



ΚΥΠΡΙΑΚΟ  
ΕΜΠΟΡΙΚΟ ΚΑΙ  
ΒΙΟΜΗΧΑΝΙΚΟ  
ΕΠΙΜΕΛΗΤΗΡΙΟ

Λευκωσία 1.12.2014

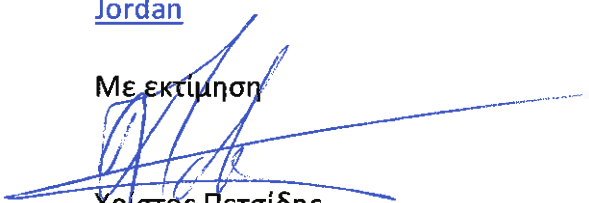
Προς: Όλα τα μέλη  
Θέμα: Εμπορική Έκθεση HORECA JORDAN 2015

Κυρίες / Κύριοι,

Σας εσωκλείουμε σχετική ενημέρωση αναφορικά με την έκθεση HORECA JORDAN η οποία θα πραγματοποιηθεί στο Αμμάν μεταξύ 27-29 Οκτωβρίου 2015.

Για περισσότερες πληροφορίες μπορείτε να επισκεφτείτε την ιστοσελίδα των διοργανωτών [www.horeca-jordan.com](http://www.horeca-jordan.com) ή <http://www.hospitalityservices.com/lb/en/Publications-HORECA-Jordan>

Με εκτίμηση

  
Χρυσός Πετσίδης  
Διευθυντής  
Υπηρεσιών και Εμπορίου



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**Embassy of the Republic of Cyprus**

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**From:** Ghada Abu Sitta [admin3@lawrenceconferences.com]  
**Sent:** Tuesday, November 04, 2014 12:44 PM  
**To:** info@cyprusembassyamman.org  
**Subject:** HORECA JORDAN 2015; Food Service and Hospitality Expo in Jordan/ Zara Expo - Grand Hyatt Hotel/ 27-29 October, 2015  
**Attachments:** image001.png; image002.png  
**Importance:** High

**Attn; HE the Cypriot Ambassador**

**Date : 4<sup>th</sup> November, 2014**

Your Excellency

In the aim of strengthening Cypriot Business Relationships in Jordan and in the MENA region, we are contacting you to announce the **Second Foodservice and Hospitality Expo in Jordan "Horeca 2015"**.

We sincerely look forward to Cyprus' participation in this important regional event. We hope that Cypriot Companies will be able to showcase their products /services, in addition perhaps to a Large Cypriot Pavilion that can be organized to this purpose.

Please find below details about the event as we look forward to your suggestions on cooperation and ways forward.

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**Under the Patronage of HE Nidal AlQatameen, Jordan's Minister of Tourism and Antiquities**

After the great success & achievements for the first Edition of HORECA JORDAN , we are pleased to announce the 2<sup>nd</sup> edition of HORECA JORDAN 2015 which is deemed to be the largest exhibition for the Food & Beverages Service and Hospitality industry in the region. It will be held next year , 27<sup>th</sup> till the 29<sup>th</sup> of October, 2015 at Zara Expo (Grand Hyatt Hotel) in Amman/Jordan.

The exhibition will take place annually and will be covering the Hotel ,Food , Beverage services , machinery and the hospitality sectors from Jordan and the whole region. It will also appeal to host wider visitors including but not limited to Iraq, Palestine and Egypt. Companies from the Region and the international countries will participate with large pavilions.

It is the ultimate platform for exhibitors and visitors to meet in a business-focused environment.

Business networking opportunities will deliver a range of attractions, competition and awards – all that will convey new and innovative ideas for businesses & your company.

**Event Supported by:**

Ministry of Tourism &amp; Antiquities

Ministry of Industry &amp; Trade

Ministry of Agriculture

Jordan Hotels Association

Jordan Restaurants Association

General Syndicate for Bakery Owners

Jordan Chef Association

**About the organizers:**

**Hospitality Services S.A.R.L** is a Lebanese organizing company for *Horeca* which is a distinguished international exhibition and event that occurs annually.

Based on a license agreement with SARL, **HORECA JORDAN** will be organized by the industry expertise **ExpoJordan** in Partnership with **Lawrence & Hussein** Consult.

**Lawrence & Hussein Consult** is an event management and marketing consultation company with more than 15 years expertise in the organization of local and international conferences, seminars, corporate events and exhibitions that cover an array of sectors and industries.

[www.lawrenceconferences.com](http://www.lawrenceconferences.com); <https://www.facebook.com/LawrenceHusseiniConsult>

**ExpoJordan** is one of the leading exhibitions and Trade Fairs Company in the Middle East. For more than 17 years, **ExpoJordan** has been assisting wide businesses within the industry in order to develop and grow.

<https://www.facebook.com/pages/ExpoJordan-LLC/307676515944937>

**About HORECA LEBANON**

More than 21 years ago, *Horeca* challenged itself to do what no one else had ever imagined before: persuade chefs to step out of their culinary arenas and demonstrate their incredible talent to the whole world. *Horeca* is the region's largest hospitality exhibition. It serves as an annual meeting place for both the Hospitality and Food & Beverage Service Industries both within and beyond the Middle East region. *Horeca* 21st edition is organized by *Hospitality Services* that was founded in 1993.

**Exhibition Profile & sectors participating:**



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**upermarkets, kitchens and other equipments s, fresh fruits & vegetables**

**fixtures & designs t**

**, uniforms, linens & guest amenities try**

**i technology oducts**

**nt offices oducts**

**od & diet products**

**; recruiting & franchise oducts**

**taurants & cafes & canned foods**

**i maintenance**

**en, cured meats & cold cuts eryl, biscuits, pastries & chocolate**

**airy products i pastry products**

**ea**

**Visitors include Buyers, decision makers and staff from:**

**orts/spa and furnished apartments**

**ts and similar establishments architects, designers and consultants**

**and management companies agement schools & universities**

**stry and patisserie shops ublic institutions**

**:rt and retail chains**

**nt and supermarket chains**

**al and independent caterers**

**Media Coverage:**



This event will be widely covered by the most popular Regional & local media: including newspapers, magazines, social media, electronic sites and TV stations. The coverage during the Conference will offer sponsors regional exposure on Jordan TV, Ro'ya TV as well as satellite regional stations such as Dubai TV, ANB, Rai TV, Kuwait TV, Nile TV, Morocco TV, Iraqy TV s .....and others.

Newspaper & magazines Adverts , press releases , newsletters , will be published in the local newspapers, regional newspapers and electronic websites.

**Special Media & Social Media coverage for the main sponsors.**

Being the leaders in this field, interested companies may seize this opportunity either by participating as **Exhibition:**

The exhibition will be dedicated to showcase the latest products, services and technologies.

**\$ 260 per SQM / space only (Minimum space to be booked is 12 SQM)**

**Prices above excluding 16 % tax**

\* Partitions Octanorm rental , Upgrading your stand and special booth design with extra charges, booth rental , can be constructed and designed by our official contractor B-Design.

Please contact Abdullah from B-Design: [exhibition@bdesigngroup.net](mailto:exhibition@bdesigngroup.net) or contact us

**Sponsorship Opportunities:**

Being the leaders in this field, interested companies may seize this opportunity by choosing one of the sponsorship packages.

Sponsorship categories are: Strategic Partner (1 package available only), Diamond, Platinum, Telecom Partner, Gold, Silver, Bronze, Official Bank ...etc

Don't miss this opportunity & be one of the exhibitors in HORECA JORDAN 2015, your participation will open wide doors of opportunities in this potential region.

**HOTEL RESERVATIONS**

The exhibition venue will be at The Grand Hyatt Hotel/Zara Expo ..

For hotel special discounted rates for exhibitors and visitors. Please contact us or book at the hereunder link Grand Hyatt hotel is our venue hotel ;

Please book through the website provided:

[www.hyatt.com/hyatt/index.jsp](http://www.hyatt.com/hyatt/index.jsp) , special rates & enter the code "G-HR20" under Corporate or Group Code Or [www.horeca-jordan.com](http://www.horeca-jordan.com)

- For more information please check the link below

Hotel reservations' cut of date will be on the 30<sup>th</sup> of August, 2015

For more information kindly check the exhibition's website;

[www.horeca-jordan.com](http://www.horeca-jordan.com)

<http://www.hospitalityservices.com.lb/en/Publications-HORECA-Jordan>

<https://www.facebook.com/horecajo>

If you are willing to discuss cooperation and more details, please feel free to contact us anytime on the below hereunder numbers.

**Ghada Abu Sitta, Lawrence & Hussein Consult**

+962-6-4642501, 2, 3 / [admin3@lawrenceconferences.com](mailto:admin3@lawrenceconferences.com)

We are looking forward to your response

Best Regards

**Thuraya Hussein**

**Lawrence & Hussein Consult**

**Chairperson & CEO**

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Horeca website ; [www.horeca-jordan.com](http://www.horeca-jordan.com)

Website : [www.lawrenceconferences.com](http://www.lawrenceconferences.com)

