Hall No. 8



**MEET KEY PLAYERS AT KUWAIT'S LARGEST EVENT  
FOR THE HOSPITALITY AND FOOD INDUSTRY**



## EVENT PROFILE

HORECA Kuwait is the country's biggest B2B Hospitality Exhibition, where all companies in food and food related sector participate to showcase their latest products, technologies and services to the hospitality industry, which is the fastest growing market in Kuwait. The event also boasts Hospitality Salon Culinaire , where all the top chefs from Kuwait participate in various cooking shows judged by International MasterChef's from all over the world.

Started in 2012, the exhibition has reached unprecedented success over the years, having quadrupled the exhibitors from 20 to 90, tripled the participating chefs from 100 to 300, doubled the competitions from 10 to 21 and kitchens from 2 to 5 while simultaneously increasing the strictly hospitality visitors from 2000 to more than 7000 annually, establishing HORECA Kuwait as a household name in the hospitality industry.

Innovation and dedication are the key motives behind the success of this exhibition. New concepts such as Bed Making and HORECA Hospitality Forum were introduced in the latest edition, and more are expected to be added in the coming editions to commit our dedication in maintaining HORECA Kuwait the biggest B2B hospitality exhibition in the country.

## EXHIBITING BENEFITS

- Establish network and business relations with the industry's most important distributors, retailers and foodservice buyers.
- Showcase your HORECA supplies and services to trade professionals searching for the right solutions for their business.
- Optimize and enhance your trade contacts.
- Position your company at the only hospitality exhibition in Kuwait.

# EXHIBITORS

## Hospitality & Foodservice Industries

- Catering, supermarket, kitchen & laundry equipment
- Cleaning & maintenance
- Consultants, recruiting & franchise
- Delivery Solutions
- Food Trucks
- Furniture, fixtures & design
- Hospitality IT Solutions
- Hotels
- Packaging technology
- Restaurants & café
- Tableware, uniforms, linens & guest amenities

## Food Industry

- Bakery & pastry products
- Coffee & tea
- Confectionery, biscuits, pastries & chocolate
- Delicatessen, cured meat & cold cuts
- Dried fruits, fresh fruits & vegetables
- Eggs & dairy products
- Ethnic foods
- Food and Beverage (F&B)
- Fresh meat
- Fresh poultry
- Frozen products
- Grocery products
- Healthy food & diet products
- Organic products
- Preserved & canned foods
- Seafood

# VISITORS

- Bakery and pastry shops
- Contractors & consultants
- Engineers, architects, interior designers
- Equipment suppliers
- Financial companies
- Food & beverage suppliers
- Franchise & management companies
- Hospitals & hospital catering
- Hotel management schools & universities
- Hotels, resorts, spas & furnished apartments
- Independent & retail stores
- Institutional & independent caterers
- Private & public institutions
- Restaurants, café & health clubs
- SME's in Hospitality Industry
- Supermarket chains

## Key Highlights of HORECA KUWAIT 2018



Total  
Exhibitors

90



Total  
Participants

300



Total Visitors

7000 +



Annual  
Hospitality  
Market in Kuwait  
**US\$ 4 Billion**

## SHOW FEATURES

- **HOSPITALITY SALON CULINAIRE**

Every year, the Hospitality Salon Culinaire gathers an international panel of renowned celebrity chefs from all over the world, who share their knowledge and expertise with the participants. During the three-day event, more than 300 chefs are expected to compete in live cooking competitions and a variety of food displays.

- **NEW ON THE MARKET**

Innovations and new ideas introduced throughout 2019 and early 2020 will be displayed and showcased during HORECA show.

- **HORECA HOSPITALITY FORUM**

In this forum, Hospitality experts and famous Food Bloggers will be invited to speak on the latest trend in hospitality industry and provide their valuable insights on the same.

- **BED MAKING COMPETITION**

Professional housekeepers will showcase their precision in making the perfect bed.

- **ART OF SERVICE**

Excellence, tradition and innovation will be the strong axes of the Art of Service Competition, where foodservice professionals will reveal their skills in a variety of challenges.



## EXHIBITOR PARTICIPATION RATES

**Shell Scheme**    **KD 160 / sqm**

(Equipped with table, 2 chairs and wall panels, signboard, carpet, stands number & lighting)

**Space Only**        **KD 150 / sqm**



## SPONSORSHIP PACKAGES

HORECA Kuwait has swiftly become one of the largest events for professionals in the hospitality industry in Kuwait. We are confident that HORECA sponsorship opportunities will help you to increase your brand cognizance in addition to your media exposure.

Categories	Diamond Sponsor	Gold Sponsor	Silver Sponsor
Name and Logo in All Publications	Big	Medium	Small
Press Release	✓	✓	✓
Website	✓	✓	✓
Social Network Advertisement	✓	✓	✓
Logo on Visitor Invitation Card	Big	Medium	Small
Logo on E-Registration Link	✓	✓	✓
Logo on HORECA Kuwait Official Catalog	Big	Medium	Small
Advertisement pages in HORECA Kuwait Official Catalog	2	1	---
Email Campaign	✓	---	---
Special interview during HORECA Kuwait exhibition	✓	---	---
Complementary Space	18 sqm	12 sqm	9 sqm
Amount to Sponsor	KD 10,000/-	KD 5,000/-	KD 3,000/-



## CULINARY ART SHOW

For the 8th edition, visitors will be invited to watch more than 300 chefs competing in more than 20 exciting competitions. Visitors will discover the region's latest culinary concepts and trends and will meet a panel of international judges from Europe and the Middle East

### Culinary Art Show Sponsorship (KD 5,000)

#### Media Communication

Announcement on social media

Logo on newsletters related to the event

#### Logo on printed materials

Printing related to the event (participation letters, certificates, participants' manual, etc)

#### Advertisement

Full page advert in official catalogue

Logo inside the official catalogue (on the event page)

#### Web visibility

Banner on website (on the event page) linked to your homepage.

#### On-site visibility

Logo on banners related to the event

Logo on ceiling banner

Logo on Chef's jackets

## ADDITIONAL SPONSORSHIP & ADVERTISING

### ART OF SERVICE COMPETITION SPONSORSHIP

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

**Price:** KD 2,000

### BED MAKING COMPETITION (KD 2,000)

Professional housekeepers will showcase their precision in making the perfect bed at the second edition of the Bed Making Competition.

**Price:** KD 2,000

### HORECA HOSPITALITY FORUM

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 round table discussions.

**Price:** KD 2,000



## OFFICIAL SHOW BAGS

Distributed at the main entrance to around 7,000 visitors, this opportunity ensures your brand is given exposure during and post show. (One side of the bag will be granted to your advertisement)

**Price:** KD 2,000 (Including production)

## LANYARD BRANDING (Including Production)

Worn by all attendees, ensure that every visitor to HORECA knows you are present at the event.

**Price:** KD 1,500 (Excluding production)

## Rollup at Registration Area ROLLUP AT REGISTRATION AREA

Grab the attention of attendees while they register and pick up their badges. Increase on site visibility by showcasing your visuals at the main entrance.

**Price:** KD 500 (Including Production)

## PRODUCT FIGURE OUTSIDE REGISTRATION AREA

Display your visual at the exhibition's main entrance to make an impact.

**Price:** KD 850

## DRESS BRANDING FOR VOLUNTEERS

Increase your visibility right from the exhibition doors by featuring your logo by hostesses and ushers.

**Price:** KD 1,300 (Excluding production)

## PRODUCTS AT THE JUDGES LOUNGE

Get the chance to display your products at the judges Lounge and reach the best chefs in town and abroad.

**Price:** KD 500

## LIVE MASCOT DURING THE EXHIBITION

Have your own branded mascot in the exhibition aisles to direct traffic to your stand.

**Price:** KD 300 per day

# Kuwait International Fair - Hall No. 8



## ORGANIZERS

HORECA Kuwait operates under a license granted to Leaders Group for Consulting & Development by Hospitality Services. Established in 2007, S.A.R.L. Leaders Group makes use of the wealth of experience from its specialized and professional team along with their excellent regional & international relations, to organize high profile conferences and exhibitions with high quality services.

AN EVENT BY



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