



SAUDI HORECA JEDDAH
EXHIBITION COVERAGE

POST SHOW REPORT 2023

Hospitality Salon Culinaire
Saudi Barista Competition
Giffard Cocktail Zero Competition
Award Ceremony



Saudi  2024 
 HORECA  A

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

5-7 FEBRUARY 2024

JEDDAH - SAUDI ARABIA

Jeddah Super Dome

About HORECA

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



THE ANNUAL BUSINESS MEETING PLACE FOR THE HOSPITALITY & FOODSERVICE INDUSTRIES



General Information

SHOW NAME



SAUDI HORECA

The Saudi International Food, Beverage & Hospitality Exhibition

VENUE



Jeddah Superdome

Jeddah - Saudi Arabia

FREQUENCY



Annually

3 Days Exhibition

TOTAL SPACE



+15,000 sqm

Total exhibition space

WEBSITE



www.saudihoreca.com

ORGANIZER



Semark Group

Saudi Event Management & Marketing Company

BE PART OF THE HORECA EXPERIENCE

12th Edition

RIYADH

Riyadh Int. Convention & Exhibition Center, Riyadh - KSA

saudihoreca.com

2nd Edition

JEDDAH

Jeddah Superdome
Jeddah - KSA

saudihoreca.com

28th Edition

BEIRUT

Seaside Arena
Beirut - Lebanon

horecashow.com

11th Edition

KUWAIT

Crowne Plaza Hotel
Al Baraka Ballroom, Kuwait

horecakuwaitexpo.com

9th Edition

AMMAN

Jordan International Exhibition Center
Amman, Jordan

horeca-jordan.com

2nd Edition

MUSCAT

Oman Exhibition & Convention Center
Muscat - Oman

horecaoman.com

PLEASE CONTACT

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Post Show Report

SAUDI HORECA JEDDAH 2023

HEADLINE STATS

+15,000
PROFESSIONAL
VISITORS

+130
COMPANIES
exhibited their products

+6,300
BRANDS
displayed

13
COUNTRIES
represented

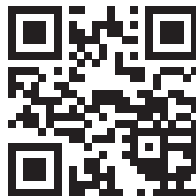
64
PARTICIPANTS
participated in hospitality
salon culinaire

15
BARISTAS
participated in saudi
barista competition

14
PARTICIPANTS
participated in giffard
cocktail zero competition



VISIT WEBSITE



scan the QR to visit
www.saudihoreca.com



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 Giffard 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

Exhibitors Profile

Companies represented



+130

COMPANIES exhibited their products

Total number of brands



+6,300

BRANDS displayed



32%

INTERNATIONAL exhibitors



68%

NATIONAL exhibitors



66%

companies re-signed their contracts during the exhibition



1.3

BILLION

around 1.3 billion riyal was the total value of business deals signed during the exhibition



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



Represents numerous product & service categories



Exhibitors Survey

How do the exhibitors rate the exhibition overall?

11%
Fairly
successful

7%
Neutral



82%
Very
successful

Do exhibitors intend to participate the next edition?

Will participate

76%

Neutral

16%

Will not participate

8%



82%
OF EXHIBITORS

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



76%
OF EXHIBITORS

said that they will participate in the exhibition 2024 edition



34%

Introduced new products into the market



51%

Evaluate the potential demand for new products



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



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

SAUDI HORECA Jeddah 2023 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.



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



7 JURIES
world class juries in hospitality salon culinaire



72 COMPETITIONS
in 7 different categories in hospitality salon culinaire Jeddah 2023



Competition Results



2
Gold Medals



10
Silver Medals



24
Bronze Medals



28
Merit Certificates



8
Hygiene Awards

Show Features

Saudi Barista Competition

More than 15 of the most promising baristas compete for the title of Best Barista in Saudi Arabia, the 1st edition of the Saudi Barista Jeddah Competition



15 BARISTAS
more than 15 baristas participated in Saudi Barista Jeddah competition



5 BARISTA JURIES
world class barista juries in Saudi Barista competition



4 WINNERS
in 2 days Saudi Barista competition Jeddah 2023



Competition Results



Asha Indoran
Freelancer



Salem Barzeeg
Rosewood Hotels



Omar Moahmmmed Hajjaj
Freelancer



Khalid Omar Hatahaf
Freelancer

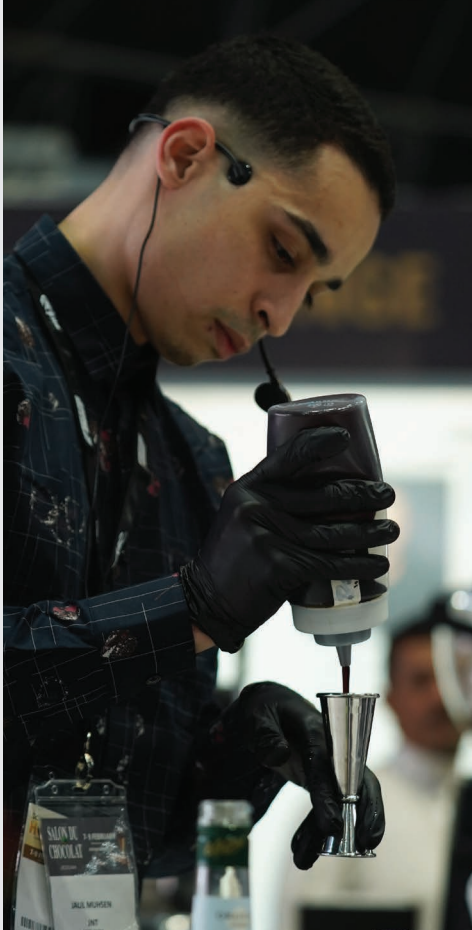
Show Features

Giffard Cocktail Zero Competition

Giffard Cocktail Zero - our new
competition in Horeca Jeddah
2023

DEPUIS 1885
GIFFARD
FRANCE

COCKTAIL ZERO COMPETITION



14 PARTICIPANTS
more than 14 participants
participated in giffard
cocktail zero competition



3 JURIES
world class juries in giffard
cocktail zero competition



4 WINNERS
in giffard cocktail zero
competition Jeddah 2023



Competition Results



Rey Mart Salimbaga
Shangri La Jeddah



Asha Enduran
Freelancer



Mohamed Taher Ghaly
Freelancer



**Mouhsen Mohamed
Abdeljalil**
Freelancer

Visitors Overview

Over 15,000 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.



VISITORS EVALUATION OF THE SHOW

87% of visitors who agree that this event is fully representative of the industry



LEVEL OF PURCHASE INFLUENCE

90.7% of visitors said they have some influence in the purchase of products for their business



SOURCE OF INFORMATION

88.2% of visitors said trade shows are the most credible source of information for purchasing products and services



REASON TO VISIT

89.1% 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



58%

Decision-making / Authorizing

24%

Specifying

13%

Recommending / Influencing

5%

Others



15,000

PROFESSIONAL VISITORS over 3 days exhibition



Sponsors & Partners

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

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COCKTAIL ZERO SPONSOR



BARISTA SPONSORS



MEDIA PARTNERS



LICENSED BY



ORGANIZED BY



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.



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



THE BIGGEST INTERNATIONAL
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EXHIBITION IN SAUDI ARABIA

Saudi 2024 H RE A

Hospitality Salon Culinaire | Saudi Barista Competition | Mocktail Competition | Award Ceremony

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**DO YOU WANT TO BE A PART OF
SAUDI HORECA 2023?**

Organized by



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CONTACT US NOW

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