

5th Edition

HORECA JORDAN 2018

The 5th International Trade Show for Hotels, Restaurants, Catering, Food & Hospitality Services



2018 EXHIBITION COVERAGE



“I can't find words to thank you enough for extending the invitation to me. The whole event exceeded my expectations in so many ways. HORECA JORDAN's Team put together a truly international event for Jordan's Hospitality Industry.”

*James Parsons
Executive Chef, Langstone Quays Resort, UK*

POST SHOW REPORT

9th - 11th October | 3:00 - 9:00 PM
Zara Expo Center | Amman - Jordan



ABOUT ORGANIZERS



Lawrence
& Hussein
Consult

Lawrence & Hussein Consult is an event management and marketing consultation company with more than 17 years of expertise in the organization of local and international conferences, seminars, corporate events and exhibitions that cover an array of sectors and industries.

www.lawrenceconferences.com
facebook: LawrenceHusseinConsult



“We were very confident and happy to be part of HORECA JORDAN 2018. It helped us understand the Food service industry in the market.”

Moamer Sanjak
The Cheesecake Factory



It is the most effective way to showcase your products.



ABOUT HORECA JORDAN

HORECA JORDAN is now very established and the most important exhibition to take place in Amman yearly.

Since its first year the exhibition has been endorsed by:

- The Ministry of Tourism & Antiquities
- The Jordan Tourism Board
- The Jordan Hotel Association
- The Jordan Restaurant Association
- The Jordan Chefs Association

The success of the event is measured by the repeat clients (Exhibitors and Sponsors) and the increasing number of specialised visitors.

BRIEF ABOUT 2018 EDITION



2018 was the 5th Edition of HORECA JORDAN

- Full Marketing campaign
- Full Exhibition grounds with repeat clients
- Good number of sponsors on board
- New Exhibitors and sponsors
- A lot of demand on competitions
 - Salon Culinaire
 - Barista
 - Bedmaking
 - Art of Service

VISITORS

CATEGORIES

Number of visitors: 8000+.

MINISTERS	CHAMBER OF COMMERCE & INDUSTRY ASSOCIATIONS
AMBASSADORS	BUSINESS MEN
DIPLOMATS	CHEFS
MEDIA	VIP S
HOTELIERS	INVESTORS
GENERAL MANAGERS	INTERNATIONAL VISITORS



HORECA JORDAN 2018 LIVE EVENTS



Hospitality Salon Culinaire

The Salon Culinaire is part of HORECA JORDAN exhibition. The competition was attended by international and regional Judges. Visitors were invited to watch chefs competing in different categories, and discover the region's latest culinary concepts and trends and meet a panel of international judges from Europe and the Middle East coming especially for this annual event.

Barista COMPETITION

Only during HORECA JORDAN did such a competition take place in Jordan. For the Fifth time in 2018, the country's most skilled and professional baristas competed for the coveted title of the Best Barista in Jordan.



bed making competition

HORECA JORDAN – organized the Jordan Bed Making Competition. Hotel Housekeepers and hotel management student are invited to compete and make the perfect bed setting in front of a professional Jury Panel.

It is the most effective way to showcase your products.

WHAT'S NEW!



- HORECA JORDAN had to create a new event to attract Restaurant Staff
- A local Jordanian Committee was established to create the Rules & Regulations according to local necessities.
- Celebrity Chef Deema Hijawi was one of the judges.
- A lot of marketing and especially social media was important to create an awareness of the competition.
- HORECA JORDAN believes that this competition will have a good future and will positively affect the service industry in Jordan and increase the level of professionalism.



SHOW FEATURES EXHIBITORS' PROFILE

HORECA JORDAN 2018 EXHIBITORS OVERVIEW

Exhibitors: 71

Trade Marks: 180+

Countries: Palestine, Turkey, UAE, Saudi Arabia,
Romania, Jordan, Lebanon

Visitors: 8000+

Competitions: 4

Participants: 165+

Judges: 22+



HORECA JORDAN 2018

PRESENTS NUMEROUS PRODUCT SERVICE/EXHIBITORS CATEGORIES

30%	FOOD
9%	BEVERAGE
31%	EQUIPMENT
1%	TECHNOLOGY & SOLUTION
2%	HOTELS
12%	SWEETS & ICE CREAM
12%	DECORATION & FURNITURE
3%	ASSOCIATIONS



WHAT WAS SAID IN 2018



“ Thank you HORECA JORDAN for the amazing effort in organizing such a wonderful show.”

Hussam Bata - The Specialized for Spring Mattresses Manufacturing L.L.C (Springrest)

“ We were very confident and happy to be part of HORECA JORDAN 2018. It helped us understand the Food service industry in the market.”



Moamer Sanjak - The Cheesecake Factory

“ Allow me to praise HORECA JORDAN 2018 organisers for the perfectly set exhibition. I have witnessed the fairness and the high level in judging which lifts HORECA levels up.”

Nicolas Anghelopoulos - General Manager - Ibis Amman



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James Parsons - Executive Chef, Langstone Quays Resort, UK



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Official Photographer



Supported by



HORECA JORDAN MEDIA SPONSORS



SALON CULINAIRE SPONSORS



Salon Culinaire Hygiene Sponsor

VIP Lounge Sponsor



SUPPORTING HOTELS



BARISTA COMPETITION SPONSOR



BEDMAKING COMPETITION SPONSOR



ART OF SERVICE COMPETITION SPONSORS



SIGNING CEREMONY



Signing Ceremony for Exclusive agent in the Jordanian Market

Simmons Mattresses & The Specialized for Spring Mattresses Manufacturing L.L.C (Springrest)

Judges Training “Culinary Competitions Judges’ Training



We also had a Lecture for the HYGIENE company

Lecture by Guest Speaker:
Mr. Shareef Ahmad
Hygiena International
Entitled:
Importance of Rapid Hygiene Monitoring and Rapid Food Safety Solutions for Hospitality Industry

Academie Nationale de Cuisine awards of Active and Honorary Medals





MEET US AT

6th Edition

HORECA JORDAN 2019

15th - 17th October | 3:00 - 9:00 PM
Amman - Jordan

Organized by



Lawrence
& Husseini
Consult

For more information kindly check the website

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