

A SPECTACULAR SAUDI HORECA

Saudi HORECA celebrated its ninth edition at Riyadh International Convention and Exhibition Center from November 26–28, 2019. Here are just some of the highlights



Seen as a gateway for regional investors seeking new business opportunities in the region, Saudi HORECA proved its prowess once again by gathering almost 300 companies under one roof to showcase the latest products and services to an audience of over 36,000 trade visitors. The show occupied five halls of Riyadh International Convention and Exhibition Center, covering a total area of 20,000 square meters. International spaces included American

and Jordanian pavilions as well as a section dedicated to Lebanese companies.

“This event is a key driver for Saudi Arabia’s hospitality and foodservice sectors,” says Jad Taktak, general manager of Semark, the organizer of the show. “We had a record number of visitors and exhibitors, which confirms the level of growth we are experiencing in the kingdom.”

Besides being a strategic meeting place,

Saudi HORECA highlighted the skills of rising talents through a number of competitions, namely the renowned Hospitality and the Barista Competition, in addition to the first World Pastry Cup Saudi Arabia Selection.

A series of conferences, hosted by HODEMA, also tackled the industry’s hottest topics.

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