

4th EDITION

OMAN

HORECA^{ME}

OMAN'S PREMIER FOOD AND HOSPITALITY EVENT

27-29
MAY 2025

11 AM - 7 PM

OMAN CONVENTION &
EXHIBITION CENTER

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ABOUT

HORECA OMAN

Taking place from 27 - 29 May 2025, HORECA Oman will feature an exhibition of products, services, equipment and technologies, introducing key buyers to Oman's hospitality and food and beverage sectors. As an educational, entertainment and business platform that highlights young talent through various culinary, bar and hospitality competitions. The event also boasts live cooking demonstrations, B2B meetings, networking sessions and panel discussions with industry leaders and specialists.



HIGHLIGHTS



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



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



The Art of Service Competition highlights service excellence, where professionals and hotel management students will have the opportunity to showcase their skills.



The Mocktail Competition offers participants the chance to show off their creative talent in concocting non-alcoholic cocktails and innovative drinks.



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



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



Professional housekeepers and hospitality students showcase their precision in making the perfect bed at the Bed Making Competition.



BECOME AN EXHIBITOR

SHAPE THE FUTURE
OF YOUR BUSINESS

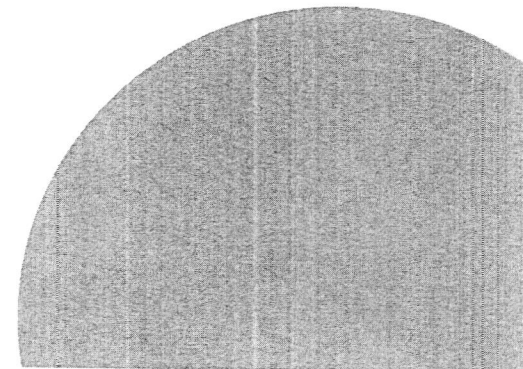
STAND PARTICIPATION

Upgraded shell scheme special USD 380 per sqm +VAT
(includes carpeting, wooden wall, signboard, stand
number, lighting, 1 table, 2 chair and 13A electricity
socket / 9 sqm) SPACE ONLY USD 300 per sqm + VAT
(minimum area 48 sqm)

MAXIMIZE YOUR EXPOSURE

DISCOVER OUR SPONSORSHIP OPPORTUNITIES

Raise your company's profile, increase brand awareness and
generate new business by becoming an HORECA Oman sponsor.
Select from the wide range of sponsorship and advertising
packages by visiting horecaoman.com or by sending 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
- Consultancy, recruitment and franchising
- Technology

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
- Purchasing managers
- Resort and spa managers and owners

WHAT IS HORECA?

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

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 top players.

In parallel, HORECA provides 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. Established in Lebanon, the HORECA brand has been franchised in KSA, Kuwait, Jordan and Oman.



THE VENUE

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

It also includes: 20 meeting rooms, a grand ballroom, seating up to 1,100 guests; a junior ballroom, seating up to 540 guests; 10 hospitality suites; and a VIP Pavilion. In total, the center boasts over 55 meeting areas as well as a multi-story car park, which can accommodate 4,000 vehicles.

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

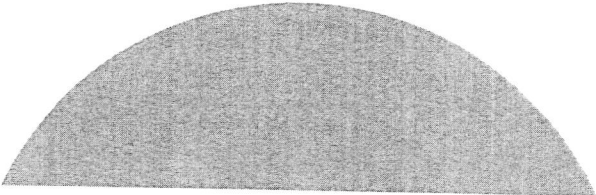




AN OVERVIEW OF OMAN'S HORECA INDUSTRY

Oman's tourism and hospitality industry has seen remarkable growth over the past decade, owing to the steady stream of investment in the sector that has contributed substantially to the rising number of billion-dollar hotel and resort development projects all over the country. In 2024, the total number of hotel facilities has grown to 660, compared to 612 in 2021, with hotel rooms 30,500.

**“FOOD CONSUMPTION IN OMAN IS EXPECTED TO GROW AT A CAGR OF 4.6 PERCENT ANNUALLY.”
(ALPEN CAPITAL (ME) LIMITED)**



A LUCRATIVE MARKET FOR INTERNATIONAL F&B COMPANIES AND FOOD SERVICE SUPPLIERS

Oman is one of the fastest growing markets for international foodservice suppliers and is regarded as prime expansion territory. As 80 percent of its food is imported, Oman is an open and attractive market for international café and restaurant suppliers, hypermarket chains and food and beverage franchises.

According to the GCC Food Industry Report published by Alpen Capital (ME) Limited: "Oman is likely to witness the highest growth at a compound annual growth (CAGR) rate of 4.6 percent in terms of food consumption, which is anticipated to grow from 3.2 million MT in 2018 to 4 million MT in 2023."

TOURISM AS A KEY DRIVER OF FOOD DEMAND AND SERVICES

The Oman 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 and mega resorts;
- Employ over 500,000 people with the creation of direct and indirect jobs, increasing the contribution to GDP by 10 percent; And
- Boost tourism by spending around USD 50 billion on building a capital-intensive infrastructure pipeline geared towards accommodation, hospitality projects and similar activities, making Oman a top destination for leisure and business travelers.