

2021 EXHIBITION COVERAGE



"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 Fayez, Minister of Tourism & Antiquities

POST SHOW REPORT

7th - 9th December | 3:00 - 9:00 PM Zara Expo Center | Amman - Jordan



ABOUT ORGANIZERS



Lawrence & Husseini 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 facebook: LawrenceHusseiniConsult "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 PREVIOUSE SHOW?

07 - 09 December, 2021





NY NY SP



WHAT ARE THE OPENING HOURS?

3:00 - 9:00pm



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HORECA JORDAN SHOW PROFILE

WHERE DOES HORECA JORDAN TAKE PLACE?

Zara Expo Center Amman, Jordan



WHAT IS THE NUMBER

OF VISITORS?

Over 8000 visitors

HOW MANY EXHIBITORS PARTICIPATED IN HORECA JORDAN?

120 Companies & More than 150 trade marks



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.



WHO ORGANIZES HORECA JORDAN?

Lawrence & Husseini Consult



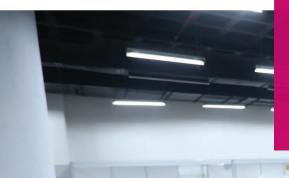
WHAT IS HORECA JORDAN'S WEBSITE?

www.horeca-jordan.com ∎ ◙ → HORECAJO #HORECAJO



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+	





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HORECA JORDAN 2021 PRESENTS NUMEROUS PRODUCT SERVICE CATEGORIES



30% FOOD 15% BEVERAGE 20%	1% TECHNOLOGY & SOLUTION 1% HOTELS 16%	12% DECORATION & FURNITURE 5% ASSOCIATIONS & EDUCATION
EQUIPMENT	SWEETS & ICECREAM	









WHAT WAS SAID IN 2021



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*

"We are proud to have the 7th Edition of HORECA JORDAN take place in Amman with an international











"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





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.



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.





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.

SPECIAL THANKS TO OUR SPONSORS



















MEET US AT



27th - 29th September | 3:00 - 9:00 PM Jordan International Exhibition Center Amman - Jordan

Organized by

