

OMAN

5th EDITION

HORECA^{ME}

OMAN'S PREMIER FOOD AND HOSPITALITY EVENT

11 AM - 7 PM

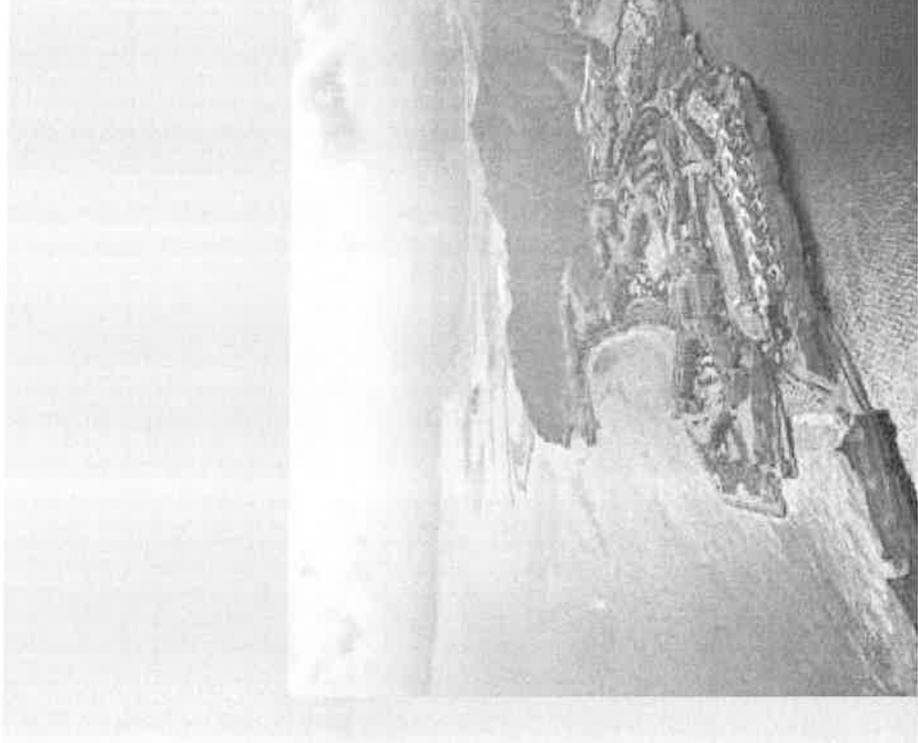
14-16 SEP 2026

 OMAN EXHIBITION & CONVENTION CENTRE

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ECA OMAN

From 14 - 16 September 2026, HORECA Oman will feature an array of products, services, equipment and technologies, introducing key players from the region into Oman's hospitality and food and beverage sectors. As an integral part of the event, entertainment and business platform that highlights young talent from across the region, various culinary, bar and hospitality competitions. The event also includes cooking demonstrations, B2B meetings, networking sessions and discussions with industry leaders and specialists.



LIGHTS

Around 100 of the most promising chefs will participate in three days of intense competitions to become stars of the future.



The Mocktail Competition offers participants to show off their creative talent in concocting no cocktails and innovative drinks

Junior hospitality students from the leading hotel management universities and technical schools will compete in a series of exciting competitions.



Fusing coffee and art, the Latte Art Competition showcase the technical skills of participants as milk-based coffee beverages.



With the title of Best Barista in Oman up for grabs, the HORECA Oman Barista Competition is set to give the country's leading baristas.

BECOME AN EXHIBITOR

THE FUTURE OF YOUR BUSINESS

EXHIBITOR PARTICIPATION

Well scheme special USD 380 per sqm
includes carpeting, wooden wall, signboard,
power, lighting, 1 table, 2 chair and 13A
ticket / 9 sqm)

USD 300 per sqm + VAT (minimum

MAXIMIZE YOUR EXPOSURE

DISCOVER OUR SPONSORSHIP
OPPORTUNITIES

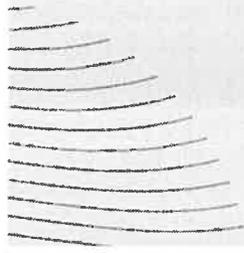
Raise your company's profile, increase brand visibility
and generate new business by becoming an HORECA
Sponsor. Select from the wide range of sponsorship and
package options by visiting horecaoman.com or by sending an email to
sales@horecaoman.com

EXHIBITOR PROFILE

- Bakery and patisserie products and equipment
- Bar and café supplies and equipment
- Canned and preserved goods
- Catering equipment
- Chocolate, confectionery, biscuits and pastries
- Cured meats and cold cuts
- Dairy products
- Delicatessen products
- Diet food products
- Dried foods
- Food processing equipment and technologies
- Fresh fruits and vegetables
- Fresh meat, poultry and seafood
- Frozen products
- Organic food
- Packaging and labeling materials and equipment
- Coffee and tea
- Tableware, uniforms, linens and guest amenities

VISITOR PROFILE

- Baristas, bartenders and mixologists
- Bar, café, club and restaurant managers and owners
- Bakery and deli managers and owners
- Café, hotel, restaurant and supermarket chains
- Catering companies
- Culinary schools and institutes
- Fast food establishments
- Hotel consultants
- Executive and sous chefs
- Food and beverage managers
- Franchise and management companies
- Hospitality schools and institutes
- Hotel managers
- Hotel management companies
- Housekeeping managers
- Hypermarket managers
- Individual retailers and retail chains
- Operations managers



WHAT IS HORECA?

Over the years, HORECA Lebanon has evolved and expanded. It showcases products and services from leading hospitality and food companies and brings together international chefs and experts, restaurateurs, producers, distributors and industry leaders and it is a vital gateway for industry leaders to network and do business.

The event anticipates and spotlights the latest trends, innovations and trends, and hosts live cooking demonstrations, culinary, bar and beverage competitions, panel discussions and networking sessions with the industry's top players.

HORECA provides a platform for young talents to showcase their skills and a series of competitions that reward creativity and excellence across the



VENUE

Convention & Exhibition Centre is located four kilometers from Muscat International Airport. It has five exhibition halls, comprising 22,396 square meters of exhibition space.

Facilities include: 20 meeting rooms, a grand ballroom, seating up to 1,100 guests; a grand ballroom, seating up to 540 guests; 10 hospitality suites; and a VIP Pavilion. The center boasts over 55 meeting areas as well as a multi-story car park, which can accommodate 4,000+ vehicles.

The fully integrated precinct includes the five-star JW Marriott Hotel and the JW Marriott Plaza Hotel, a business park and a nature reserve.

OMAN CONVENTION & EXHIBITION CENTRE



OVERVIEW OF OMAN'S RECA INDUSTRY

Tourism and hospitality industry has seen remarkable growth over the past decade, contributing to the steady stream of investment in the sector that has contributed significantly to the rising number of billion-dollar hotels and resort developments across the country. 9600 new hotel rooms set to open by 2030 - including 1000 luxury rooms - according to real estate advisory firm Cavendish Maxwell.

DOMESTIC CONSUMPTION IN OMAN IS EXPECTED TO GROW AT A CAGR OF 4.6 PERCENT ANNUALLY."
(SOURCE: OMAN INVESTMENT AND CAPITAL (ME) LIMITED)

ATTRACTIVE MARKET FOR INTERNATIONAL F&B COMPANIES FOOD SERVICE SUPPLIERS

One of the fastest growing markets for international foodservice suppliers and is regarded as prime expansion territory. Most of its food is imported, Oman is an open and attractive market for international café and restaurant suppliers, hypermarket chain and franchises.

According to the GCC Food Industry Report published by Alpen Capital (ME) Limited: "Oman is expected to witness the fastest growth in food consumption, growing at an annual rate of 4.2 per cent between 2020 and 2025".

TOURISM AS A KEY DRIVER OF FOOD DEMAND AND SERVICES

The Tourism Strategy 2040 aims to:

Attract more than five million international visitors by 2040 and develop 50,000 additional hospitality keys, 85 percent of which will be in large hotels.

INDUSTRY NEWS

Wynn Resorts announces \$1.1 billion plan to boost tourism in the Middle East

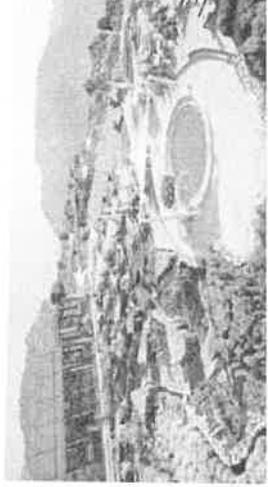
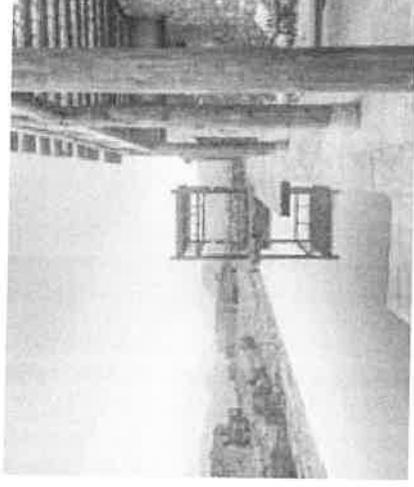
Wynn Resorts announces first Voco Hotel in Oman 2025

Wynn Resorts brand in the Middle East region, with the upcoming addition of a property in Oman in 2026

Wynn Resorts expands its regional presence with the opening of its hotel and resort in Oman in June 2024

Wynn Resorts projects pull in \$483m in FDI from the Middle East

Wynn Resorts' billion \$ tourism plan includes 81 new hotels in the Middle East



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