



THE ANNUAL BUSINESS MEETING PLACE FOR THE HOSPITALITY AND FOODSERVICE INDUSTRIES



21-24 APRIL 2026 SEASIDE ARENA | 3-9PM

HORECASHOW.COM



BRINGING TOGETHER PROFESSIONALS



- Delicacies, cured meats and cold cuts
- Confectionery, biscuits, pastries and chocolate
- Dairy products
- Seafood
- Dried fruits, fresh fruits and vegetables
- Fresh meat and poultry
- Frozen products
- Grocery products
- Healthy food and diet products
- Organic items
- Preserved and canned goods
- Ethnic foods
- Bakery products
- Coffee and tea



- Catering, supermarket and laundry equipment
- Furniture, fixtures and design
- Tableware, uniforms, linens and guest amenities
- Consultants, recruitment and franchising companies
- Technology
- Schools and universities
- Cleaning and maintenance
- Packaging and labeling



- Importers and producers of alcoholic beverages, including: spirits, arak, wine, beers
- Importers and producers of non-alcoholic beverages, including soft drinks, juices, water, coffee

350+
exhibitors

24K+
buyers

**MORE BUYERS
= MORE OPPORTUNITIES !**

WHAT'S ON



Hospitality experts discuss trends, opportunities and more



Competitions and masterclasses with renowned local and international chefs



Lebanon's latest products, Innovations, and creative concepts



A series of live cooking and display challenges to reveal the culinary stars of the future



A space for influential buyers from the region to meet with exhibitors



Culinary competitions rewarding passionate young talents



Where hoteliers, restaurateurs and recruiters share job opportunities



AND MORE!



Showcasing the skills of baristas and bartenders in daily competitions



Where leading baristas compete for the title of Best Barista



A competition celebrating creativity, innovation and the art of mixology



Putting non-alcoholic cocktails in the spotlight



Al Matbakh

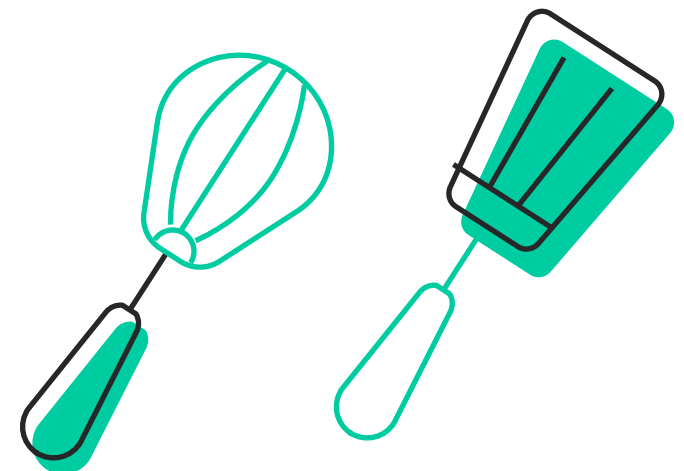
Daily competitions and masterclasses with renowned local and international chefs

180+

PARTICIPANTS

35+

**INTERNATIONAL JUDGES,
EXPERTS AND CELEBRITY
GUESTS**



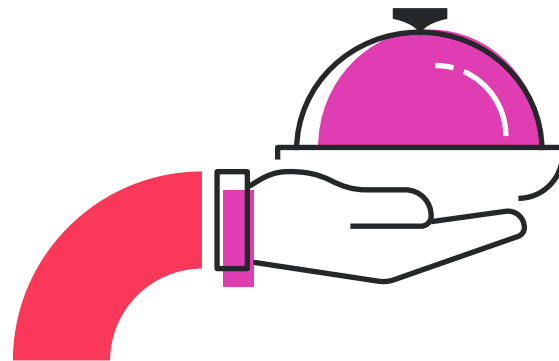
CONNECT DIRECTLY WITH BUYERS

A wide range of local and regional trade magazines and newspapers partner with HORECA, offering coverage that includes editorial features, show previews and reviews, product highlights and news bulletins. Regular updates are also shared through HORECA Lebanon's social media platforms, website and mobile app.

By participating in HORECA 2026, exhibitors can leverage a comprehensive publicity campaign designed to maximize the business opportunities created by the exhibition.

The show is extensively promoted across Lebanon and the wider region to trade buyers from Egypt, Iraq, Jordan, KSA, Kuwait, Syria, the UAE and beyond. Weekly updates will be shared with trade buyers through a database of more than 300,000 industry contacts.

Special visitor programs have been developed to attract a diverse audience and provide attendees with a highly engaging experience.



WHO WILL BE THERE

- Hotels, resorts, spas and furnished apartments
- Restaurants and similar establishments
- Franchise and management companies
- Bakeries and patisseries
- Independent and retail chains
- Supermarket chains
- Institutional and independent caterers
- Pubs and nightclubs
- Hospitals
- Hotel management schools and universities
- Private and public institutions
- Engineers, architects, designers, consultants
- Suppliers
- Service providers

- 50%** OWNERS, DECISION MAKERS AND MANAGERS
- 38%** CHEFS, BARTENDERS AND BARISTAS
- 12%** ARCHITECTS AND INTERIOR DESIGNERS



JOIN THE INDUSTRY'S MOST HIGHLY ANTICIPATED EVENT OF 2026!

BOOK A STAND PARTICIPATION FEES

. Upgraded Stand

450 USD per sqm - (includes carpeting, wooden wall, signboard, stand number, lighting, 1 table, 1 counter, 3 shelves, 2 chairs, 1 trash bin and 5 amp electricity socket / 9 sqm)

. Space Only

350 USD per sqm

* Prices are subject to 11% VAT.



MAXIMIZE YOUR EXPOSURE DISCOVER OUR SPONSORSHIP OPPORTUNITIES

Increase brand awareness and generate new business by becoming an HORECA sponsor.

Choose from an extensive range of sponsorship and advertising packages by visiting horecashow.com or emailing participate@hospitalityservices.me.

HORECA STRATEGIC PARTNERS



Ministry of Tourism



Ministry of Economy and Trade



REPUBLIC OF LEBANON
MINISTRY OF INDUSTRY



Ministry of Agriculture



INTERNATIONAL
HOTEL & RESTAURANT
ASSOCIATION



MEDITERRANEAN
HOTEL & RESTAURANT ASSOCIATION



غرفة التجارة والصناعة والزراعة
Chamber of Commerce Industry
and Agriculture
of Beirut and Mount Lebanon
الجمعية التجارية والصناعية والزراعية
لبيروت والجبل النوبلي



Syndicate of Hotel
Owners in Lebanon



Syndicate of Lebanese
Food Industries



Syndicate of Lebanese
Supermarkets Owners
in Lebanon



Syndicate of Importers of
Foodstuff Consumer Products
& Drinks in Lebanon



Association pour le développement
de la formation touristique et hôtelière



ABOUT US

Founded over 30 years ago, Hospitality Services specializes in planning, organizing and managing regional hospitality and foodservice shows, conventions, forums and bespoke events.

The firm's annual events include HORECA Lebanon, HORECA Oman, Salon du Chocolat et de la Pâtisserie Dubai, Whisky Live Beirut and others.

Through regional partners, the HORECA brand has expanded to Jordan, Kuwait and Saudi Arabia.

Hospitality Services also publishes three key media platforms - Hospitality News Middle East, Taste & Flavors and Lebanon Traveler - which serve as leading references for the hospitality, food, lifestyle and tourism sectors.

FOLLOW US



horecashow



CALENDAR

19-21 JAN 2026

KUWAIT | 14th Edition
horecakuwait.com

14-16 SEP 2026

OMAN | 5th Edition
horecaoman.com

7-9 DEC 2026

RIYADH | 15th Edition
saudihoreca.com

21-24 APR 2026

LEBANON | 30th Edition
horecashow.com

11-13 OCT 2026

JORDAN | 11th Edition
horeca-jordan.com

TBA

JEDDAH | 3rd Edition
saudihoreca.com

SCAN THE QR CODE
FOR SPONSORSHIP AND
EXHIBITOR PACKAGES



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Hospitality
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