

SAUDI HORECA RIYADH  
EXHIBITION COVERAGE

# POST SHOW REPORT 2022

Hospitality Salon Culinaire  
Saudi Barista Competition  
Award Ceremony

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



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

## 27-29 NOV 2023

Riyadh International Convention & Exhibition Center

# 2023 HORECA<sup>ME</sup> NETWORK

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

<p>11<sup>th</sup> Edition</p> <p><b>KUWAIT</b></p> <p>Crowne Plaza Hotel Al Baraka Ballroom Kuwait</p> <p>horecakuwaitexpo.com</p>	<p>28<sup>th</sup> Edition</p> <p><b>BEIRUT</b></p> <p>Seaside Arena Beirut - Lebanon</p> <p>horecashow.com</p>	<p>2<sup>nd</sup> Edition</p> <p><b>MUSCAT</b></p> <p>Oman Exhibition &amp; Convention Center Muscat - Oman</p> <p>horecaoman.com</p>
<p>9<sup>th</sup> Edition</p> <p><b>AMMAN</b></p> <p>Jordan International Exhibition Center Amman, Jordan</p> <p>horeca-jordan.com</p>	<p>12<sup>th</sup> Edition</p> <p><b>RIYADH</b></p> <p>Riyadh Int. Convention &amp; Exhibition Center Riyadh - KSA</p> <p>saudihoreca.com</p>	<p>2<sup>nd</sup> Edition</p> <p><b>JEDDAH</b></p> <p>Jeddah Superdome Jeddah - KSA</p> <p>saudihoreca.com</p>

هوریکا بتجمعنا

**BE PART OF THE HORECA EXPERIENCE**

THE ANNUAL BUSINESS MEETING PLACE FOR THE HOSPITALITY &  
FOODSERVICE INDUSTRIES

### PLEASE CONTACT

**Saudi Arabia**  
**+966 920 003 361**  
info@saudihoreca.com

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

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

# Post Show Report

## SAUDI HORECA 2022

11<sup>th</sup> Successful Year!

The 11<sup>th</sup> 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.

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.

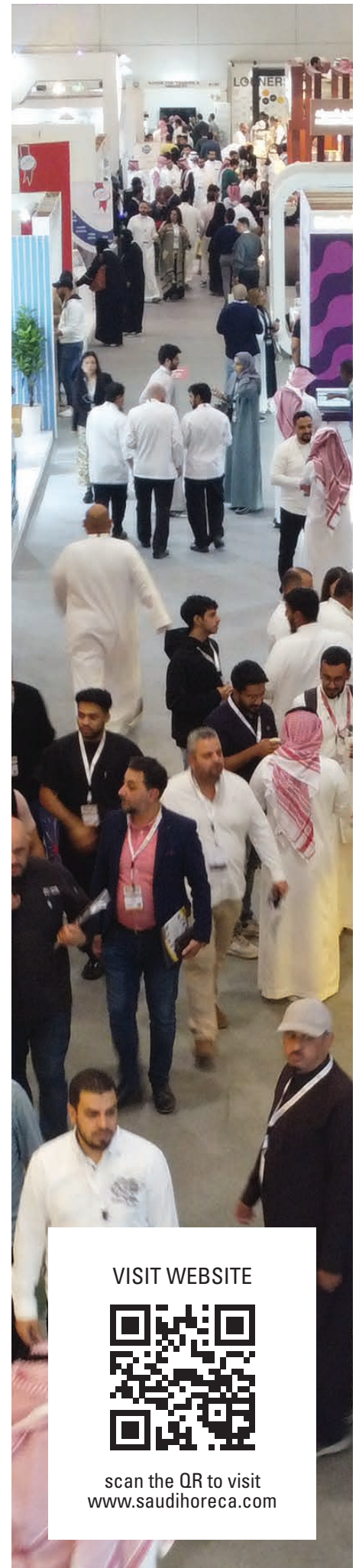
### HEADLINE STATS

<b>34,000</b> PROFESSIONAL VISITORS	<b>300</b> COMPANIES exhibited their products	<b>17,000</b> BRANDS displayed
<b>48</b> COUNTRIES represented	<b>90</b> PARTICIPANTS participated in hospitality salon culinaire	<b>25</b> BARISTAS participated in saudi barista competition



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



VISIT WEBSITE



scan the QR to visit  
[www.saudihoreca.com](http://www.saudihoreca.com)

# Exhibitors Profile

## Companies represented



## Total number of brands



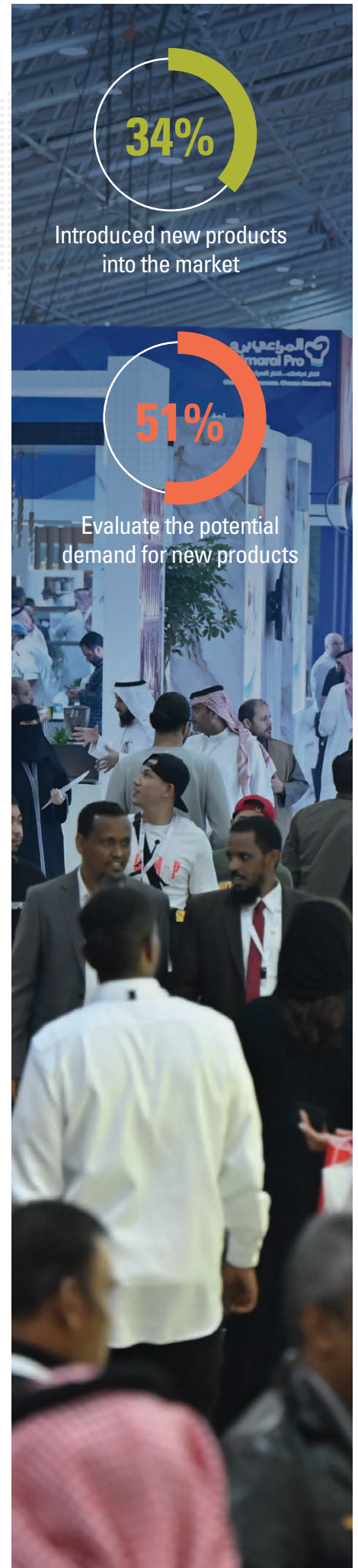
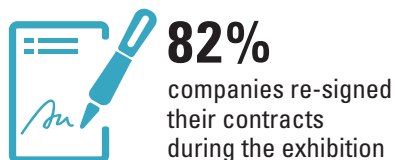
**46%**  
INTERNATIONAL  
Exhibitors



**54%**  
NATIONAL  
Exhibitors



## Represents numerous product & service categories



**34%**

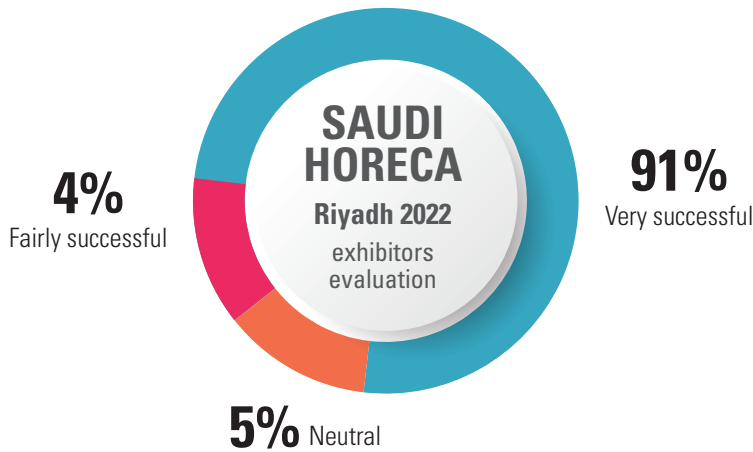
Introduced new products into the market

**51%**

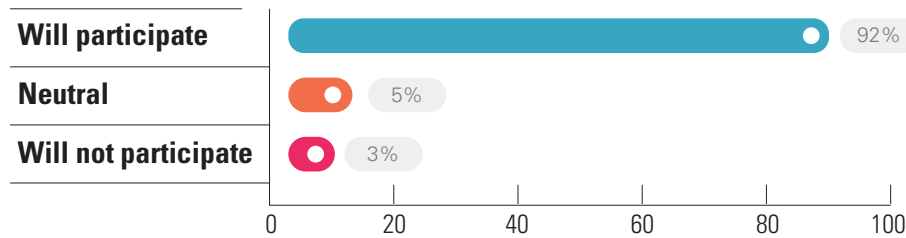
Evaluate the potential demand for new products

# Exhibitors Survey

How do the exhibitors rate the exhibition overall?



Do exhibitors intend to participate the next edition?



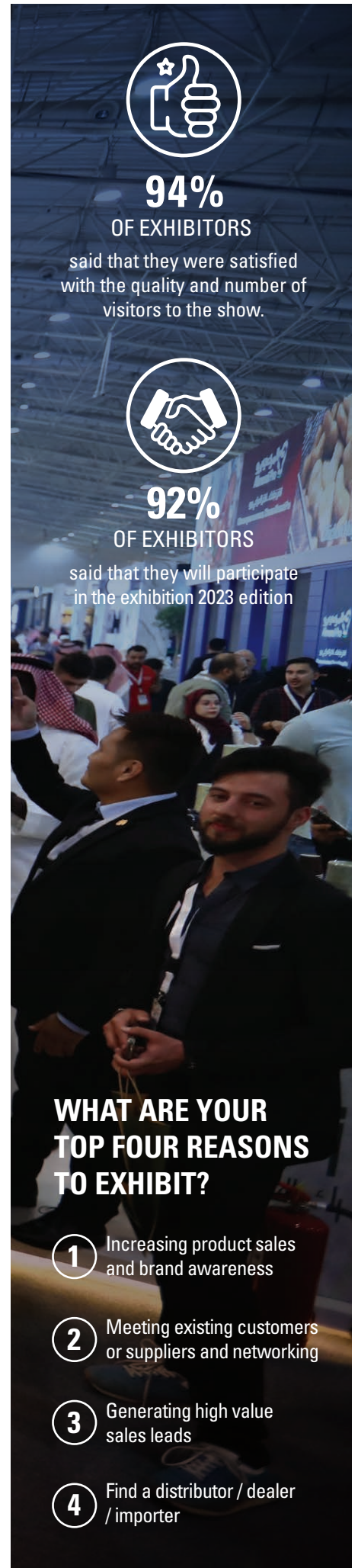
**How would you rate the exhibition management?**  
93% of exhibitors rated the Exhibition Management as "Very Good" or "Good"

**How would you rate the number of visitors?**  
91% of exhibitors were satisfied or very satisfied with the number of visitors

**How would you rate the quality of visitors?**  
94% 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?**  
96% of exhibitors were satisfied with the nature of this investment

**Given the above reasons to exhibit, how satisfied were you with the exhibition?**  
95% of exhibitors were satisfied or very satisfied with the exhibition overall



**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 2023 edition

## 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



# HORECA Talks



**18**  
SPEAKERS

from hospitality and  
foodservice industry



**5**  
SESSIONS

two days conference  
in Saudi HORECA



**450**  
ATTENDEES

attended in HORECA  
TALKS conference



**MODERATED BY**

**NACI MORKOS**  
FOUNDER AND MANAGING PARTNER  
HODEMA CONSULTING SERVICES  
MIDDLE EAST AND AFRICA



**MODERATED BY**

**NADA ALAMEDDINE**  
MANAGING PARTNER  
HODEMA CONSULTING SERVICES  
MIDDLE EAST AND AFRICA



## HOW HOTEL OPERATORS ARE CONTRIBUTING TO VISION 2030



**EDDY TANNOUS**  
VICE PRESIDENT OPERATIONS  
ACCOR - KSA



**FAHAD AL FAWAZ**  
CHIEF EXECUTIVE OFFICER  
AL HOKAIR GROUP



**MAHER ABOU NASR**  
VICE PRESIDENT OPERATIONS  
SAUDI ARABIA  
IHG HOTELS & RESORTS



**RABI FEHALI**  
BOARD MEMBER AND KSA CHAIR  
HOSPITALITY ASSET MANAGERS  
ASSOCIATION MIDDLE EAST  
AND AFRICA



**BADR FAYEZ**  
CEO AND EXECUTIVE CHIEF  
AL SAQR AL GHAYZ  
CATERING SERVICES CO



**FRANCOIS KHALAF**  
CHIEF OPERATIONS OFFICER  
GREY FOX LIMITED



**PRINCE WALEED N.F. ALSAUD**  
FOUNDER & CEO  
MUKATAFA COMPANY



**SUHAIL JABIR**  
GENERAL MANAGER  
FOODICS

## WHAT'S NEW? UNCOVERING HOT TRENDS AND THE LATEST F&B CONCEPTS IN KSA

### WOMEN IN THE DRIVING SEAT: HOW LEADERSHIP ROLES ARE EVOLVING IN KSA'S HOSPITALITY SECTOR



**REEM GARASH**  
CEO  
SHADA HOTELS



**DAGMAR SYMES**  
GENERAL MANAGER  
HILL ROBINSON ESTATES  
SAUDIA LTD



**HAIFAA AL ZAHBANI**  
DIRECTOR OF ROOMS  
AND GUEST EXPERIENCE  
MARGOTT INTERNATIONAL  
LUXURY COLLECTION BRAND  
ONE OF MARGOTT'S LUXURY  
PORTFOLIOS

### HUMAN RESOURCES IN THE SPOTLIGHT AND UNDERSTANDING SAUDIZATION



**YASIR AL BADAWI**  
AREA DIRECTOR OF  
HUMAN RESOURCES - KSA  
ROHANA HOTEL MANAGEMENT  
CORPORATION PSC



**TARIQ AL SAWAN**  
MINISTRY OF TOURISM  
HR ADVISOR & TOURISM JOBS  
NATIONALIZATION MANAGER



**ABDULLAH AL MUNAJEM**  
FOUNDER & BUSINESS  
DEVELOPMENT MANAGER  
WOOSH



**HADEEL AL MOTAWA**  
TAKYA FOUNDER  
TAKYA FOOD COMPANY



**PRINCE WALEED N.F. ALSAUD**  
FOUNDER & CEO  
MUKATAFA COMPANY



Show Features

# Hospitality Salon Culinaire

SAUDI HORECA 2022 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.



**90**

**PARTICIPANTS**

more than 90 chefs from different countries participated in hospitality salon culinaire



**11**

**JURIES**

world class juries in hospitality salon culinaire



**98**

**COMPETITIONS**

in 20 different categories in hospitality salon culinaire 2022



## Competition Results



**GOLD  
MEDAL**

**5**

Gold Medals



**SILVER  
MEDAL**

**18**

Silver Medals



**BRONZE  
MEDAL**

**22**

Bronze Medals



**MERIT  
CERTIFICATE**

**31**

Merit Certificates



**10**

Hygiene Awards



Show Features

# Saudi Barista Competition

More than 25 of the most promising baristas compete for the title of Best Barista in Saudi Arabia, the 4<sup>th</sup> edition of the Saudi Barista Competition

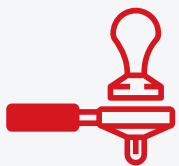
Saudi  
**Barista**  
COMPETITION



**25**

BARISTAS

more than 25 baristas participated in Saudi barista competition



**5**

BARISTA JURIES

world class barista juries in saudi barista competition



**3**

WINNERS

in 3 days saudi barista competition 2022



## Competition Results



**Gold Medal**  
Komang Tri Arta  
Arvo Coffee



**Silver Medal**  
Bagus Taufik  
Freelancer



**Bronze Medal**  
Asha Endurance  
Food Direction

# Visitors Overview

Over 34,000 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

Role	Percentage
Decision-making / Authorizing	71%
Specifying	18%
Recommending / Influencing	9%
Others	2%

## SAUDI HORECA

Riyadh 2022  
visitors statistics

71%

Decision-making / Authorizing

18%

Specifying

9%

Recommending / Influencing

2%

Others

96%

### VISITORS EVALUATION OF THE SHOW

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

93%

### LEVEL OF PURCHASE INFLUENCE

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

92%

### 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

89%

### SOURCE OF INFORMATION

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



34,000

PROFESSIONAL VISITORS  
over 3 days exhibition

# Media & Advertisement

Samples of digital & print campaigns

الرئيسية  
الرئيسية  
الرئيسية

## المعرض (جولدين آيس) الراعي البلاتيني لمعرض (هوريكاً 2022)

تسجل شركة (جولدين آيس) حضورها في المعرض الدولي للمأكولات والمشروبات والضيافة (هوريكاً 2022)، وذلك بصفتها راعياً بلاتينياً للمعرض الذي سيقام في العاصمة الرياض بمرکز الرياض الدولي للمعارض والمؤتمرات خلال الفترة (22-24 نوفمبر). وتعد جولدين آيس واحدة من الشركات الرائدة في مجال تجهيزات معدات المطاعم والكافيهات وأنظمة التعبئة والتغليف من خلال علامات تجارية مختلفة.

أن تسهم في تقديم منتجات ذات جودة عالية ويخدمه سريعة. إذ تقدم الشركة أتمتة الأجهزة للمطاعم.

NEWS + LOGGING + FB + SUPPLIERS + EVENTS + MAGAZINES

## The hottest trends and F&B concepts in KSA revealed



The talk "What's new? Uncovering hot trends and the latest F&B concepts in KSA" was held during the 11th edition of Saudi HORECA Riyadh, the Kingdom's largest hospitality and foodservice trade event. Experts in the field were invited to participate in a panel discussion that delved into subjects ranging from the secrets behind a successful restaurant business to managing franchises.

## الجائزة العالمية لتأثير الرياضة الموزعة الجارة المجتمع

الرئيسية المملكة العالم لتأثير الرياضة الموزعة الجارة المجتمع

المعرض الأكبر من نوعه في مجال الأغذية والمشروبات والضيافة (هوريكاً 2022) ينطلق في الرياض برعاية الرئيس الفرقة التجارية جيلان العجلان

## الرياض

الرئيسية المملكة العالم لتأثير الرياضة الموزعة الجارة المجتمع

## المركز الدولي للمؤتمرات الحدث الأكبر من نوعه بالخليج العربي في مجال المأكولات والمشروبات والضيافة

تستعد العاصمة الرياض لتكون المضيف للحدث العالمي الهائل، والذي يجمع في مكان واحد أكثر من 3000 مندوب من القطاعين السياحي والضيافة، وذلك في إطار مشاركة الرياض في مجال المأكولات والمشروبات والضيافة في معرض (هوريكاً 2022) الذي سيقام في العاصمة الرياض بمرکز الرياض الدولي للمعارض والمؤتمرات خلال الفترة (22-24 نوفمبر). وتعد (هوريكاً 2022) المعرض الأكبر من نوعه في الخليج العربي، ويعد هو في العاصمة الرياض بمرکز الرياض الدولي للمعارض والمؤتمرات خلال الفترة (22-24 نوفمبر).

المملكة العربية السعودية  
الرياض  
2022

إحصائيات سريعة  
30 دولة  
70 شركة  
1000 مندوب

Hospitality Salon  
Saudi HORECA 2022

المعرض الدولي للمعارض والمؤتمرات  
المعرض الدولي للمعارض والمؤتمرات

## تطبيق الأطفمة (تويو) راعياً أماسياً لهوريكاً 2022

يشترك تطبيق (تويو) في المعرض الدولي للأطفمة والمشروبات والضيافة (هوريكاً 2022) بصفته راعياً أماسياً للمعرض الأكبر من نوعه في الشرق الأوسط والذي سيقام في العاصمة الرياض بمرکز الرياض الدولي للمعارض والمؤتمرات خلال الفترة (22-24 نوفمبر). ويعتبر تويو من أكبر التطبيقات التي تقدم خدمة التوصيل في مجال المطاعم عبر شبكة كبيرة من المنوبين في كافة مناطق المملكة، ويقدم تويو خدمات للجمع وذلك بدعم الأعمال وزيارتهم، بالإضافة

## قودي راعياً أماسياً لهوريكاً 2022

تقدم شركة قودي العالمية لأغذية والمشروبات والضيافة (هوريكاً 2022) مشاركة في المعرض الأكبر من نوعه في الخليج العربي، وذلك في إطار مشاركة الرياض في مجال المأكولات والمشروبات والضيافة في معرض (هوريكاً 2022) الذي سيقام في العاصمة الرياض بمرکز الرياض الدولي للمعارض والمؤتمرات خلال الفترة (22-24 نوفمبر). وتعد (هوريكاً 2022) المعرض الأكبر من نوعه في الخليج العربي، ويعد هو في العاصمة الرياض بمرکز الرياض الدولي للمعارض والمؤتمرات خلال الفترة (22-24 نوفمبر).

## المراعي راع بلاتيني لهوريكاً 2022

يشهد المعرض الدولي للمأكولات والمشروبات والضيافة (هوريكاً 2022) مشاركة شركة المراعي بصفتها راعياً بلاتينياً للمعرض الذي يُقام في المملكة العربية السعودية للعام الخامس على التوالي، ويعد هو الأكبر من نوعه في الخليج وسُيقام في العاصمة الرياض بمرکز الرياض الدولي للمعارض والمؤتمرات خلال الفترة (22-24 نوفمبر).

Hospitality News Mag @Hospitality\_Mag - Jan 23  
Female experts from Saudi Arabia's hotel scene were invited to participate in a panel discussion about their journeys and how the industry is changing in terms of gender equality.

hospitalitynewsmag.com  
How women are shaping KSA's hospitality landscape

عن الرياض @EyeOfRiyadh - Nov 22, 2022  
تغطية #عن الرياض لمعرض #هوريكاً السعودية المعرض الأكبر في مجال المأكولات والمشروبات والضيافة في المملكة العربية السعودية



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## Saudi Horeca - the best edition to date



Saudi HORECA Riyadh 11th edition was, according to its organizers, the most successful edition to date. We take a look at the highlights of the renowned trade show, which was held at Riyadh International Exhibition and Convention Center from November 22-24.

Al-Jazeera.com  
المعرض الدولي للمعارض والمؤتمرات

## المراعي راع بلاتيني لهوريكاً 2022

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## الباطين الغذائية راعياً أماسياً لمعرض (هوريكاً 2022)

تقدم الباطين الغذائية أتم منتجاتها في مجال المخبوزات والحلويات والباستريكيرم، وذلك في معرض هوريكاً 2022 والذي سيقام في العاصمة الرياض بمرکز الرياض الدولي للمعارض والمؤتمرات خلال الفترة (22-24 نوفمبر). إذ تشارك الباطين الغذائية في المعرض الأكبر من نوعه في الخليج كراع أماس للمعرض.

# Sponsors & Partners

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

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## PLATINUM SPONSORS



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## OFFICIAL DRINK



## HYGIENE JURY SPONSOR



## SALON CULINAIRE SUPPORTERS



## SALON CULINAIRE SPONSORS



## BARISTA SPONSORS



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## MEDIA PARTNERS



## ORGANIZED BY



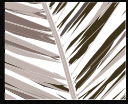
SAUDI HORECA is organised by Semark based on a license agreement with Hospitality Services SARL a Lebanese company organizer of HORECA long established international exhibition and event.

## LICENSED BY

الهيئة العامة للمعارض والمؤتمرات  
SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY  
License Number: 4294/22



# 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



### SAUDI HORECA TEAM



✉ [info@semarm.com.sa](mailto:info@semarm.com.sa)

☎ +966 920 003 361

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

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

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**27-29 NOVEMBER 2023**

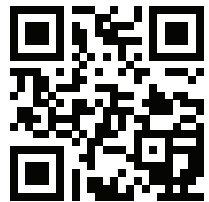
**RIYADH - SAUDI ARABIA**

Riyadh International Convention & Exhibition Center

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

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

**BOOK NOW!**



Scan the QR to book your Space

Organized by



**SEMARK**  
GROUP

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



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