



**HORECA
EXHIBITION COVERAGE**

POST-SHOW REPORT 2024

Hospitality Salon Culinaire

Saudi Barista Competition

Mocktail Competition

HORECA Talks





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

General Information



SHOW NAME

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



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

Exhibition Calender (2025-2026)

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

4th Edition
Oman Exhibition
& Convention Center
horecaoman.com

HORECA RIYADH

14th Edition
Riyadh Front Exhibition
& Conference Center
saudihoreca.com

HORECA JORDAN

10th Edition
Jordan International
Exhibition Center
horeca-jordan.com



BE PART OF THE
HORECA EXPERIENCE

PLEASE CONTACT

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Lebanon, Jordan, Kuwait, Oman
+961 1480081
horecanetwork@hospitalityservices.me

POST-SHOW REPORT

Headline Stats



55,000

Professional
VISITORS



420

COMPANIES
Exhibited



23,000

BRANDS
Displayed



41

COUNTRIES
Represented



13

International
PAVILIONS



26

SPEAKERS
in HORECA TALKS



99

PARTICIPANTS
in Hospitality
Salon Culinaire



11

BARISTAS
in Saudi Barista
Competition



10

PARTICIPANTS
in Mocktail
Competition

HORECA 2024

The 13th edition of 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.



Exhibitors Profile



35%
INTERNATIONAL
Exhibitors



65%
NATIONAL
Exhibitors



83%
companies re-signed
their contracts
during the exhibition



3.8 BILLION
around 3.8 billion riyal was
the total value of business
deals signed during the
exhibition

REPRESENTS NUMEROUS PRODUCT & SERVICE CATEGORIES



Food Products
& Frozen Food

18%



Bakery, Sweets
& Chocolates

11%



Hotels,
Restaurants
& Catering

2%



Meat, Chicken
& Sea Food

6%



Vending
Machine

2%



Technology,
Services & Logistics

7%



Water, Juice
& Syrups

5%



Fruits &
Vegetables

3%



Hospitality
Services

2%



Dairy Products
& Ice Creams

6%



Rice, Nuts
& Spices

4%



Kitchens,
Equipments
& Coffee Machines

13%



Furniture,
Restaurants
& Cafes Decoration

3%



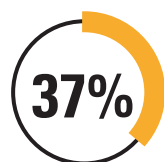
Tea & Coffee
Products

7%

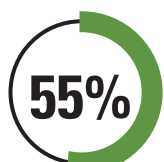


Packaging &
Plastic Products

11%



37%
Introduced
new products
into the market



55%
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

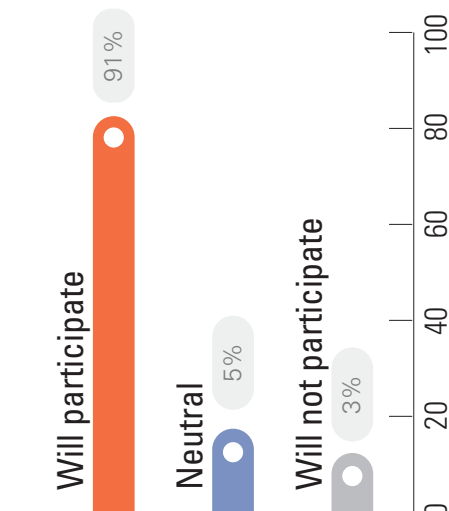


Exhibitors Survey

How do the exhibitors rate the exhibition overall?



Do exhibitors intend to participate the next edition?



93%
OF EXHIBITORS

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



91%
OF EXHIBITORS

said that they will participate in the exhibition 2025 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



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

Saudi Elite Chefs Competition

The Saudi Elite Chefs competition by the Culinary Arts commission is designed to support and empower talented Saudi chefs, fostering a spirit of competition among the nation's top culinary professionals.



نخبة الطهاة السعوديين
SAUDI ELITE CHEFS



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



**Hospitality
Salon
Culinaire**



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



9 JURIES
world class juries in hospitality salon culinaire



90 COMPETITIONS
in 10 different categories in hospitality salon culinaire Riyadh 2024

COMPETITION RESULTS

GOLD MEDAL

8 Winners

SILVER MEDAL

22 Winners

BRONZE MEDAL

33 Winners

MERIT CERTIFICATES

36 Certificates



Show Features

Saudi Barista Competition

Be wowed by the incredible talents of Saudi Arabia's top baristas! Uniting participants from cafes and hotels, the competition promises to be an exciting one.



11 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 2024

COMPETITION RESULTS

GOLD MEDAL

Muhammad Dario Varsel Prayuda
Axes Coffee

SILVER MEDAL

Lysther Sundo
Olé Coffee Shop

BRONZE MEDAL

Acep Saepulloh
Freelancer



Show Features

Mocktail Competition

Watch participants compete head-to-head in creating the most innovative and delicious mocktails that boast bold flavor combinations and stunning presentations.



10 PARTICIPANTS
participated in mocktail competition



4 JURIES
world class juries in
mocktail competition



3 WINNERS
in mocktail
competition Riyadh 2024

COMPETITION RESULTS

GOLD MEDAL

Rey Mart Salimbaga
The Galleria Hotel Curio Collection
By Hilton

SILVER MEDAL

Mohammed Khaled Khuraish
The Hotel Galleria Jeddah, Curio
Collection By Hilton

BRONZE MEDAL

Eric Miranda
Mixology Emporium



Conference

HORECA Talks

More than 7 talks with over 26 speakers to discuss latest topics and challenges in the hospitality and foodservice industries.

HORECA^{ME} TALKS



26 SPEAKERS
from hospitality and
foodservice industry



7 SESSIONS
three days conference
in HORECA



650+ ATTENDEES
attended in HORECA
TALKS conference

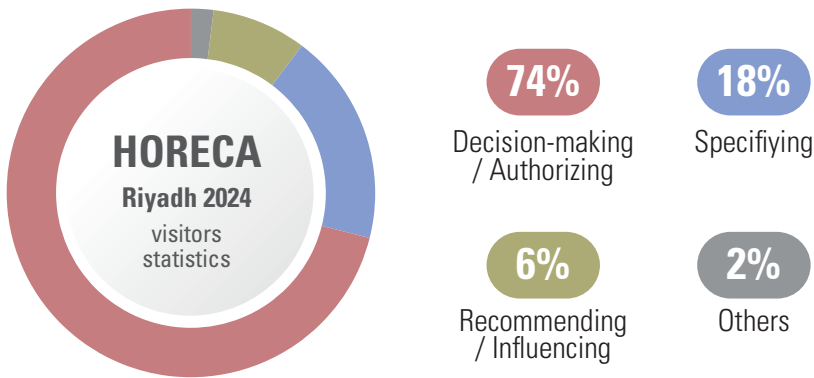


Visitors Overview

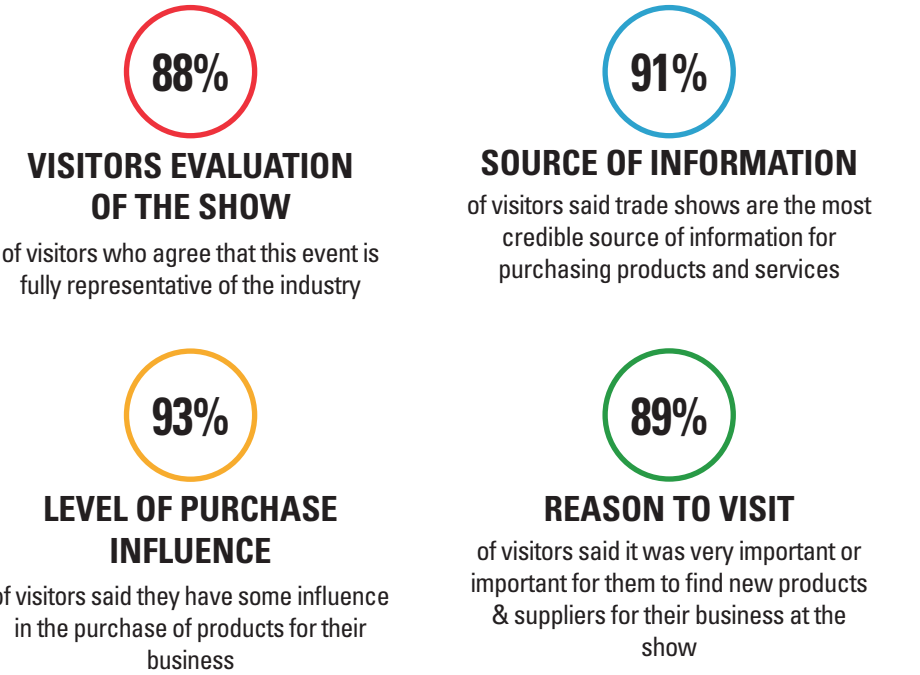
Over 55,000 visitors networked and discovered new products and opportunities at the exhibition over the three days. There was strong support from local visitors and significant attendance from interstate and international buyers.

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

Visitors role in decisionmaking



How do the exhibitors rate the exhibition overall?







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

HOSPITALITY SALON CULINAIRE SPONSORS



HYGIENE JURY SPONSOR



SAUDI BARISTA COMPETITION SPONSORS



MOCKTAIL COMPETITION SPONSOR



CULINARY COMPETITIONS ENDORSED BY



MEDIA PARTNERS



ORGANIZED BY



www.semark.com.sa



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



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



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HORECA TEAM



BE PART OF THE HORECA EXPERIENCE

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



15-17 DECEMBER 2025

RIYADH - SAUDI ARABIA

RIYADH FRONT EXHIBITION
& CONFERENCE CENTER

www.saudihoreca.com

DO YOU WANT TO BE A PART OF HORECA 2025?

Organized by



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