

## **14<sup>th</sup> Food and Hospitality Oman 2019, 14-16 October 2019, Muscat, Oman**

Food and Hospitality Oman is the only and the largest dedicated food and hospitality show in Oman showcasing Food & Drinks, Confectionery, Dairy products, Ingredients, Gourmet & Healthy Foods, Tea and Coffee products, in addition to Catering Equipments, Restaurant and Café and Processing and Packaging, under one roof.

Oman is emerging as one of the fastest growing markets for international suppliers to the food service industry. It is heavily reliant on imports as its major sources of food, which make up 25% of the country's total imports. Food and livestock are among the items that Oman imports from the UAE, Japan, the UK and the USA – the country's main source of imports.

The organizer invite the exporters/service providers from Brunei Darussalam to participate in the exhibition and explore the Omani market for their products/services.

### **Event highlights**

- **10<sup>th</sup> Professional Chef's Competition**  
More than 50 leading hotels of Oman will compete to the coveted competition.
- **7<sup>th</sup> Oman Barista Championship**  
7<sup>th</sup> Edition will feature all the leading coffee shops and hotels showcasing their skills.
- **2<sup>nd</sup> Battle of the Burgers**  
A competition of grilling skills and a fight to win the title "The Best Burger in Oman".



معرض عمان للغذاء و الضيافة  
FOOD AND HOSPITALITY OMAN

**14 -16 OCTOBER 2019**

Oman Convention & Exhibition Centre  
Muscat, Oman

14th International Exhibition of Food & Beverage, Food Processing Technology, Kitchen  
& Catering Equipment, Packaging Systems, HORECA Furniture and Related Services

# OMAN'S BIGGEST EVENT FOR THE FOOD AND HOSPITALITY SECTOR



**Catering to the Tastes of Today's  
Food and Hospitality Markets**



FOOD



AGRO



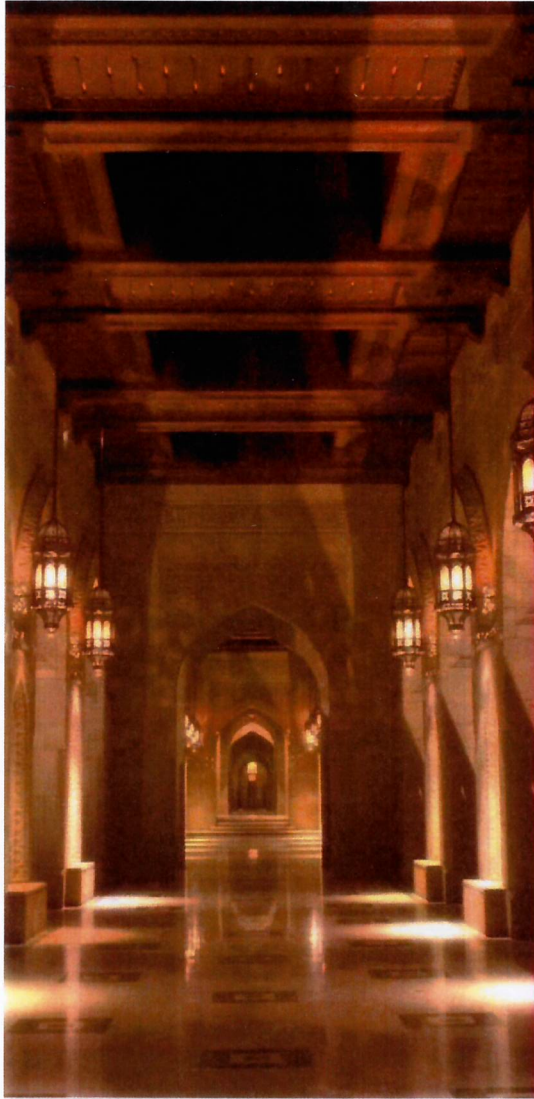
HORECA

The Organizer



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





## OMAN: THE PLACE TO DO BUSINESS

- Oman's hospitality market is expected to grow at a compound annual growth rate (CAGR) of **7.5 per cent to US\$1 billion between 2017 and 2022**. (GCC Hospitality Industry Report, Alpen Capital)
- The Ministry of Agriculture and Fisheries is allocating **US\$ 3.1 million for four agricultural and six fisheries projects**, expected to contribute to the development of the sector.
- The fisheries sector is earmarked as one of the five key sectors with potential to drive economic diversification and seen to contribute 2 per cent overall by 2020 with an **annual growth rate of 5.6 per cent**.
- A robust pipeline of residential and tourism projects as well as hotels and resorts worth **US\$ 10 billion** are underway.
- The Ministry of Tourism's 2040 Tourism Strategy aims for over **33,000 hotel rooms**, about **30,000 vacation home units** and over **17,000 hotel rooms** in integrated tourism complexes (ITCs) and shopping malls worth **US\$ 10 billion**.
- The Ministry of Tourism aims to expand contribution of tourism to GDP to **5 per cent in 2020**.
- The increase in food consumption, expected to grow at 4.5 per cent annually from 3.9 million tons in 2021, is encouraging the government to increase agricultural contribution to **3.1 per cent of the GDP by 2020**.
- Oman is emerging as **one of the fastest-growing markets for international suppliers to the foodservice industry**. It is heavily reliant on imports as its major sources of food, which makes up 15 per cent of the country's total imports.

## FOOD AND HOSPITALITY OMAN: PROVIDING HEALTHY OPPORTUNITIES FOR NEW MARKETS

Food & Hospitality Oman is an international trade exhibition that serves as a business and networking platform for companies and industry stakeholders to promote the latest products and services in the food and beverage, agriculture and fisheries, food processing technologies, kitchen and catering equipment, hotel supplies and equipment, and restaurant and café segments.

It serves as an avenue to showcase the growth and development of the food and hospitality industries, which is seen to contribute largely to Oman's GDP.





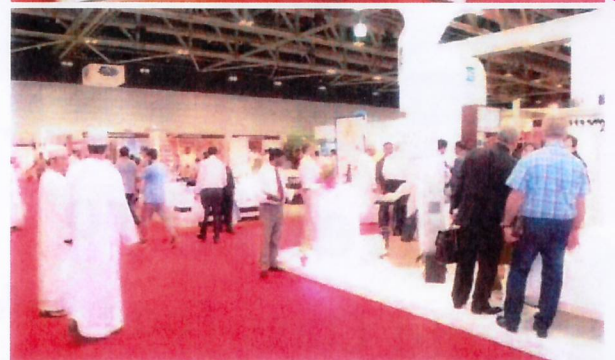
## EXHIBITION PROFILE: EXHIBIT YOUR PRODUCTS, SERVICES AND TECHNOLOGIES TO A LUCRATIVE MARKET



-  Food Products
-  Beverages
-  Agriculture and Fisheries
-  Ingredients and Seasoning
-  Hotel Equipment Supplies and Services
-  Catering and Kitchen Equipment
-  Packaging Systems
-  Resort and Spa Facilities
-  Interior Design Services
-  Hotel Decor and Style
-  Hotel and Hospitality Technologies
-  Food Processing Technologies

## WHY EXHIBIT?

- **Lead Generation:** Connect with the largest gathering of decision makers, specifiers and end users in Oman. Meet with over 6000 trade visitors looking to source the latest solutions for their business.
- **Customer Connection:** Your best customers are going to be at Food and Hospitality Oman 2019. Take this opportunity to keep in touch and demonstrate new products or services with your customers face-to-face.
- **Branding Opportunity:** With an unrivaled quality of attendees, Food and Hospitality Oman 2019 provides brand exposure to the people and organizations that really matter within the industry.
- **Networking:** Oman's largest gathering of food, hospitality and HORECA professionals provides you with the best opportunity to network, discuss ideas and help grow your business in this burgeoning marketplace.
- **Gauge Market Reaction:** Generate real-time market feedback on new or existing products or services.





# VISITOR PROFILE: MEET YOUR TARGETED BUYERS FROM THE REGION AND AROUND THE WORLD

- Wholesalers
- Retailers, Supermarkets, Hypermarkets, Grocery Store Owners
- Distributors
- Procurement Managers
- Importers/Traders
- F&B Directors
- Catering Managers
- Bakery Owners
- Café, Club and Bar Owners
- Duty Free Operators
- Government Bodies
- Hotel Owners
- Restaurant Owners/Managers
- Resort Owners
- Sales and Marketing Managers
- Airline Operators



- Hotel Managers
- Hotel Owners and Operators
- Resort and Spa Operators
- Suppliers/Distributors
- Architects/Consultants
- Baristas
- Café, Bar and Restaurant Owners
- Contract Furnishing Companies
- Executive Chefs
- General Managers
- Housekeeping Managers
- Interior Designers
- Operations Managers
- Procurement Managers
- Property Developers
- Research and Development Managers



## SHOW FEATURES



10<sup>th</sup>

## PROFESSIONAL CHEF'S COMPETITION

The Oman Professional Chefs Competition is the first of its kind in Oman, where more than 50 chefs from leading hotels in Oman will compete to display their culinary skills in various categories:

- Three-Tier Wedding Cake
- Petit Fours
- Five-Course Gourmet Dinner Menu
- Tapas competition
- Live Cooking Mystery Box
- Practical Butchery



Three-Tier Wedding Cake



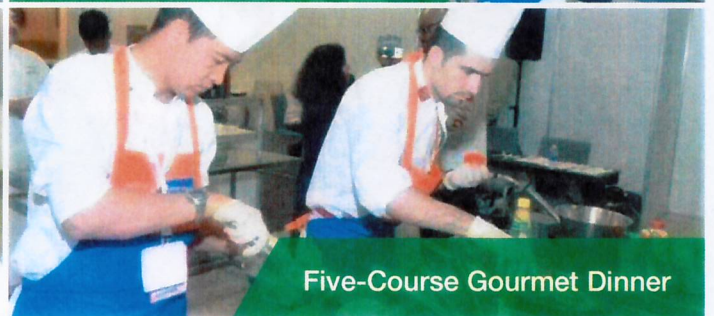
Petit Fours



Live Cooking Mystery Box



Tapas Competition



Five-Course Gourmet Dinner



Practical Butchery





2<sup>nd</sup>

## BATTLE OF THE BURGERS OMAN

A competition for all burger specialized joints to showcase their skills and compete for the title of Best Burger in Oman.







7<sup>th</sup>

## OMAN BARISTA COMPETITION

The Oman Barista Competition highlights the skills and knowledge of the country's finest baristas. It is the premier coffee competition platform engaging an Omani audience, promoting excellence in coffee, and advancing the barista profession.





# PRESS CONFERENCE

2 OCTOBER 2018 | Sheraton Oman Hotel

## 15-17 OCTOBER 2018

معرض عمان للغذاء  
HOSPITALITY OMAN

Oman Convention & Exhibition Centre

### PRESS CONFERENCE

Gold Sponsor

Silver Sponsor

Supported by

Official Partner



### Press Releases

**16 أكتوبر 2018**  
**انطلاق معرض الغذاء والصياغة ٢٠١٨**

الرياض  
الرياض

معرض الغذاء والصياغة ٢٠١٨ هو الحدث الأكبر من نوعه في المنطقة، حيث يجتمع المئات من الشركات والمؤسسات في مجال الأغذية والصياغة في مكان واحد. هذا المعرض هو فرصة رائعة للشركات لتوسيع نطاق أعمالها والتعرف على أحدث التقنيات والمعدات في هذا المجال. المعرض سيقام في فندق الشيراتون عمان من 15 إلى 17 أكتوبر 2018.

**Barista, chef competitions major attractions at food expo from Oct 15**

Barista and chef competitions are major attractions at the Food and Hospitality Oman Exhibition from October 15-17. The competitions will showcase the skills and talents of the best baristas and chefs in the region. The competitions will be held at the Oman Convention & Exhibition Centre, which is the largest exhibition space in Oman. The competitions will be open to the public and will be a great opportunity for visitors to see the best of the industry.

**ISM to host inter-school science, technology event**

ISM (International Science Museum) will host an inter-school science and technology event. The event will be held at the Oman Convention & Exhibition Centre. The event will be a great opportunity for students to learn about science and technology and to compete with their peers from other schools. The event will be held from October 15 to 17, 2018.

**12 |**  
**وزير السياحة يفتتح معرض الغذاء والصياغة 15 الجاري**

«هيئة الإسكان» تستعرض 40 مخططاً لتوفير 20 ألف قطعة أرض

الرياض  
الرياض

افتتح وزير السياحة والتراث الوطني معرض الغذاء والصياغة ٢٠١٨ في فندق الشيراتون عمان. حضر الافتتاح عدد من المسؤولين الحكوميين والشخصيات العامة. المعرض هو فرصة رائعة للشركات لتوسيع نطاق أعمالها والتعرف على أحدث التقنيات والمعدات في هذا المجال. المعرض سيقام في فندق الشيراتون عمان من 15 إلى 17 أكتوبر 2018.

**0+ علامة تجارية في معرض الغذاء والصياغة**

15-17 OCTOBER 2018  
Oman Convention & Exhibition Centre

هذا المعرض هو فرصة رائعة للشركات لتوسيع نطاق أعمالها والتعرف على أحدث التقنيات والمعدات في هذا المجال. المعرض سيقام في فندق الشيراتون عمان من 15 إلى 17 أكتوبر 2018.

**Food expo begins on October 15**

The 15th edition of Food and Hospitality Oman Exhibition will be held at the Oman Convention & Exhibition Centre from October 15-17. The exhibition will showcase the latest products and services in the food and hospitality industry. The exhibition will be a great opportunity for visitors to see the best of the industry and to learn about the latest trends and technologies.

### TOP LINE FIGURES FOR THE 2018 EDITION



13

Number of show editions to date



6,400

Gross exhibition space (sqm)



400+

Brands



20

Representing countries



5,218

Total number of trade visitors



## SPONSORSHIP OPPORTUNITIES: GET HEALTHY RETURNS ON YOUR INVESTMENT



To maximize the impact of your participation, Food & Hospitality Oman presents sponsorship opportunities that will ensure an edge over your competitors and further boost your company's presence in the local, regional and global markets.

### THE SPONSORSHIP OPTIONS INCLUDE:

- Platinum
- Gold
- Silver
- Bronze
- Registration Area
- Floor Plan
- Lanyard

Contact Ammar Ahmad to discuss opportunities for your company:

+968 24660124

+968 92597610

info@foodandhospitalityoman.com



2018 HIGHLIGHTS:  
**15-17 October 2018**

### EXHIBITION HIGHLIGHTS



- 400 top local and international brands from the food and hospitality industry
- 20 participating countries
- Business-to-business meetings
- Omani Food Products Pavilion
- Oman Barista Competition
- Battle of the Burgers Oman
- Professional Chefs Competition



Food & Hospitality Oman Exhibition & Conference 2018 was inaugurated by

**His Excellency Ahmed bin Nasser bin Hamed Al Mahrizi**

Minister, Ministry of Tourism



## WHAT DO EXHIBITORS SAY ABOUT THE EXHIBITION



“ We are participating for the first time in Oman and we are very happy with the show. We are very satisfied and happy to say that we had a lot of attention and we had a lot of professional visitors, which is the most important thing. We would like to thank the organizers for the very professional services they bring to us. It is clearly and positive that we are going to participate in the next edition. ”

**Belarus Pavilion**

“ We are an American brand that owns 13 companies. We really enjoy attending Food and Hospitality exhibition because we find it beneficial to us and we get great leads and feedback. The exhibition is very useful and very well-organized. ”

**Nicholas Bates, Demonstration Chef, Welbilt Middle East FZE, United Arab Emirates**



“ The show was very good for my company. I've had over 70 enquiries. 20% of them are very strong leads. I am having 3 offsite meetings the day after the show where I am going to visit the premises of the companies who are interested in ordering from us. It's been a very good exposure I have also made linkages with other companies who supply products which are related to our beef products. Overall, it has been an excellent exposure for my company, thank you very much. ”

**Lumka Sibanyoni, Managing Director, Mint Culinary, South Africa**

“ We are very happy and overwhelmed from the reaction of the visitors who are interested in our brands and we are really looking forward to participating in next year. ”

**Slaven Macura, Business Development Manager, Catering Solutions Trading Muscat**



“ My experience in this exhibition has been very positive. It is my first time participating in the Food and Hospitality exhibition and I am very satisfied with all the people I have met. There is a lot of business opportunities and everything is going well as far as I can see. ”

**Faiq Al Jabri, Al Jabry Food Stuff**

“ We are from Al Malaky Royal for honey and natural products. We manufacture all types of honey and products like healthy snacks. This exhibition is a good opportunity for us to enter the Omani market and to show them our products as healthy products to be distributed in the Omani market. We hope to see you in the next year. Thanks to the organizers for their good efforts. ”

**Al Malaky Royal, United Arab Emirates**





## WHERE THE INDUSTRY MEETS







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Muscat, Oman

TO INQUIRE ABOUT PARTICIPATION AND SPONSORSHIP, PLEASE CONTACT:

**Ammar Ahmad**



**+968 24660124**



**+968 92597610**



**info@foodandhospitalityoman.com**

**BOOK YOUR STAND TODAY.**

**Space Only:**

**US\$ 380/RO 145**

(per square meter)

This consists only of bare floor space for those exhibitors who want to design and build their own stand. (Power supply will be charged separately)



**Shell Scheme:**

**US\$ 420/RO 160**

(per square meter)

This includes white panel walls, fascia and name board, carpeting, two (2) spotlights, a 13-amp power socket, one (1) table, and two (2) chairs.



**THE ORGANIZER**



**Head Office**

1st Floor, SABCO Building, Wattayah, Muscat, Sultanate of Oman  
Tel: +968 24660124 | Fax: +968 24660125/126 | Email: info@omanexpo.com  
Website: www.omanexpo.com

**Regional Office**

Office No. 203, 2nd Floor, Grosvenor Commercial Tower, Sheikh Zayed Road, P.O. Box 80674  
Dubai, United Arab Emirates  
Tel: +971 4 3277733 | Fax: +971 4 3277744 | Email: infodubai@omanexpo.com



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