



23 - 25 MAY 2022

11:00am - 8:30pm

Crowne Plaza Hotel- Al Baraka Ballroom



MARKETING BROCHURE

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 2020



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, chefs will compete in live cooking competitions and a variety of food displays.

- **BED MAKING COMPETITION**

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





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
Website	✓	✓	✓
Social Network Advertisement	✓	✓	✓
Logo on Visitor Invitation Card	Big	Medium	Small
Logo on E-Registration Link	✓	✓	✓
Logo on HORECA Kuwait Online Catalog	Big	Medium	Small
Advertisement pages in HORECA Kuwait Online Catalog	2	1	---
Email Campaign	✓	---	---
Complementary Space	18 sqm	12 sqm	9 sqm
Amount to Sponsor	KD 10,000/-	KD 5,000/-	KD 3,000/-



HOSPITALITY SALON CULINAIRE

For the 10th edition, visitors will be invited to watch more than 200 chefs competing in more than 15 exciting competitions. Visitors will discover the region's latest culinary concepts and trends and will meet a panel of international judges.

Hospitality Salon Culinaire 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 online catalogue

Logo inside the online 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

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

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)

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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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