



**HORECA
EXHIBITION
COVERAGE**

POST SHOW REPORT 2024

Hospitality Salon Culinare
Barista Competition
Mocktail Competition

GENERAL INFORMATION

SHOW NAME



HORECA

The Biggest International Food, Beverage & Hospitality Exhibition in Saudi Arabia

VENUE



Jeddah Superdome
Saudi Arabia

TOTAL EXHIBITION SPACE



+15,000 sqm
exhibition space

FREQUENCY



Annually
3 Days Exhibition

ORGANIZER



Semark Group
Saudi Event Management
& Marketing Company

WEBSITE



www.saudihoreca.com



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, mocktail 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 KUWAIT

13th Edition
Kuwait International
Fair - Hall 8
horecakuwaitexpo.com

HORECA JEDDAH

3rd Edition
Jeddah Superdome
saudihoreca.com

HORECA LEBANON

29th Edition
Seaside Arena
horecashow.com

HORECA OMAN

3rd Edition
Oman Exhibition
& Convention Center
horecaoman.com

HORECA RIYADH

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

HORECA JORDAN

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

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POST-SHOW REPORT

Headline Stats



17,000 +
Professional
VISITORS

165 +
COMPANIES
Exhibited



12,000 +
BRANDS
Displayed

27
COUNTRIES
Represented



7
International
PAVILIONS

85
PARTICIPANTS
in Hospitality
Salon Culinare



10
BARISTAS
in Barista
Competition

12
PARTICIPANTS
in Mocktail
Competition



HORECA 2024 JEDDAH -SAUDI ARABIA

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 mocktail 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, HORECA will continue to be the best meeting place for investors in the region.

VISIT WEBSITE



scan the QR to visit
www.saudihoreca.com

EXHIBITORS PROFILE



35%
INTERNATIONAL
Exhibitors



65%
NATIONAL
Exhibitors



72%
companies re-signed
their contracts
during the exhibition



1.8 BILLION
around 1.8 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

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



Food Products
& Frozen Food



Bakery, Sweets
& Chocolates



Hotels,
Restaurants
& Catering



Meat, Chicken
& Sea Food



Vending
Machine



Technology,
Services & Logistics



Water, Juice
& Syrups



Fruits &
Vegetables



Hospitality
Services



Dairy Products
& Ice Creams



Rice, Nuts
& Spices



Kitchens,
Equipments &
Coffee Machines



Furniture,
Restaurants &
Cafes Decoration



Tea & Coffee
Products



Packaging &
Plastic Products

EXHIBITORS SURVEY

How do the exhibitors rate the exhibition overall?

84%

Very successful

HORECA

Jeddah 2024

exhibitors evaluation

10%

Fairly successful

6%

Neutral



87%

OF EXHIBITORS

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

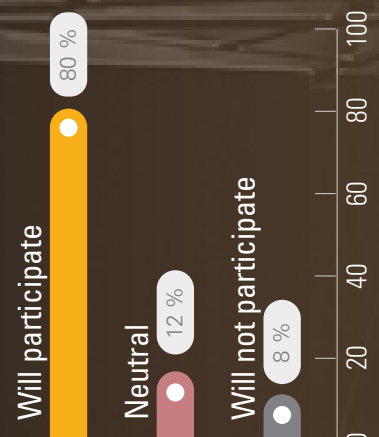


80%

OF EXHIBITORS

said that they will participate in the exhibition 2025 edition

Do exhibitors intend to participate the next edition?



How would you rate the exhibition management?

84% of exhibitors rated the Exhibition Management as "Very Good" or "Good"



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

90% of exhibitors were satisfied or very satisfied with the exhibition overall



How would you rate the quality of visitors?

92% 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?

90% of exhibitors were satisfied with the nature of this investment



How would you rate the number of visitors?

87% of exhibitors were satisfied or very satisfied with the number of visitors

Show Features

HOSPITALITY SALON CULINAIRE

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



85 PARTICIPANTS

85 chefs from different countries participated in hospitality salon culinaire



8 JURIES

world class juries in hospitality salon culinaire



99 COMPETITIONS

in 20 different categories in hospitality salon culinaire Jeddah 2024

Competition Results

GOLD MEDAL

5 Winners

SILVER MEDAL

10 Winners

BRONZE MEDAL

27 Winners

MERIT CERTIFICATES

49 Certificates

Show Features

BARISTA COMPETITION

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

Barista 
COMPETITION



10 BARISTAS
participated in barista
competition



6 BARISTA JURIES
world class barista juries in
barista competition



3 WINNERS
in 2 days barista
competition 2024

Competition Results

GOLD MEDAL

Muhamad Ridwan
Breehant

SILVER MEDAL

Wahyu Afriansyah
Namq Cafe

BRONZE MEDAL

Bagus Taufik Awaludin
Asif Cafe

Show Features

MOCKTAIL COMPETITION

Mixologist compete to win the
best mocktail award.



12 PARTICIPANTS
participated in mocktail
competition



3 JURIES
world class juries in
mocktail competition



3 WINNERS
in mocktail competition
Jeddah 2024

Competition Results

GOLD MEDAL

Mohammed Khuraish
Freelancer

SILVER MEDAL

Reymart Salimbaga
Shangri-La Jeddah

BRONZE MEDAL

Jumadil Amilbanga
Kiaora Cafe

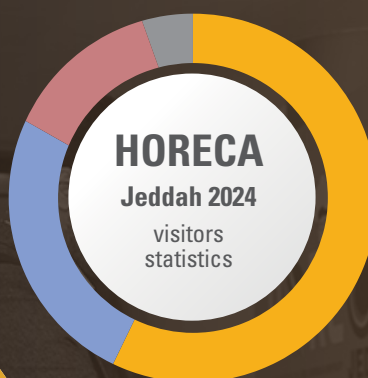


VISITORS OVERVIEW

Over 17,000 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 role in decisionmaking



60%

Decision-making / Authorizing

23%

Specifying

13%

Recommending / Influencing

4%

Others

86.5%

VISITORS EVALUATION OF THE SHOW

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

91%

LEVEL OF PURCHASE INFLUENCE

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

89.3%

SOURCE OF INFORMATION

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

90.5%

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



SPONSORS & PARTNERS

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

STRATEGIC PARTNER



هيئة فنون الطهي
Culinary Arts Commission

PLATINUM SPONSOR



GOLD SPONSORS



الحازمي الدولية
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OFFICIAL DRINK



HYGIENE JURY SPONSOR



SAUDI BARISTA COMPETITION SPONSORS



HOSPITALITY SALON CULINAIRE ENDORSEMENT



MEDIA PARTNERS



ORGANIZED BY



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



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ABOUT ORGANISER



SEMARK
GROUP



www.semark.com.sa

SAUDI EVENT MANAGEMENT & MARKETING COMPANY

SEMARK Group was established in 2009, A leading company that offers fully integrated exhibitions, events, stand contracting & marketing solutions. Along its years of experience, SEMARK 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:

SEMARK
EVENTS

SEMARK
EXHIBITIONS

SEMARK
MARKETING
SERVICES

SEMARK
STAND
CONTRACTING

SEMARK
GIVEAWAYS
& TROPHIES

+966 920 003 361

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

HORECA TEAM



BE PART OF THE HORECA EXPERIENCE

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



Hospitality Salon Culinare | Barista Competition | Mocktail Competition

21-23 APRIL 2025
JEDDAH - SAUDI ARABIA
JEDDAH SUPERDOME

www.saudihoreca.com

**DO YOU WANT TO BE A PART OF
HORECA 2025?**

Organized by



SEMARK
GROUP

www.semark.com.sa



CONTACT US NOW

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