



SAUDI HORECA RIYADH EXHIBITION COVERAGE

POST-SHOW REPORT 2023

Hospitality Salon Culinaire
Saudi Barista Competition
Cocktail Zero Competition
HORECA Talks
Award Ceremony



2024 HORECA^{ME} NETWORK

**THE BUSINESS MEETING PLACE FOR THE
HOSPITALITY & FOODSERVICE INDUSTRIES**

About HORECA

HORECA is the biggest annual hospitality exhibition, which has been running in Lebanon, Jordan, Kuwait, Oman, Riyadh, and Jeddah, the Kingdom of Saudi Arabia.

Now the annual trade fair has become an essential business meeting place for the hospitality, foodservice and beverage industries in Saudi Arabia. The Event will feature a host of activities and show including workshops, culinary art show, barista competition, cocktail zero competition and much more. It will attract exhibitors, visitors, and key industry players on a local and international level.

HORECA KUWAIT

12th Edition
Kuwait International
Fair - Hall 8
horecakuwaitexpo.com

SAUDI HORECA JEDDAH

2nd Edition
Jeddah Superdome
saudihoreca.com

HORECA LEBANON

28th Edition
Seaside Arena
horecashow.com

HORECA OMAN

3rd Edition
Oman Exhibition
& Convention Center
horecaoman.com

SAUDI HORECA RIYADH

13th Edition
Riyadh Int. Convention
& Exhibition Center
saudihoreca.com

HORECA JORDAN

9th Edition
Jordan International
Exhibition Center
horeca-jordan.com

**BE PART OF THE
HORECA EXPERIENCE**

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General Information

SHOW NAME



SAUDI HORECA

The Saudi International Food,
Beverage & Hospitality Exhibition

VENUE



Riyadh International
Convention & Exhibition Center
Riyadh - Saudi Arabia

TOTAL EXHIBITION SPACE



+20,000 sqm
exhibition space

FREQUENCY



Annually
3 Days Exhibition

ORGANIZER



Semark Group
Saudi Event Management
& Marketing Company

WEBSITE



www.saudihoreca.com

Post Show Report

Headline Stats

SAUDI HORECA 2023

The 12th edition of SAUDI HORECA featured a number of live events that introduced guests to the latest trends in the industry.

Visitors were able to attend live cooking sessions by celebrity chefs, sample their delicious cooking, discover a world class barista competition and cocktail zero competition.

After this year's success, the preparations for next year edition have already begun. We are planning to increase the number of participants and expand our market scope to include more visitors.

The key element to the success of the exhibition remains its excellent organization that was all handled by a highly professional team and the specialized public that came looking for the latest trends and possible business ventures.

We are confident that, with the Kingdom being an appealing market for investors especially after Vision 2030, SAUDI HORECA will continue to be the best meeting place for investors in the region.



52,000
Professional VISITORS



350
COMPANIES Exhibited



20,000
BRANDS Displayed



48
COUNTRIES Represented



8
International PAVILIONS



20
SPEAKERS in HORECA TALKS Conference



90
PARTICIPANTS in Hospitality Salon Culinaire



15
BARISTAS in Saudi Barista Competition



10
PARTICIPANTS in Cocktail Zero Competition



Exhibitors Profile



35%
INTERNATIONAL
Exhibitors



65%
NATIONAL
Exhibitors



82%
companies re-signed
their contracts
during the exhibition



3.1 BILLION
around 3.1 billion riyal was
the total value of business
deals signed during the
exhibition



Introduced new products
into the market



Evaluate the potential
demand for new products

Represents numerous product & service categories



18% Food Products & Frozen Food



11% Bakery, Sweets & Chocolates



2% Hotels, Restaurants & Catering



3% Furniture, Restaurants & Cafes Decoration



6% Meat, Chicken & Sea Food



2% Vending Machine



7% Technology, Services & Logistics



7% Tea & Coffee Products



5% Water, Juice & Syrups



3% Fruits & Vegetables



2% Hospitality Services



11% Packaging & Plastic Products



6% Dairy Products & Ice Creams



4% Rice, Nuts & Spices



13% Kitchens, Equipments & Coffee Machines

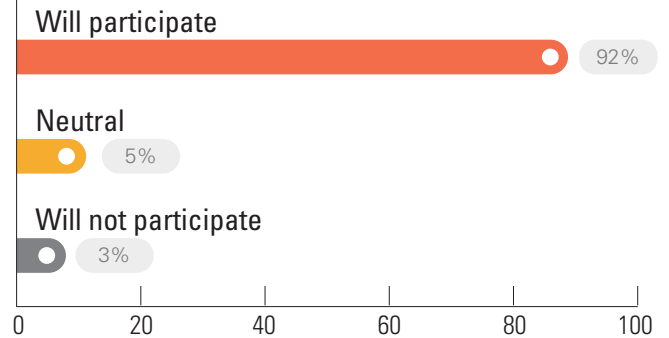


Exhibitors Survey

How do the exhibitors rate the exhibition overall?



Do exhibitors intend to participate the next edition?



94%
OF EXHIBITORS

said that they were satisfied with the quality and number of visitors to the show.



92%
OF EXHIBITORS

said that they will participate in the exhibition 2024 edition



How would you rate the exhibition management?

82% of exhibitors rated the Exhibition Management as "Very Good" or "Good"



How would you rate the number of visitors?

85% of exhibitors were satisfied or very satisfied with the number of visitors

WHAT ARE YOUR TOP FOUR REASONS TO EXHIBIT?

- 1 Increasing product sales and brand awareness
- 2 Meeting existing customers or suppliers and networking
- 3 Generating high value sales leads
- 4 Find a distributor / dealer / importer



How would you rate the quality of visitors?

90% of exhibitors were satisfied or very satisfied with the quality of visitors at the show



How would you rate the nature on your investment in exhibition?

91% of exhibitors were satisfied with the nature of this investment



Given the above reasons to exhibit, how satisfied were you with the exhibition?

89% of exhibitors were satisfied or very satisfied with the exhibition overall

Show Features

Hospitality Salon Culinaire

Chefs experience three days of intense competitions to become stars of the future in a series of live cooking challenges



90 PARTICIPANTS
90 chefs from different countries participated in hospitality salon culinaire



10 JURIES
world class juries in hospitality salon culinaire



95 COMPETITIONS
in 10 different categories in hospitality salon culinaire Riyadh 2023



Competition Results

GOLD MEDAL

6 Winners

SILVER MEDAL

22 Winners

BRONZE MEDAL

33 Winners

MERIT CERTIFICATES

34 Certificates



Show Features

Saudi Barista Competition

Leading Baristas compete for the title of the Best Barista in Saudi Arabia



15 BARISTAS participated in Saudi barista Riyadh competition



7 BARISTA JURIES world class barista juries in Saudi barista competition



3 WINNERS in 2 days Saudi barista competition Riyadh 2023



Competition Results

GOLD MEDAL

Amirrahkim Putrantyo
Freelancer

SILVER MEDAL

Jatravissia Dirqantara
Namq cafe

BRONZE MEDAL

Zakaria Ida Daman Abdul
Arvo Coffee



Show Features

Cocktail Zero Competition

Mixologist compete to win the best mocktail award.

Cocktail *zero*
COMPETITION



10 PARTICIPANTS
participated in cocktail
zero competition



6 JURIES
world class juries in
cocktail zero competition



3 WINNERS
in cocktail zero
competition Riyadh 2023



Competition Results

GOLD MEDAL

Shady Ghalayini
Clap Café

SILVER MEDAL

Ahmad Kabbout
Iris Café

BRONZE MEDAL

Yazeed Alanzan
HTMi



Conference

HORECA Talks

More than 5 talks with over 20 speakers to discuss latest topics and challenges in the hospitality and foodservice industries.



20 SPEAKERS
from hospitality and
foodservice industry



5 SESSIONS
three days conference
in Saudi HORECA



600+ ATTENDEES
attended in HORECA
TALKS conference



Visitors Overview

Over 52,000 visitors networked and discovered new products and opportunities at the exhibition over the three days. There was strong support from local visitors and significant attendance from interstate and international buyers.

Note, exhibitors are not included in these figures although they often conduct significant business with other suppliers at the show.



87%

VISITORS EVALUATION OF THE SHOW

of visitors who agree that this event is fully representative of the industry

90.7%

LEVEL OF PURCHASE INFLUENCE

of visitors said they have some influence in the purchase of products for their business

88.2%

SOURCE OF INFORMATION

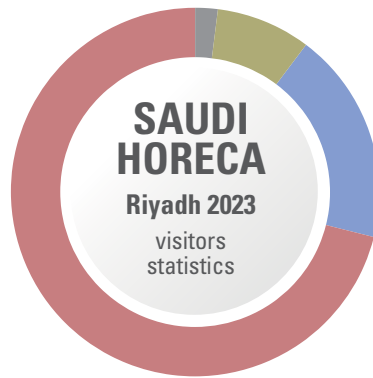
of visitors said trade shows are the most credible source of information for purchasing products and services

89.1%

REASON TO VISIT

of visitors said it was very important or important for them to find new products & suppliers for their business at the show

Visitors role in decisionmaking



71%
Decision-making / Authorizing

18%
Specifying

9%
Recommending / Influencing

2%
Others





Sponsors & Partners

The show could not have been delivered without the support of our sponsors & partners

STRATEGIC PARTNER



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Culinary Arts Commission

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HOSPITALITY SPONSOR



HYGIENE JURY SPONSOR



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HOSPITALITY SALON CULINAIRE ENDORSEMENT



SAUDI BARISTA COMPETITION SPONSORS



COCKTAIL ZERO COMPETITION SPONSORS



MEDIA PARTNERS



ORGANIZED BY



www.semark.com.sa

SAUDI HORECA is organised by Semark based on a license agreement with Hospitality Services SARL a Lebanese company organizer of HORECA long established international exhibition and event.



Licensed by



About Organiser



SEMARM
GROUP



www.semarm.com.sa

SAUDI EVENT MANAGEMENT & MARKETING COMPANY

SEMARM Group was established in 2009, A leading company that offers fully integrated exhibitions, events, stand contracting & marketing solutions. Along its years of experience, SEMARM Group developed several departments to be able to fulfill all its exhibitors' desires in all categories that work alongside with the exhibitors, that's why we created:

SEMARM
EVENTS


SEMARM
EXHIBITIONS


SEMARM
MARKETING
SERVICES


SEMARM
STAND
CONTRACTING

SEMARM
GIVEAWAYS
& TROPHIES



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SAUDI HORECA TEAM



BE PART OF THE HORECA EXPERIENCE

THE BIGGEST INTERNATIONAL **FOOD, BEVERAGE & HOSPITALITY**
EXHIBITION IN SAUDI ARABIA

SAUDI



2024



Hospitality Salon Culinaire | Saudi Barista Competition | Mocktail Competition

RIYADH

25-27 NOVEMBER 2024

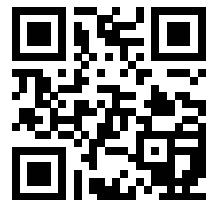
RIYADH INTERNATIONAL CONVENTION & EXHIBITION CENTER

SAUDI ARABIA

www.saudihoreca.com

DO YOU WANT TO BE A PART OF
SAUDI HORECA RIYADH 2024?

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