



Bahrain International Exhibition and Convention Centre  
April 28th - 30th 2015

**7th Annual**  
**food & hospitality**  
**expo Bahrain**

[www.foodexpbh.com](http://www.foodexpbh.com)





## EXHIBITION SUMMARY

The 7th Annual Food & Hospitality Expo Bahrain 2015 is the country's premier business to business networking opportunity for all professionals within this ever-growing industry. The exciting event brings together food producers, distributors, refrigeration experts, packaging experts, kitchen and food manufacturing equipment producers, caterers, hoteliers, hygiene experts, chefs and business owners from the industry locally & internationally and is an opportunity for building connections within the industry and for reaching out to enhance your business.

The Food & Hospitality Expo is organized by the Bahrain Exhibition and Convention Authority (BECA) and has the support of The Ministry of Industry and Commerce, and its strategic partner – Tamkeen. In its 7th year now, the expo is well established in the market and is well known for its great success in building the industry in Bahrain. Each year Food and Hospitality Expo Bahrain has been held under the Patronage of His Royal Highness Prince Khalifa Bin Salman Al Khalifa, Prime Minister of the Kingdom of Bahrain, supported by Bahrain's Ministry of Industry and Commerce.

When you invest in The Food & Hospitality Expo, you are choosing a trade show with proven credentials. Established over 7 years ago, The Food & Hospitality Expo has a well-deserved reputation amongst exhibitors for delivering spectacular return on investment. For the businesses seeking new sales from the Middle East, Africa and South Asia, The Food & Hospitality Expo provides a trade and sourcing platform where international flavours and world-class business. Benefit from the region's premier knowledge exchange from education, training, competitions & live events.

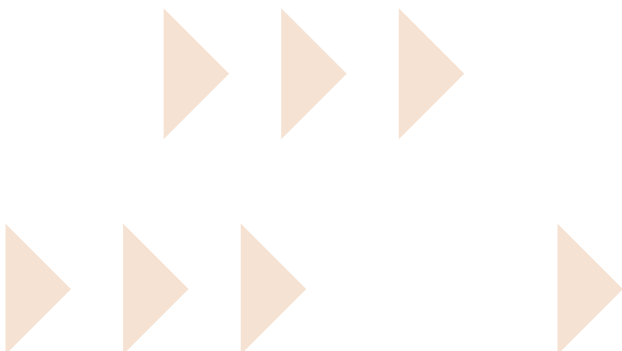


## ABOUT BAHRAIN EXHIBITION AND CONVENTION AUTHORITY (BECA)

The Bahrain Exhibition and Convention Authority (BECA) is an organisation founded in 2006 and functions under the Ministry of Industry and Commerce. BECA is governed by a Board of Directors with His Excellency Dr Hassan Fakhro, Minister of Industry and Commerce, as Chairman of the board. Its goal is to establish Bahrain in the International meetings arena and to promote Bahrain as a unique and preferred Meetings, Incentives, Conference, and Exhibition (MICE) destination.

BECA, the venue operator for the Bahrain International Exhibition and Convention Center, cultivates partnerships with key Meetings, Incentives, Conferences and Exhibitions (MICE) industry stakeholders to promote and showcase Bahrain, encourage investments and attract international and regional market for exhibitions, conventions and congresses.

Currently, BECA organizes two major exhibitions every year – the annual Food and Hospitality Expo and Health and Wellness Expo. Both expos which are held at the Bahrain International Exhibition and Convention Centre, have doubled in size since their conception. BECA has also built several initiatives which have greatly contributed towards the development of the MICE market in Bahrain.





## WHY EXHIBIT AT FOOD & HOSPITALITY EXPO BAHRAIN

- To network and establish new contacts in the Bahrain market
- Support from Tamkeen for Bahraini listed companies in exhibitor fees
- Prime placing of the stand next to industry colleagues and professionals
- Specialised marketing and advertising in many formats such as newspaper, radio, billboards, website, brochures, and magazines
- Increased visibility in the Northern Gulf Market especially Saudi Arabia
- Increased local customer contact and product showcasing
- Special side events for colleagues and customers – live cooking and competitions on stage
- Professional seminars for business professionals and public awareness during the expo – health and safety, food hygiene etc.
- Talks given by world renowned speakers on food and hospitality
- Involvement of well -reputed members of Bahrain's hospitality sectors
- The greatest concentration of buyers in one place for the food and catering industry – business to business



## WHY VISIT FOOD & HOSPITALITY EXPO BAHRAIN

- To see new products and exciting innovations
- To meet and network with new contacts in the industry
- To see the exciting live cooking demos on stage
- To avail of the free industry related seminars
- To generate business deals for your company
- To have face to face interaction with the industries leaders

## WHO WILL BE THERE

The exhibition will host key industry players from the following key sectors:

- Hotels – 4 star and 5 star
- Restaurants – both local and international cuisine
- Caterers and Organisers
- Equipment Suppliers
- Food and Beverage technology
- Packing and Frozen Foods
- Food processing technology
- Ready to eat products
- Healthy and organic foods and snacks
- Soft drinks Industry
- Manufacturers and Producers
- Hygiene Experts
- Cleaning and Cooking Equipment
- Food Transportation Companies
- Chillers and Containers
- Sweets and Weddings Suppliers



## WHY BAHRAIN

The Kingdom of Bahrain has a long standing and well-deserved reputation for offering some of the region's finest hospitality. Combine this with its excellent position as the most accessible gateway to the region's largest market place, the Kingdom of Saudi Arabia, as well as the neighbouring countries like Kuwait, Oman, Qatar and United Arab Emirates, and you will easily see why the Food & Hospitality Expo being held in Bahrain is so important.

Bahrain is a multi cultural society which is warm and welcoming to all, and it has a growing reputation for excellence in hospitality as well as in business and finance, trade & retail, manufacturing and industry. It is well known as "Business Friendly Bahrain" around the world.

## PROGRAMME OF EVENTS

- Seminars on Food industry related subjects
- Live cooking demos on stage with local chefs
- Food tasting sessions and live cooking on the stands
- Chefs competition throughout the 3 day event
- Visitors Competition and prizes to be won





## TESTIMONIALS FROM OUR 2014 EXPO

- "We gave a lot of information to the visitors on our restaurants and we expect new business"

  - Crowne Plaza Bahrain Hotel
  
- "It was our first participation in this expo and was a positive experience - the visitors paid full attention to our display and viewed all our range of products"

  - Hotpack Trading Co. Wll
  
- "We met so many new clients so we were fully satisfied with the experience"

  - Kitchen Koncepts
  
- "It was a good chance for us to meet our clients in person instead of visiting them one by one – and was a good chance to do some marketing for our equipment and to meet new people"

  - Bahrain Gas
  
- "The organisation was great"

  - Talabat.com
  
- "Easy access to customers and wholesalers, enhanced our vision"

  - Atlas Turkey
  
- "Well organised, good media coverage"

  - International Business Group
  
- "It was great meeting other hoteliers and sharing ideas"

  - Sheraton Bahrain



## MARKETING AND MEDIA PLAN

BECAs strong marketing campaign will be carried out on a regional scale through an intensive advertising plan of action covering the below:

- Food & Hospitality Brochures
- Local Newspapers and Magazines editorial and coverage
- Specialized Newspapers and Magazines adverts and interviews
- Press Conferences on a regular basis
- Press Releases and photo opportunities for exhibitors
- Full social media campaign through all channels
- Promotional Email Campaigns and mail shots
- Direct Mail to all business sectors concerned in Bahrain, the region and worldwide companies
- Radio Coverage (Arabic & English)
- Billboards and other outside campaigns such as lamp posts





## PRICING AND STAND INFORMATION

BECA is offering very special and highly competitive rates for exhibitors for 2015. The rates start at just 50.000 BHD per square metre for space and 60.000 BHD per square metre for shell scheme.

If you book before 31st December 2014 you can obtain a special discount as an early bird booking – please contact us for details.

Example below of shell scheme:





## FOOD AND HOSPITALITY EXPO - PAST YEARS EXHIBITING COMPANIES

| COMPANY NAME   | COMPANY NAME  | COMPANY NAME   |
|--|---|--|
| Al Dasmah Bakery (SEPHRA Café and Chocolate)         | ZAO "Belaya Ptica Trading House" (CJSC) - Russia      | Royal Thai Embassy - Thailand  |
| Al Jazira Group BSC                                  | Zayani Motors W.L.L.                                  | Al Halabi kitchen Equipments   |
| Al Manzil Hotel                                      | SunCity Ventures W.L.L. (Gloria Jean's Coffees)       | Alatawi General Trading  |
| Al Meer Distribution                                 | Tuga Bakery   | Clever Cupcakes Bahrain  |
| Al Zerda Moroccan Restaurant & Café                  | United Media Services LLC (Signature - Bahrain)       | E.C. E group Co W.L.L Bahrain  |
| Alsamarraie Group / Baghdadiat Foods Factory W.L.L.  | Velency Foodstuff Trading (L.L.C)                     | Golden Tulip Bahrain   |
| Alteen Wa Al Zaytoon Trading Est                     | Veranda Bahrain                                       | Hassan Mahmood & Sons C/S  |
| Bahrain Fresh Fruits Co S.P.C                        | Bahrain Institute of Hospitality and Retail           | National Bureau of Agricultural Commodity and Food Standards (ACFS),Thailand       |
| Bahrain Gas  | El Maleka for Food Ind (Eygpt)                        | Sezer Turizm Egitim saglik Gida San. Ve Tic. A.S. (Sezar Group-Rani Farm) - Turkey |
| Bahrain Water Bottling & Beverages Co. S.P.C. (BWBC) | Vehicle Trackers                                      | Smart Food W.L.L.  |
| Baja Trading Establishment                           | Reload Refresh Distribution                           | Yum Yum Tree Food Court Co   |
| Bees Kingdom Dates (Tumoor)                          | Semiramis Flower & Chocolate                          | Al Wasmiya Tent House W.L.L  |
| Black Pepper Sandwiches                              | Jerdabi of vegetables and fruit( Jewel Dates Kingdom) | Awal Dairy Co WLL  |
| CaterWorld W.L.L.                                    | Choco Foz for Chocolate & Flowers                     | The Hospitality House  |
| Crowne Plaza Bahrain                                 | Bahrain Family Leisure Company BSC                    | Chocolate Graphics   |
| Dadabhai Construction (Kitchen Concepts)             | British Embassy                                       | Nehad Agronomy Services - Oman   |
| Dar Al Zain Restaurant                               | Parekh Aluminex Ltd - India                           | Zalaimo Sweets   |
| Davinci Restaurant and Café                          | Awal Refrigeration & Airconditioning                  | Ramsis Hospitality W.L.L.(Cakes Avenue)  |
| Elite Hospitality                                    | Food Link   | International Agencies Co,Ltd.   |
| Expert Arabia-Bahrain                                | Winterhalthor Middle East BFC - UAE                   | HANKHLO Food Trading   |
| Foods Limited  | Zenj Food Co  | Bahrain Islamic Bank   |
| Freej Bin Rashdan Bahraini Traditional Cuisine       | Lulu Bahrain Hypermarket                              | A.M.I. - USA   |
| Frutto Gelato  | Box Makers W.L.L                                      | Al Haddad Motors   |
| Hotel & Restaurant Supplies                          | Alosra Supermarket Bahrain WLL                        | Ali Rashid Amin  |
| Hotpack Trading Co.W.L.L.                            | DynVert Business Solutions                            | Altas Yag Su Tarim - Turkey  |
| InterContinental Regency Bahrain                     | Home Essentials Foodstuff Packing - UAE               | Culina Cooking Art   |
| Kumar's Home & Kitchen W.L.L.                        | SunShine Tower  | Fine Foods   |
| Manal Kanjary Trad. Est. - Saudi Arabia              | Al Waseet   | Fresco Fruit Art Co. W.L.L.  |
| Motor City   | TUV Middle East W.L.L                                 | Frutto Gelato  |
| Mövenpick Hotel Bahrain                              | Costa Coffee  | Fusion Foods   |
| National Images/National Photos                      | Gulf Supplies   | Hani Hotels Bahrain  |
| Noor Al Bahrain Star Trading                         | Bahrain Modern Mills & Roasters                       | International Business Group   |
| Purple Swirl Express WLL                             | Bahrain Airport Services                              | Karak & Chapati  |
| SAFCO - Shawarma Xpress                              | Royal Host - Saudi Arabia                             | Khalid Al Rashid For Food Stuff trd  |
| Shahd Food Industires Factory - Saudi Arabia         | Al Romaysa Trading Est - Saudi Arabia                 | Mohammed Jalal Catering  |
| Sheraton Bahrain Hotel                               | A.Latif Al Aujan Food Intl                            | My Bakery  |
| Suery Delights                                       | Babasons  | Nicole's Mediterranean Restaurant & Lounge (Coast to Coast)                        |
| Tea Time   | Soj Bahrain W.L.L.                                    | Opera Kool Trading   |
| The CocaCola Bottling Company of Bahrain B.S.C. ©    | Nestle Bahrain Trading                                | Rockweed International   |
| The Diplomat Radisson Blu Hotel,Residence & Spa      | Chinese Centre for Kitchen Equipment Co.W.L.L.        | Stick House W.L.L.   |
| The Gulf Hotel Bahrain                               | Tariq Pastries  | Talabat Servicen Company - Kuwait  |
| Trafco Group B.S.C                                   | Coffee Moments Est - Saudi Arabia                     | TCS Quality & Productivity Sdn Bhd - Malaysia                                      |
| Tabakh Plus  | IFCG Factory - UAE                                    | VermineX Co. W.L.L.  |
| Aqna Molding   | Steelite International PLC - UK                       | Wheels of Arabia   |
| Patisserie   | Bu Yousif For Traditional Sweets                      |  |
| Arabian Magazine                                     | The Ritz Carlton Bahrain Hotel & SPA                  |  |
|  | Asser Alenmaa Consultancy                             |  |



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**BAHRAIN**  
Exhibition & Convention Authority



## CONTACT AND TIMINGS

### Exhibitor Information

#### Event Program & Timings

Show Days: 28 - 30 April 2015

Opening Hours: 10:00am - 7:00pm

### Contact Information

#### Amal Abdulla - Senior Sales Officer

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[www.foodexpbh.com](http://www.foodexpbh.com)

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### معلومات عن المعرض

#### برنامج ومواعيد المعرض

أيام المعرض ٢٨ - ٣٠ أبريل ٢٠١٥

ساعات الدوام: ١٠ صباحًا - ٧ مساءً

### بيانات الاتصال:

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