

7<sup>th</sup> Edition

# HORECA JORDAN 2021

The 7<sup>th</sup> International Trade Show for Hotels, Restaurants, Catering, Food & Hospitality Services

## 2021 EXHIBITION COVERAGE



“We are proud to have the 7<sup>th</sup> Edition of HORECA JORDAN take place in Amman with an international standard of professionalism. This important event provides the tourism and hospitality sector the opportunity to showcase Local and International products.”

*H.E. Nayef Al Fayez,  
Minister of Tourism & Antiquities*

## POST SHOW REPORT

7<sup>th</sup> - 9<sup>th</sup> December | 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 22 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](http://www.lawrenceconferences.com)

facebook: LawrenceHusseinConsult

“We are honored to be part of HORECA JORDAN. This is our fifth participation. We as a company are looking for real partnerships.”

*Mr. Steve Masri, Regional Business Development Manager - Coca-Cola CCI*



It is the most effective way to showcase your products.



## WHAT HAPPENED IN 2021

In 2021 over 8000 satisfied visitors networked and discovered new products and opportunities at the exhibition. What a great success of a post Corona Event.

A huge sense of Satisfaction and Pride is heartily felt by the organizing team. Everybody worked very hard to pull off a winner show.

7th edition of HORECA JORDAN, the largest Food & Beverage Services and Hospitality Exhibition in the region. Held in Amman, Jordan on the 07-09 December, 2021 at the Zara Expo Center at the Grand Hyatt Hotel.

The annual exhibition covered: food & beverage services and hospitality Sectors from Jordan and the region, including Palestine, Greece, UAE, Poland, Lebanon, Turkey, Italy and Various other regional and international countries were present.

Business networking opportunities were supplemented with different attractions and competitions availing participants with exposure to new and innovative business ideas.

The support of the Jordanian Government and the local associations that have been supporting this project since it the first year. The Ministry of Tourism & Antiquities, the Jordan Tourism Board, the Jordan Hotel Association, The Jordanian Chefs Association, the Jordan Restaurant Association.

Over 165 participants will compete for different categories. You will discover the latest culinary concepts, The Best Barista in Jordan and the perfect bed settings.

Participation in the competition was supported by the Jordan Tourism Board.



# HORECA JORDAN SHOW PROFILE

## WHAT IS THE SHOW CALLED?

### HORECA JORDAN

The region's most important Food & Beverage Services and Hospitality Exhibition in the region.



## HOW OFTEN DOES THE HORECA JORDAN TAKE PLACE?

Annually



## FOR HOW LONG?

3 days



## WHAT WAS THE DATE OF THE PREVIOUS SHOW?

07 – 09 December, 2021



## WHEN WILL THE NEXT SHOW TAKE PLACE?

27 – 29 September, 2022

Jordan International Exhibition Center



## WHAT ARE THE OPENING HOURS?

3:00 – 9:00pm



# HORECA JORDAN SHOW PROFILE

## WHERE DOES HORECA JORDAN TAKE PLACE?

Zara Expo Center  
Amman, Jordan



## HOW MANY EXHIBITORS PARTICIPATED IN HORECA JORDAN?

120 Companies & More  
than 150 trade marks



## WHAT IS THE NUMBER OF VISITORS?

Over 8000 visitors



## WHO SHOULD PARTICIPATE IN HORECA JORDAN?

Hospitality Sector, Catering & Supermarket equipment, Furniture & Fixtures, Uniforms, Maintenance & Hygiene, Technology, Packaging, Franchise, Hotels & Restaurants chains, Services, Schools & Universities, Food & Beverage.



## WHAT IS HORECA JORDAN'S WEBSITE?

[www.horeca-jordan.com](http://www.horeca-jordan.com)  
f i t HORECAJO #HORECAJO



## WHO ORGANIZES HORECA JORDAN?

Lawrence & Hussein Consult





# SHOW FEATURES EXHIBITORS' PROFILE

## HORECA JORDAN 2021 EXHIBITORS OVERVIEW

Exhibitors	100
Trade Marks	160+
Countries	Palestine, Greece, UAE, Poland, Jordan, Lebanon
Visitors	8000+
Competitions	3
Participants	165+
Judges	22+





# HORECA JORDAN 2021 PRESENTS NUMEROUS PRODUCT SERVICE CATEGORIES



**30%**  
FOOD

**15%**  
BEVERAGE

**20%**  
EQUIPMENT

**1%**  
TECHNOLOGY  
& SOLUTION

**1%**  
HOTELS

**16%**  
SWEETS &  
ICECREAM

**12%**  
DECORATION  
& FURNITURE

**5%**  
ASSOCIATIONS  
& EDUCATION





# WHAT WAS SAID IN 2021



“We are proud to have the 7th Edition of HORECA JORDAN take place in Amman with an international standard of professionalism. This important event provides the tourism and hospitality sector the opportunity to showcase Local and International products.”

*H.E. Nayef Al Fayed, Minister of Tourism & Antiquities*



“This is not the first year that I am part of HORECA JORDAN. This year, I was chosen to be the Ambassador of HORECA JORDAN 2021 and I also chose to have a stand at the exhibition area to be able to meet young chefs as well as Ladies with Home ventures in the hope of advising them on the how they can support themselves and their projects, through Social Media and maybe through television plus hotels and restaurants.”

*Chef Deema Hajjawi, Celebrity Chef & HORECA JORDAN Ambassador*



“We are honored to be part of HORECA JORDAN. This is our fifth participation. We as a company are looking for real partnerships.”

*Mr. Steve Masri, Regional Business Development Manager - Coca-Cola CCI*



“Royal Jordanian Airlines announced that they will support future editions of HORECA JORDAN.”

*Royal Jordanian Airlines*



“Jordan Tourism Board and Hotel Association will also support future editions of HORECA JORDAN.”

*Jordan Tourism Board  
Hotel Association*



# HORECA JORDAN 2021 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 Seventh Time in 2021, the country's most skilled and professional baristas competed for the coveted title of the Best Barista in Jordan.



## bedmaking 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.



# SPECIAL THANKS TO OUR SPONSORS

## HORECA JORDAN SUPPORTERS



## HORECA JORDAN SPONSORS

Main Salon Culinaire Sponsor

Partner

Telecom Sponsor

Official Carrier

Partner



## HORECA JORDAN MEDIA SPONSORS

Official TV Sponsor

Media Partners



## SALON CULINAIRE SPONSORS

Main Salon Culinaire Sponsor

Partner

Telecom Sponsor

Official Carrier

Supported by



Hygiene Sponsor

Rice Sponsor

Main Beef Sponsor

Sea Food Sponsor

Chicken Sponsor

Grocery Sponsor

Kitchen Provider



Culinary Sponsor

Uniform Sponsor

Official Beverage Sponsor

Official Photographer

Supported by



## SUPPORTING HOTELS



## BARISTA COMPETITION SPONSOR



## BEDMAKING COMPETITION SPONSOR



ORGANIZED BY

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**MEET US AT**

8<sup>th</sup> Edition

# **HORECA JORDAN 2022**

The 8<sup>th</sup> International Trade Show for Hotels, Restaurants, Catering, Food & Hospitality Services

**27<sup>th</sup> - 29<sup>th</sup> September | 3:00 - 9:00 PM**  
**Jordan International Exhibition Center**  
**Amman - Jordan**

Organized by



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& Hussein  
Consult**

**[www.horeca-jordan.com](http://www.horeca-jordan.com)**

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