

# Saudi HORECA 2023



SAUDI HORECA 1 EDITION

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




## 7-9 February 2023

## Jeddah-Saudi Arabia

Jeddah Superdome

 [info@saudihoreca.com](mailto:info@saudihoreca.com)

 +966 920 003 361

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

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.



# WHY JEDDAH?

- Jeddah located on the coast of the Red Sea and is the major urban center of western Saudi Arabia.
- It is the largest city in Mecca Province, the largest sea port on the Red Sea, and the second largest city in Saudi Arabia after the capital city, Riyadh. The population of the city currently stands at over 4,7 million. It is an important commercial hub in Saudi Arabia.
- Jeddah is the principal gateway to Mecca, Islam's holiest city. It is also a gateway to Medina, the second holiest place in Islam. The Doyof Al Rahman program, a key part of Vision 2030, seeks to increase the number of pilgrims visiting the two holy mosques to 30 million a year, which will lead to a surge in tourists passing through Jeddah.
- Jeddah Central project that expected to achieve 47 billion riyals (\$12.5 billion) in added value to the Saudi economy by 2030, given the region's diverse economic features.
- Jeddah considered to be the leading tourism city in Saudi Arabia.
- 6,400 Hotel rooms are expected to be completed by 2022, which is in addition to the existing number of 13,760 thousand rooms.





# ABOUT HORECA

HORECA is the biggest annual hospitality exhibition which has been running for 26 years in Lebanon, 6 years in Jordan and 9 years in Kuwait, 1<sup>st</sup> edition in Oman, and for the 11<sup>th</sup> year in Riyadh, the Kingdom of Saudi Arabia after the success of the exhibition in September 2021. And for the first time, SAUDI HORECA launching its first edition in Mecca province of Saudi Arabia in Jeddah.

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 and much more. It will attract exhibitors, visitors, and key industry players on a local and international level.



BE PART OF THE HORECA EXPERIENCE

# HORECA®



THE ANNUAL BUSINESS MEETING PLACE FOR THE HOSPITALITY  
& FOODSERVICE INDUSTRIES

## SAUDI HORECA RIYADH

Riyadh International Convention & Exhibition Center  
Riyadh - KSA  
[saudihoreca.com](http://saudihoreca.com)

## SAUDI HORECA JEDDAH

Jeddah Superdome  
Jeddah - KSA  
[saudihoreca.com](http://saudihoreca.com)

## HORECA JORDAN

Amman, Jordan  
[horeca-jordan.com](http://horeca-jordan.com)

## HORECA KUWAIT

Kuwait International Fair, Kuwait  
[horeca-kuwait.com](http://horeca-kuwait.com)

## HORECA LEBANON

Seaside Arena, Beirut - Lebanon  
[horecashow.com](http://horecashow.com)

## HORECA OMAN

Muscat - Oman  
[horecashow.com](http://horecashow.com)

# ABOUT EXHIBITION

# SAUDI HORECA JEDDAH



## SAUDI HORECA JEDDAH

SAUDI HORECA Jeddah will be your access to meet a high level buyers and presenting your new products in food, beverage and hospitality. It's your chance to launch to new markets and establish new business connections, it's the best place to find a reliable agent or distributor.

### TOP REASONS TO EXHIBIT

- 1 The Event is Comprehensive: Get into all the food, beverage and hospitality sectors at the same time under one roof.
- 2 Increasing product sales and brand awareness
- 3 The Event Brings Decision Makers: Meet the top buyers, 7 out of 10 attendees have significant or final buying power
- 4 Meeting existing customers or suppliers and networking

### VIP LOUNGE

Enjoy the luxurious meeting lounge & meet the most significant key players in the region with an exclusive service.

We offer a quiet and comfortable place to escape from the hall crowds.



# LIVE EVENT



## HOSPITALITY **SALON CULINAIRE**

SAUDI HORECA visitors discover the region's latest culinary concepts and trends, watch the talented chefs competing in different food categories, and meet a panel of international judges from Europe and the Middle East.



*Hospitality*  
*Salon*  
**Culinaire**





# EXHIBITORS PROFILE

## PRODUCT & SERVICES CATEGORIES



Bakery Machinery & Equipments



Bakery & Sweets



Bar Code / Ink Coding Technology



Beverage



Catering Equipments & Display



Coffee & Tea



Coffee Machines & Café Services



Commercial Kitchen & Equipments



Culinary & Hospitality



Dairy Product



Edible Oil & Ghee



Equipment & Components



F & B Services



Food



Food Consultant



Food Retailing Supplies



Food Tasting Lab  
Measuring Instruments



Franchise



Furniture & Fixtures



Hospitality Equipment & Services



Hotels & Restaurants



Hotel Ware & Glass Ware,  
Crockery & Cutlery



Hygiene



Ice Cream Machinery



Maintenance



Marketing & Export Services



Packaging



Packaging Machinery,  
Technology & Services



Poultry



Restaurant Hotel  
Marble, Lighting & Décor



Spices & Ingredients,  
Essence Flavors



Technology



Uniforms



Vending Machine



Water



Wrapping, Sealing  
& Lamination Equipment



# VISITORS PROFILE



## BUYERS AND DECISION MAKERS OF

- ✓ Food Products & Equipments
- ✓ Hotel & Kitchen Equipment
- ✓ Bakery Products
- ✓ Dairy & Poultry products and equipments
- ✓ Sea Food Products
- ✓ Food Retailing Supplies
- ✓ Food Testing Lab & Equipment
- ✓ Packaging Technology & Services
- ✓ Agricultural products traders / Whole seller
- ✓ Restaurant & Hotel Owner/Sales Managers
- ✓ National & International Retail Chain
- ✓ Owners/Managers
- ✓ Fast Food Chain Owners/Sales Managers
- ✓ Agri & Food Marketing Board / Chambers / Agriculture
- ✓ Food Factory Owners/ Sales Managers
- ✓ International Delegates
- ✓ Consulates & Diplomat

## TOP REASONS TO ATTEND

- 1 The Event is Comprehensive:** See machinery and solutions for the entire food and beverage industries live and in action from top manufacturers, attend educational sessions and multiple networking opportunities all under one roof.
- 2 Discover New Solutions:** Develop relationships with suppliers who can provide the latest solutions to help you solve your greatest challenges.
- 3 Identify best practices:** Choose from educational sessions to identify best practices in the food and beverage processing sector.
- 4 Discover Solutions in Person:** Obtain information, see demos of equipment and speak with subject matter experts. Everything needed to recommend a purchase for your company.



# THE VENUE



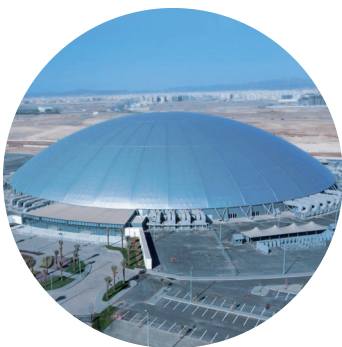
## JEDDAH SUPERDOME

The largest freestanding dome in the world

The Jeddah Superdome has set a Guinness World Record for being the largest freestanding dome in the world. The Tokyo Dome formerly held the title with 206 metres.

Located on Madinah Road, west of King Abdullah Sports City, the Jeddah Superdome has an internal area exceeding 24,000 square metres, a height of 46 metres, a diameter of 210 metres, and a parking space that can accommodate 5,200 vehicles.

The Jeddah Superdome will be hosting all local and international exhibitions, conferences, and events, including some of the biggest entertainment, sports, and other cultural events in the city.





# EXHIBITION LAYOUT

## SAUDI HORECA JEDDAH

Jeddah Superdome



This floor plan is not the final layout. Some additions and alterations may be done by the organizer when necessary



# PARTICIPATION COST

SPACE ONLY	Price/sq.m.
Inline	1155.00 SAR
Corner	1270.00 SAR
Peninsular	1330.00 SAR
Island	1386.00 SAR
Double Deckers	1650.00 SAR

**Space Only :** Exhibitors are required to build their own stands through the official stand contractors or their own contractors.

SHELL SCHEME	Price/sq.m.
Inline	1425.00 SAR
Corner	1567.00 SAR
Peninsular	1638.00 SAR
Island	1715.00 SAR

**Shell Scheme stand includes:** Two chairs, One table, Three lighting, One power point, Signboard, Wall panels, Carpet.

#### Electricity - 500 SAR

Up to 30 amp 380 v three phase main (Mandatory)

#### Electricity - 500 SAR

Up to 10 amp 220 v for shell scheme (Mandatory)

**Water Connection - 500 SAR** (in and out)

**\*15% Vat is applicable on all booth rates**

## Interesting in exhibiting at SAUDI HORECA 2023?

### CONTACT US NOW

✉ [info@saudihoreca.com](mailto:info@saudihoreca.com)

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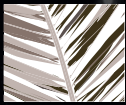
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# ABOUT ORGANISER



**SEMARM**  
GROUP

[www.semarm.com.sa](http://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

## OUR UPCOMING SHOWS

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

Saudi  2023  
**HORECA**

**Jeddah-Saudi Arabia**  
Jeddah Superdome  
[www.saudihoreca.com](http://www.saudihoreca.com)

A Motor Show fully dedicated to  
Electric and Hybrid vehicles

**e-MOTOR SHOW**  
ELECTRIC & HYBRID CARS  
Middle East



**Riyadh - Saudi Arabia**  
[www.e-MotorShow.com](http://www.e-MotorShow.com)

THE WORLD'S LARGEST EVENT  
DEDICATED TO CHOCOLATE AND COCOA

1<sup>ST</sup> EDITION  
**SALON DU CHOCOLAT**  
& DE LA PÂTISSERIE  
K S A



**RIYADH - SAUDI ARABIA**  
[www.salonduchocolat-riyadh.com](http://www.salonduchocolat-riyadh.com)

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**SAUDI HORECA**  
2022

**Riyadh-Saudi Arabia**  
Riyadh International Convention & Exhibition Center  
[www.saudihoreca.com](http://www.saudihoreca.com)


**SHIFT**  
INNOVATING THE FUTURE OF FOOD AND HOSPITALITY

**SAUDI HOTEL INNOVATION & FOOD TECHNOLOGY EXHIBITION**




**Riyadh - Saudi Arabia**  
[www.shiftriyadh.com](http://www.shiftriyadh.com)

## FOR MORE INFORMATION, PLEASE CONTACT

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Al-Ta'awun Commercial Center, P.O.Box 12476 - 4407, Riyadh - Kingdom of Saudi Arabia





Organized by



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**SAUDI EVENT MANAGEMENT  
& MARKETING COMPANY**

[www.semark.com.sa](http://www.semark.com.sa)




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Venue



    Horecajeddah

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