

HORECA Oman returning on June 4, 2024

HORECA, one of the Middle East's largest hospitality and foodservice exhibitions, is set to host its second edition in Oman from 4 to 6 June, 2024. Organized by Hospitality Services, a Beirut-based large-scale event organizer, and Al Nimr Expo, HORECA Oman will feature an exhibition of products, services, equipment and technologies, delivering key buyers to Oman's hospitality and food and beverage service sectors. The international event is an educational, entertainment and business platform that showcases young talent through various culinary, bar and hospitality competitions, live cooking demonstrations and B2B meetings, networking sessions and panel discussions with industry leaders and specialists.

Visitors comprising top executives, decision makers, GMs, chefs, baristas and other hospitality and foodservice professionals will be able to wander around stands to discover the latest in bakery and pastry equipment, dairy, seafood, beverages, frozen goods and more.

The Oman signing signals a step forward for the country's foodservice industry, which has been witnessing massive growth over the past decade. With the sultanate heavily reliant on food imports — 80 percent of its goods come from abroad — it has proven to be an attractive market for international food and beverage suppliers. Furthermore, under its economic development plan Vision 2040, tourism is identified as one of the key priority sectors for investment.

Salim Al Hashmi, CEO of Al Nimr Expo, said: "The continuous growth of Oman's HORECA industry presents many opportunities and new businesses for international suppliers. We are equally excited to collaborate with HORECA to help Oman open up gateways to the global food and hospitality markets and vice versa."

HORECA Oman will be hosted at Oman Convention and Exhibition Centre, a purpose-built exhibition space that boasts five halls. It is located just four kilometers from Muscat International Airport.

Speaking about the event, Joumana Dammous-Salame, managing director of Hospitality Services, said: "We are delighted to be taking HORECA to Oman, which is one of the most exciting markets in the region. With the support of our local partner Al Nimr Expo, we have no doubt that the event will mark an important turning point in the country's foodservice scene."

With a history spanning 28 years, HORECA has established itself firmly in Lebanon and has been franchised in Saudi Arabia, Kuwait and Jordan.



- **5,000+**
VISITORS

-

200+

EXHIBITORS

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5,000+

SQM EXHIBITION SPACE

The eagerly anticipated event spotlights the latest trends, innovations and market solutions, and hosts live cooking demonstrations, culinary, bar and hospitality competitions, panel discussions and networking sessions with the region's heavyweights.



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In parallel, HORECA serves as a platform for young talents to showcase their skills in a variety of competitions that reward creativity and excellence across the different layers of the industry.

