



HOSPITALITY QATAR 2017

THE 3RD ANNUAL GLOBAL HOSPITALITY
AND HORECA SHOW OF QATAR



Food & Beverage



Supply & Design



Hotel & Franchise
Investment

A MELTING POT OF OPPORTUNITIES IN QATAR

7 - 9 NOVEMBER 2017

DOHA EXHIBITION AND CONVENTION CENTER



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THE INDUSTRY'S ULTIMATE MEETING POINT

Hospitality Qatar is a unique tradeshow shedding light on the blooming hospitality sector in Qatar and the region. Combining a vibrant exhibition zone, a highly-targeted B2B program, educational workshops, and lively concurrent events, the show provides a 360° coverage of all aspects of the HORECA, F&B, and hospitality investment markets.

Held annually in Doha, Hospitality Qatar provides a full-fledged platform for hospitality investors, hoteliers, restaurateurs, and cafés operators and suppliers to showcase their latest products, seize lucrative business opportunities and network with industry stakeholders from the entire region.



HOSPITALITY QATAR COMPRISES 3 EXHIBITION ZONES



Food & Beverage

Seafood, Halal, Confectionary, Finger Food, Vegan, Vegetarian



Supply & Design

Kitchenware, Interiors, Ventilation Systems, Bar, Catering & Table, Glassware & Crockery, Cold Room Articles



Hotel & Franchise Investment

Hotel, Franchise Investment

2ND EDITION

FACTS & FIGURES



106

EXHIBITORS



14

PARTICIPATING
COUNTRIES



263

B2B MEETINGS



44

LIVE COOKING
PARTICIPANTS



17

SALON CULINAIRE
CATEGORIES



5,646

UNIQUE VISITORS



5

NATIONAL
PAVILIONS



6

WORKSHOPS



+250

CHEFS



15

MOCKTAIL
PARTICIPANTS

TESTIMONIALS

YOUSSEF AHMAD TAHER

President, Al Fajr Group

“The exhibition diversity in Hospitality Qatar is very interesting; from furnishing hotels, kitchens to appliances and services, in addition to the diversity of companies in the exhibition. We had great meetings with many consumers and other exhibitors. We thank Qatar, his Highness Sheikh Tamim Bin Hamad for supporting such exhibitions, and giving this opportunity to participating companies.”



EYYAD SABBARINE

General Manager, Nespresso

“It's been almost 2 years that we are in the Qatari market. We have been launching with the Handball sporting event in the world championship of Handball. We target hotels, VIPs and WVIPs. Hospitality Qatar is always a guarantee, and we are very happy with the results. We will definitely be participating again. The organizers, IFP, have always been there, helpful and the result is what we were expecting this year too.”



STEPHANIE CHAHABIAN

Brand Strategist, Tonino Lamborghini –
Star Hospitality

“It is a very good participation in this edition of Hospitality Qatar. It is our 2nd participation and we are presenting a new machine called Aguila 220 for the business and hotel industries. Despite many economic issues, Hospitality Qatar is very successful, and we are glad to see these companies participating in the exhibition.”



RASHA NAJA

Marketing Coordinator, Boecker
Public Safety LLC

“We are here in Hospitality Qatar as the Hygiene Sponsor, for the 2nd year in a row and we are so proud to be part of this event. It is a platform for us to share with stakeholders in Qatar our new services and technologies. It is also a good platform to know more clients since, as you know, Qatar's market is growing day after day, so we are growing with them. Thank you for IFP and Hospitality Qatar for giving us this opportunity to be here today.”

A BRIGHT OUTLOOK FOR HOSPITALITY IN QATAR

Qatar's keen commitment to diversifying its economy, and positioning itself as a world-class touristic hub in the lead up to realizing the National Vision 2030, is translating into a steadily growing hospitality sector.

Guided by its National Tourism Sector Strategy 2030, Qatar is planning to invest \$45 billion in tourism projects over the next 14 years with eyes set on increasing overall annual arrivals to 7 million by 2030.

Qatar is the fastest growing destination within the region in terms of visitor arrivals, averaging 11.5% growth over the past 5 years. With the recent introduction of a 96-hour free visa scheme for travelers transiting in Qatar, the number of tourists is consequently projected to increase, giving the hospitality and HORECA sectors a further boost.

The Qatar Tourism Authority projects the tourism sector's total contribution to the country's total economy will reach 5.2% by 2030, and up to 9.7% of the country's non-hydrocarbon economy.

TOURISM SECTOR'S TOTAL CONTRIBUTION TO GDP

	2013	2014	2015	2030 projections	2030 revised projections
ESTIMATED TOTAL CONTRIBUTION TO GDP	3,6%	4,1%	4,7%	5,1%	5,2%
ACTUAL TOURIST ARRIVALS	2,611 million	2,826 million	2,93 million	7 - 10 million	7,9 - 10,7 million
ESTIMATED EMPLOYMENT IN TOURISM	67,000	73,000	76,000	94,300	98,000
ACTUAL ROOMS AVAILABLE	13,577 (hotels only)	15,879 (hotels + hotel apartments)	20,713 (hotels + hotel apartments)	48,000 - 61,000	48,000 - 63,000

Source: Qatar Tourism Authority



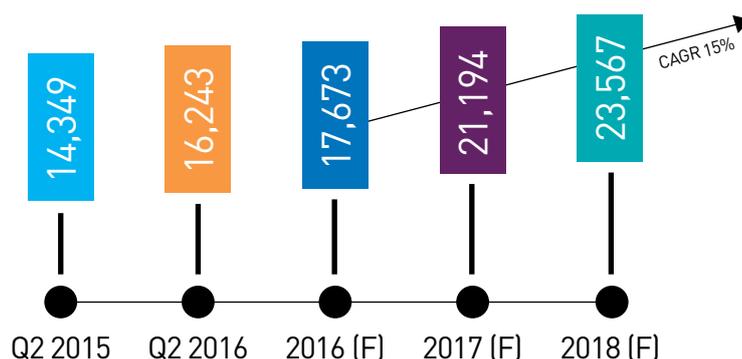
THE HOTEL SUPPLY, DESIGN & INVESTMENT MARKET

Qatar's winning bid to host the FIFA World Cup 2022 supercharged a country-wide upsurge of massive infrastructure development, including an unprecedented demand for 60,000 hotel rooms to accommodate the anticipated influx of fans in time for the tournament.

A recent report by DTZ Qatar revealed that the supply of hotel rooms and hotel apartments in Qatar surpassed 20,700 in 2016 following an outpour of hotel openings, leading to an increased supply of keys by 30% since 2014.

The report also indicated that more than 26,000 hotel rooms and hotel apartments, in 69 buildings, are currently at various stages of construction in Qatar. Upon completion, this will increase overall supply to more than 47,000 rooms.

PROJECTED HOTEL SUPPLY / NO. OF KEYS



Source: Colliers International



THE FRANCHISE MARKET

The government's efforts for diversifying the economy and reducing reliance on the oil and gas sector, open doors for a multitude of private and foreign investment opportunities in Qatar's non-hydrocarbon sectors, including F&B and Retail Franchising.

The country's robust economy, heavy government infrastructure spending, growing population and highest GDP per capita in the world, host a superb environment for Franchising.

According to a recent DTZ Qatar report, there are currently 11 new retail malls under construction throughout Doha and its vicinities, which will increase the overall supply of accommodation in retail malls to 1.85 million sqm, representing an increase of almost 200% in current supply. The report also identifies an increased rental activity on The Pearl-Qatar in Q3 2016, with occupier demand being dominated by Food & Beverage outlets, where some tenants are currently carrying out fit-outs in Porto Arabia, following a highly successful launch of Medina Central.

THE FOOD AND BEVERAGE MARKET

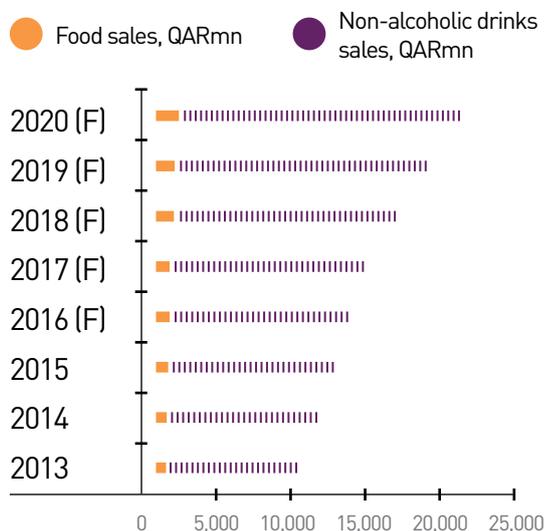
Qatar's Food and Beverage sector is poised for steady growth, triggered by a customer base with a high purchasing power and increasing high-income expatriate population.

According to a recent report by BMI, the country's F&B sector benefits from a resilient business environment, well-developed premiumization channels and a wealthy consumer base.

The research firm predicts the mineral water segment will remain one of the best performing categories over the coming years. Also, the demand for organic food is steadily increasing in the country as the food-processing industry becomes more segmented.

- > BMI forecasts food sales in local currency to witness a compound annual growth rate of 14.4% in the upcoming years leading to 2020.
- > BMI also projects the share of private consumption in the economy (17.5% in 2015) to rise over the coming decade as the economy continues to diversify away from the hydrocarbon sector.

FOOD AND DRINK SPENDING (2013-2020)



Source: BMI/National Statistics

VISITORS PROFILES



- Consultants
- Civil Engineers
- Architects
- F&B Supply Chain Distributors
- CEOs, Presidents, Directors
- Facility Managers
- Hotel & Franchise Investors
- Franchise Operators
- Hotel Management Companies
- Horeca Operators & Managers
- Food & Beverage Managers
- Independent Hotel, Motel & Restaurant Chains
- Purchasing Companies
- Healthcare Lodging
- Catering Professionals
- Design Firms
- Resort Executives
- Event Planners
- Operations Administrators
- Sales & Marketing Chiefs
- Human Resources Supervisors
- Security Directors
- Recreation Managers
- Information Technology Leaders
- Corporate Purchasing Directors
- Other Horeca, Retail & Hospitality Professionals

EXHIBITORS PROFILES



- Fine Foods
- Frozen Food Providers
- Bread & Bakery
- Halal Food
- Confectionary & Sweets
- Organic Food
- Drinks & Beverage Providers
- Non-Alcoholic Drinks
- Dairy Food
- Ice Cream
- Ceiling Lights Chandeliers & Linear Suspension
- Recessed Lighting
- Directional Spotlights
- Track & Monorail Systems
- Lights Dimmers, Controls & Wall Plates
- Guest Amenities
- Laundry Equipment & Supplies
- Cleaning Supplies & Maintenance
- Resort & Outdoor Construction
- Horeca Technologies - Facility Management
- Intelligent Building Systems - Security Solutions
- HVAC Green Hotels Systems & Solutions
- Comfort / Leisure Equipment & Products
- Operating Equipment
- Health, Hygiene & Cleaning Solutions
- Banks
- Insurance Providers
- Franchisees
- Hotel Groups
- Hotel Development, Construction & Renovation

TOP REASONS TO EXHIBIT

- Connect with industry stakeholders and expand your network in the region
- Maximize your return on investment and reduce time and resources by meeting your potential customers on the spot
- Position your company as an industry key player at the only hospitality exhibition in Qatar
- Showcase your HORECA supplies and services to a large number of visitors searching for the right solutions for their business
- Meet with top investors, decision-makers and influencers to foster valuable business relationships
- Maintain your competitive edge by staying informed of the latest industry developments

SHOW FEATURES



B2B PLATFORM

Take part in our improved matchmaking program that automatically pairs up the requirements of hospitality industry buyers with those of suppliers and retailers exhibiting at the expo, and allows for meetings to be scheduled during the show in a private setting.



WORKSHOPS

Keep abreast of the latest developments and pressing matters in the hospitality industry through our specialized workshops that feature experts from top disciplines, allowing for a fluid exchange of valuable information and acquired know-how.



PRODUCT DEMONSTRATIONS

Take advantage of the opportunity to showcase your products to visitors hailing from your target industry, set up business connections, build your customer portfolio on the spot, and position your company as a key player in the hospitality sector.

CONCURRENT EVENTS



SALON CULINAIRE

The Salon Culinaire is Hospitality Qatar's signature showcase, providing culinary professionals, from around the world, with a spot in the limelight to create their masterpieces and compete for top honors in multifarious categories.



A heated competition starring seasoned chefs eager to flaunt their talents in creating stand-out dishes on the spot, in the ultimate culinary face-off. It's a vigorous experience as well for visitors of the show to watch and learn from the best.

LIVE COOKING COMPETITION



MOCKTAIL COMPETITION

A special platform for the industry's top bartenders to test their knowledge and show off their skills and gimmicks. The Mocktail Competition offers a juicy opportunity for bartenders to create and serve the best Mocktail in town.

The Organizer

IFP Qatar is part of IFP Group, the Middle East's leading trade fair organizer with representative offices across the world. For over 34 years, IFP has organized over 500 international trade fairs and conferences throughout the region, and has established a client base of over 35 governments and hundreds of international companies and trade associations.

IFP works across a wide range of sectors and has delivered the region's most important events. The company's international trade fairs are designed to be ideal and dynamic platforms for foreign and local companies doing business in the Middle East and seeking exposure to top regional buyers and decision-makers.

Our leading events are all certified by UFI, the Global association of the exhibition industry. UFI approved events are reserved for exhibitions of high quality that meet or exceed internationally recognized standards of organization.

The Venue

Hospitality Qatar 2017 will take place at the Doha Exhibition and Convention Center (DECC). Located just behind the City Center Doha in West Bay, the 47,700sqm venue has a state-of-the-art exhibition hall, modular wall system, high-tech meeting and conference rooms, an exquisite VIP hosting suite and underground parking for 3,000 cars. The exhibition facility pillar-free halls can easily take big vehicles, boats and other big machines and equipment.

It also has 330 'sun wells' to allow natural light to brighten the hall, reducing its carbon footprint in terms of energy use.

The DECC is a truly unique space located in the heart of Doha's City Center, and provides you with the opportunity to enjoy the luxury shopping malls of Qatar, and visit the cultural village of Katara.

BOOK YOUR SPACE

To enquire about exhibiting and sponsoring:

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