



**FOOD AND
HOSPITALITY
OMAN 2013**

Ufi
Approved
Event

8th International Exhibition of Food & Beverage, Food Processing Technology, Kitchen & Catering Equipment, Packaging Systems, Hotel Supplies & Related Services



The Biggest Event
in Oman for the Food and
Hospitality Sector

2-4 September 2013

Oman International Exhibition Center
Muscat, Sultanate of Oman

www.foodandhoteloman.com

About Food & Hospitality Oman 2013

Food & Hospitality Oman showcases a varied display of food and beverage, hotel equipment and supplies, kitchen and catering equipment, food packaging products, and food processing technologies.

Food & Hospitality Oman, formerly Food & Hotel Oman, was rebranded to reflect the emerging hospitality and tourism market in Oman and in the Middle East region.

It serves as an effective platform to:

- Obtain information about the fast-growing real estate, residential and construction sectors as well the food service industry
- Source unique products services
- Identify new business opportunities
- Expand business networks

An Overview of Oman's Food Industry



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 livestock are among the items that Oman imports from the UAE, Japan, the UK and the US—the country's main source of imports.

The increased purchasing power of the Omani population has resulted in the growth of the food market. This has also resulted in the growth of hypermarkets in the last few years. Currently, regional and international chains have been entering the market, while Muscat-based chains have been expanding to other parts of the country.

An Overview of Oman's Hospitality Industry



Oman's tourism and hospitality industry is seen to grow significantly, owing to the growing number of billion-dollar hotel and resort development projects all over the country.

The government's Five-Year Plan (2011-2015) focuses on intensifying tourism promotion programs and plans that include the construction of billion-dollar hotel properties, tourist resorts, hospitality schools, and developing the country's infrastructure. The plan's strategy calls for a 3% GDP contribution, which is double the 2010 figure. The completion of new hotels and resorts and Muscat International Airport are likely to contribute to the growth in tourism arrivals.

Projects are expected to raise GDP by 20%

Oman Report 2012, Oxford Business Group

The number of 3-, 4-, 5-star hotel rooms are expected to grow by about 5,000-6,000 by 2015.

Cluttons

There will be a 38.7% increase in tourist arrivals to Oman, to 1.45 million, and a near doubling of tourism spending, to US\$2.96 billion, by end-2017.

BMI forecast

The percentage distribution of travel and tourism to the Sultanate's GDP is expected to rise from 6.7% in 2009 to 9.9% by 2019.

World Travel and Tourism Council



Food & Hospitality Oman showcases an expansive range of the latest food & beverage products, food processing technology, kitchen & catering equipment, packaging systems, hotel supplies, & related services & technology for hospitality operations.

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



And will give you a chance to meet your targeted buyers:

- 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



Your Gateway To Doing Business in Oman

Oman is among the few countries in the world that are considered ideal for long-term investments. It is marked by modern infrastructure, a strong industrial base, a liberal investment environment, an export-oriented economy, a stable government with transparent corporate governance, the presence of institutions that protect investors and ensure their access to the market, and laws and regulations that encourage enterprise.

Why Exhibit

Introduce new products or services to a market that is actively sourcing new products

- Develop your company's brand and penetrate an increasingly growing market
- Meet thousands of qualified buyers and trade visitors from various hospitality segments
- Enhance your relationships with current customers
- Be close to your competitors
- Provide education to the visitors
- Expand business networks

Full return on your investments!

- Meet with the industry people all in one place, including competitors and prospective buyers.
- Get the chance to experience face-to-face communication with potential customers, where you will get immediate results and sales not easily achieved through telephone or email.
- You will have the opportunity to showcase your products firsthand to visitors.

The Most Beneficial Sponsorship Opportunities

To maximize the impact of your participation, Food & Hospitality Oman 2013 offers a wide range of sponsorship opportunities that will give you a sure edge over your competitors and further boost your company's presence in the local, regional and global markets.

- ❑ Restaurant/Café Sponsorship
- ❑ Visitor Bag Sponsorship
- ❑ Visitor Badge Sponsorship
- ❑ Show Catalogue Sponsorship
- ❑ VIP Lounge Sponsorship
- ❑ Floor Plan Sponsorship
- ❑ Lanyard Sponsorship
- ❑ Registration Area Sponsorship

Contact us today for more details on each sponsorship opportunity as well as the benefits that you will be entitled to as a Valued Sponsor of **Food & Hospitality Oman 2013**.

Contact Person: Ammar Ahmad
Mobile: +968 92597610
Email: foodhotel@omanexpo.com

BOOK YOUR STAND TODAY!



Space Only: **US\$ 315 / RO 120**

(PER SQUARE METER)

This consists only of bare floor space for those exhibitors who want to design and build their own stand.



Shell Scheme: (12 sqm) **US\$ 380 / RO 145**

(PER SQUARE METER)

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

For more information, contact:

T: +968 92597610
E: ammar.ahmad@omanexpo.com

About the Organizer

Omanexpo is the pioneer event management company in Oman and the Sultanate's leading organizer of major trade shows, exhibitions and conferences. Its primary objectives are to effectively connect buyers and traders, promote business and trade involving local and international companies, and facilitate the introduction of new products, equipment and technologies into the market.

Its events have been specially developed to support the continued growth of various types of industries that include: Automotive, Building and Construction, Food, Health and Medical, Hotel and Hospitality, and Oil and Gas.



Omanexpo is active in the global exhibition industry as a member of UFI-The Global Association of Exhibition Industry and the International Association of Exhibitions and Events (IAEE).



Head Office:

1st Floor, SABCO Building, Wattayah,
Muscat, Sultanate of Oman
P.O. Box 20, Postal Code 117
Tel: +968-24660124 | Fax: +968-24660125 /126
Email: info@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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