

15th Edition

HORECA^{ME}

KUWAIT

2027

Brochure

Meet key players at Kuwait's
largest event for the hospitality
and foodservice industries

12-14 APRIL

11 AM - 9 PM

KUWAIT INTERNATIONAL FAIR - HALL 8

Event Profile

HORECA Kuwait stands as the country's premier B2B exhibition for the hospitality and foodservice industries. Serving as a vital platform for professionals, it brings together leading companies to showcase the latest innovations, products, services and technologies to a highly targeted audience of decision-makers and industry experts.

As hospitality continues to be one of the fastest-growing sectors in Kuwait, HORECA plays a pivotal role in fostering business connections, knowledge exchange and growth opportunities. Since its launch in 2012, the exhibition has experienced remarkable expansion—quadrupling in size and attracting a growing number of international chefs, industry leaders and participants.

At the core of HORECA Kuwait is a strong commitment to innovation, excellence and talent development. The event features a dynamic lineup of competitions in culinary arts, food and beverage and housekeeping highlighting the skills of both emerging and established professionals. In addition, it promotes dialogue and collaboration to drive progress across the broader hospitality ecosystem.

STRATEGIC PARTNER



KUWAIT GASTRONOMY
AND CULINARY ARTS

EXHIBITOR BENEFITS

- **Network** with industry peers and forge lasting business relationships.
- **Connect** with distributors, retailers and foodservice buyers.
- **Showcase** your products and services to trade professionals.
- **Increase** brand awareness and launch innovations.

Be part of the only hospitality and foodservice exhibition of its kind in Kuwait.





Exhibitor Categories

- Catering, supermarket, kitchen and laundry equipment
- Cleaning and maintenance
- Consultants, recruiting and franchise
- Delivery solutions
- Food trucks
- Furniture, fixtures and design
- Hospitality IT solutions
- Hotels
- Packaging
- Restaurants and cafés
- Tableware, uniforms, linens and guest amenities
- Bakery and pastry products
- Coffee, tea, fresh fruits and vegetables
- Confectionery, biscuits, pastries and chocolate
- Delicatessen, cured meat and cold cuts
- Eggs and dairy products
- Ethnic foods
- Food and beverage (F&B)
- Fresh meat, poultry and seafood
- Frozen products
- Grocery products
- Healthy food and diet products
- Organic products and dry fruits
- Preserved and canned foods

Stand Fees

Schell Scheme Stand (Minimum 9 sqm)

Wall Panels, Carpet, 1 Table, 2 Chairs, Light, Signboard, Stand Number, Electricity 10A Socket / for every 9 sqm

BOOTH TYPE	Price per SQM
Inline	KWD 140
Corner	KWD 150
Peninsular	KWD 160

Space Only Stand (Minimum 18 sqm)

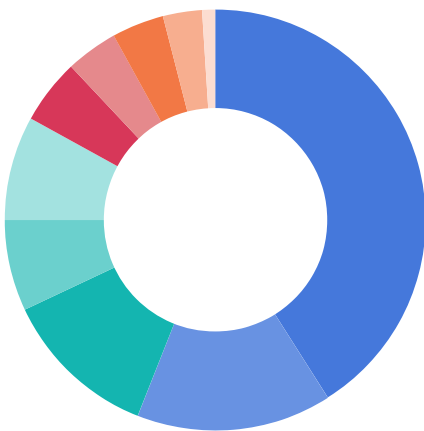
16A Electricity for every 18sqm

BOOTH TYPE	Price per SQM
Inline	KWD 125
Corner	KWD 135
Peninsular	KWD 145
Island	KWD 155



Visitor Breakdown

BY SECTOR OF ACTIVITY



Restaurants, catering, diet centers, clubs/bars/cafes, other F&B activities	39.9%
F&B suppliers, hotel management companies, hospitality schools/universities, training centers	14.4%
Hotels, resorts, beach clubs, guesthouses, furnished apartments, outdoor and indoor venues	11.6%
Bakeries, pastry shops, supermarkets, butcher shops	8.2%
Service companies, advertising agencies, catering equipments, packaging suppliers, printing services	8.2%
Malls, event organizers, airlines, procurement agencies, laundry, cinema and theaters	4.3%
Architectures and engineering, consultancies, contractors, real estate agencies, interior design offices	4.9%
Hospitals/healthcare, maintenance & hygiene supplier, spa, other hospitality services	3.7%
Embassies, banks, finance firms, ministries, armed forces, municipalities	3.1%
Furniture and furnishing suppliers, tabletops/linen/uniforms and amenities suppliers, technologies	1.7%

BY JOB TITLE



Owners, presidents, vice presidents, CEOs, general managers, managing directors, F&B managers, area managers, operations Managers, assistant general managers, board members	38.1%
Restaurant managers, banqueting managers, bar managers, branch managers, financial managers, front office managers, housekeeping managers, human resources managers, IT managers, maintenance managers, marketing managers, procurement managers, project managers, public relations managers, purchasing managers, rooms division managers, sales managers, export managers, brands managers	34.5%
Executive chefs, executive pastry chefs, head chefs, pastry chefs, production managers, maitre d'hôtels	14.4%
Chief engineers, architects, engineers, interior designers, consultants	7.8%
Ambassadors, ministers, commercial attachés, first secretaries, secretaries, editors in chiefs, journalists, oenologists, teachers, treasurers, dieticians, Deans	5.2%

Show Features

OPENING RECEPTION

HORECA Kuwait commences with a beautiful **ribbon-cutting ceremony**, gathering **VIPs, ambassadors** and **trade visitors**.

HORECA^{ME} TALKS

Daily talks with experts and local speakers to discuss latest topics and challenges in the hospitality and foodservice industries.



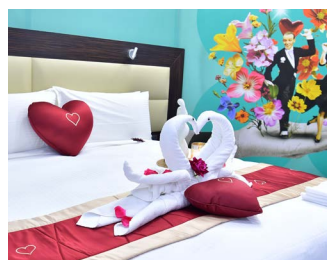
The renowned Hospitality Salon Culinaire features three days of intense culinary contests. Visitors will have the chance to watch more than 200 chefs in action while they discover the region's latest culinary concepts in the company of world-renowned judges.



With the title of Best Barista in Kuwait up for grabs, the Barista Competition will bring together the country's leading baristas. This competition is endorsed by SCA, and the winner will represent Kuwait in the selection for the World Championship.

Skilled professional housekeepers demonstrate their expertise, speed, and attention to detail in the art of creating the perfect bed.

Back for its third edition at HORECA Kuwait, the Mocktail Competition invites participants to showcase their creativity in crafting innovative, nonalcoholic drinks, celebrating mixology, flavor and presentation.



As part of its ongoing mission to spotlight innovation and leadership in the hospitality and foodservice sectors, HORECA Kuwait is proud to introduce its third Podcast Corner, a dynamic space dedicated to live and recorded conversations with industry experts, entrepreneurs and thought leaders.



HORECA Partnership Packages

HORECA Kuwait has swiftly become a premier event for hospitality and foodservice professionals in Kuwait. Our exciting partnership packages offer unlimited possibilities, allowing companies to maximize their presence and/or visibility.

Benefits	Diamond Sponsor	Gold Sponsor	Silver Sponsor
Name and logo positioning in all publications	High	Medium	Low
Banner on website	✓	---	---
Website visibility	High	Medium	Low
Social media visibility	✓	✓	✓
Logo positioning on visitor invitation card	High	Medium	Low
Logo on e-registration link	✓	✓	✓
Logo on HORECA Kuwait Online Catalogue	High	Medium	Low
Advertisement pages in HORECA Kuwait online Catalogue	2	1	---
Email campaign (Newsletter)	✓	---	---
Complimentary space (Free of charge)	18 sqm	12 sqm	9 sqm
COST	KD 10,000/-	KD 5,000/-	KD 3,000/-



HORECA Events Partnership

Hospitality Salon Culinaire

Gold Partnership	KD 5,000
Silver Partnership	KD 3,750
Bronze Partnership	KD 2,000
Category Partnership*	KD 1,500

HORECA Talks - Gold Club - Barista Mocktail or Bed Making Competition

Gold Partnership	KD 3,000
Silver Partnership	KD 2,000
Bronze Partnership	KD 1,250

GOLD PARTNER

Media communication

- Two posts and stories on social media platforms
- Logo on newsletters related to the event

Logo on digital/printed materials

- Printing related to the event
- Logo on participants' manual cover
- Certificates distributed to winners*

Advertisement

- One page advertisement in the official online catalogue
- Ad on mobile App (if applicable)

Web visibility

- Logo on website (on the event page) linked to your homepage

On-site visibility

- Logo on banners related to the event
- Product display (if applicable, displays supplied by sponsors according to the specifications of the Organizer)
- Logo and 60-second video on digital screens (if applicable)
- Announcement by the MC & highlight during awards ceremony*
- Highlight during awards ceremony*
- Prize distribution on stage*

Additional visibility

- Access to participants' database*
- Special highlight at the participants' gathering*
- Ad on mobile App (if applicable)

**Applicable only for competitions*

SILVER PARTNER

Media communication

- One post and one story on social media platforms
- Logo on newsletters related to the event

Logo on printed materials

- Printing related to the event
- Logo on participants' manual cover
- Certificates distributed to winners*

Web visibility

- Logo on website (on the event page) linked to your homepage

On-site visibility

- Logo on banners related to the event
- Product display (if applicable, displays supplied by sponsors according to the specifications of the organizer)
- Logo on digital screens
- Product use by the participants (if required) *
- Prize distribution on stage*

Additional visibility

- Access to participants' database*
- Special highlight at the participants' gathering*
- Ad on mobile App (if applicable)

**Applicable only for competitions*

BRONZE PARTNER

Media communication

- Logo on newsletters related to the event

Logo on printed materials

- Logo and company's profile in participants' manual*

Web visibility

- Logo on website (on the event page) linked to your homepage
- Ad on mobile App (if applicable)

**Applicable only for competitions*

On-site visibility

- Logo on banners related to the event
- Product display (if applicable, displays supplied by sponsors according to the specifications of the Organizer)
- Product use by the participants (if required) *
- Prize distribution on stage*
- Logo on digital screens

Additional visibility

- Access to participants' database*
- Special highlight at the participants' gathering*

AN EVENT BY:



Established in 2007, Leaders Group was founded by a visionary entrepreneur in collaboration with a team of business partners who identified a growing demand for specialized expertise in the region. The group quickly gained recognition and has since become a prominent name in the fields of training, event management, public relations and tourism consultancy and management.

Leaders Group provides a wide range of consultancy services across the tourism, media, finance, and economic sectors. It is also renowned for organizing high-profile conferences and exhibitions, including HORECA Kuwait and the Gulf Women's Economic Forum.



Founded in 1993, Hospitality Services is a leading company specializing in the planning, organization and management of regional hospitality and foodservice exhibitions, conferences, forums and bespoke events. The company's flagship annual events include HORECA Lebanon, the Beirut Cooking Festival and Salon du Chocolat et de la Pâtisserie.

Building on its success, Hospitality Services has expanded the HORECA brand across the Middle East, hosting annual editions in Jordan, Kuwait, the Kingdom of Saudi Arabia and Oman.

In addition to its events portfolio, Hospitality Services publishes three prominent magazines, each supported by dedicated digital platforms:

- Hospitality News Middle East, a trusted source for industry news, trends and insights
- Taste & Flavors, a lifestyle and culinary magazine
- Lebanon Traveler, a publication promoting tourism and travel experiences in Lebanon



10-13 NOV

30th Edition

LEBANON

horecashow.com

7-9 DEC

15th Edition

RIYADH

saudi-horeca.com

12-14 APR

15th Edition

KUWAIT

horecakuwait.com

11-13 OCT

11th Edition

JORDAN

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AND EXHIBITING PACKAGES,

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participate@hospitalityservices.me

1-3 NOV

6th Edition

OMAN

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