

5th EDITION

OMAN HORECA^{ME}

OMAN'S PREMIER FOOD AND HOSPITALITY EVENT

14-16 SEP 2026

11 AM - 7 PM



OMAN EXHIBITION & CONVENTION CENTRE

GAIN ACCESS TO OVER 8,000 INDUSTRY PROFESSIONALS | **MEET** FACE-TO-FACE WITH YOUR CLIENTS | **GENERATE** SALES LEADS AND ENTER NEW EXPORT MARKETS

AN EVENT BY

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ABOUT HORECA OMAN

HORECA Oman introduces key buyers to the country's hospitality, food and beverage sections through an exhibition showcasing the latest products, services, equipment and technologies. Besides serving as a business platform, it highlights young talent through various culinary competitions. The event also features live cooking demonstrations, networking sessions and panel discussions with industry leaders and specialists.



HIGHLIGHTS



Valuable insights from hospitality experts on trends, opportunities and more during a series of exciting discussions.



Around 200 of the most promising chefs will experience three days of intense competition to become stars of the future through a series of live cooking and display challenges.



Junior hospitality students from leading hotel management universities will compete in a series of challenges.



Participants will demonstrate their skills in guest interaction, service techniques and overall presentation, reflecting international service standards.



The Mocktail Competition will offer participants the chance to showcase their creativity in preparing non-alcoholic cocktails and innovative drinks.



With the title of Best Barista in Oman up for grabs, the Barista Competition will bring together the country's leading baristas. This competition is endorsed by SCA, and the winner will represent Oman in the selection for the World Championship.



Fusing coffee and art, the Latte Art Competition will showcase participants' technical skills as they craft milk-based coffee beverages. The competition is endorsed by SCA, and the winner will represent Oman in the selection for the World Championship.



Professional housekeepers will showcase their precision in making the perfect bed during the third edition of the Bed Making Competition.

BECOME AN EXHIBITOR

SHAPE THE FUTURE
OF YOUR BUSINESS

STAND PARTICIPATION

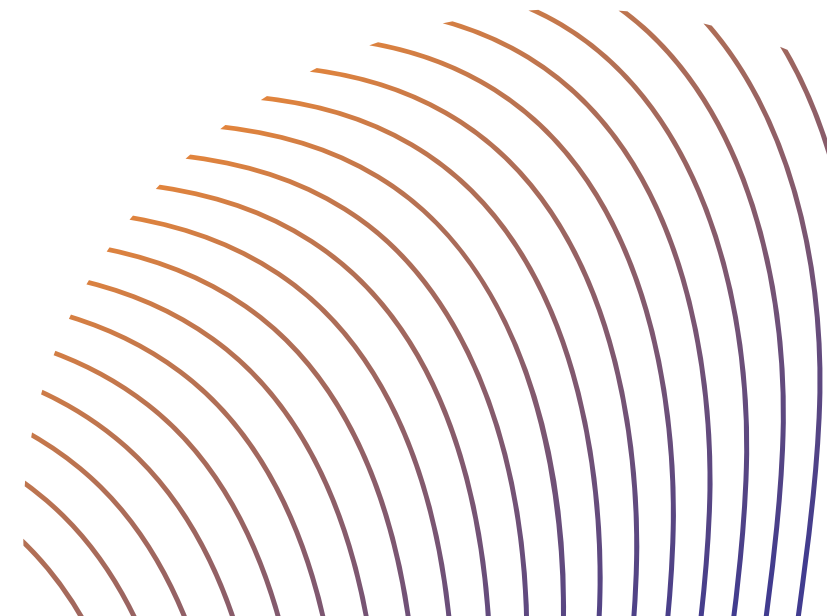
Upgraded shell scheme special USD 380 per sqm + VAT (includes carpeting, wooden wall, signboard, stand number, lighting, 1 table, 2 chair and 13A electricity socket / 9 sqm)

SPACE ONLY USD 300 per sqm + VAT (minimum area 48 sqm)

MAXIMIZE YOUR VISIBILITY

DISCOVER OUR SPONSORSHIP OPPORTUNITIES

Raise your company's profile, increase brand awareness and generate new business by becoming an HORECA Oman sponsor. Select from the wide range of sponsorship and advertising packages by visiting horecaoman.com or by sending email to sales@horecaoman.com



EXHIBITOR PROFILE

- Bakery and patisserie products and equipment
- Bar and café supplies and equipment
- Canned and preserved goods
- Catering equipment
- Chocolate, confectionery, biscuits and pastries
- Cured meats and cold cuts
- Dairy products
- Delicatessen products
- Diet food products
- Dried foods
- Food processing equipment and technologies
- Fresh fruits and vegetables
- Fresh meat, poultry and seafood
- Frozen products
- Organic food
- Packaging and labeling materials and equipment
- Coffee and tea
- Tableware, uniforms, linens and guest amenities
- Consultancy, recruitment and franchising
- Technology

VISITOR PROFILE

- Baristas, bartenders and mixologists
- Bar, café, club and restaurant managers and owners
- Bakery and deli managers and owners
- Café, hotel, restaurant and supermarket chains
- Catering companies
- Culinary schools and institutes
- Fast food establishments
- Hotel consultants
- Executive and sous chefs
- Food and beverage managers
- Franchise and management companies
- Hospitality schools and institutes
- Hotel managers
- Hotel management companies
- Housekeeping managers
- Hypermarket managers
- Individual retailers and retail chains
- Operations managers
- Purchasing managers
- Resort and spa managers and owners

WHAT IS HORECA?

Over the years, HORECA has evolved.

Considered a vital gateway for industry leaders to network and do business, the exhibition showcases products and services from leading hospitality and foodservice companies, bringing together international chefs and experts, mixologists, restaurateurs, producers, distributors and industry leaders.

The eagerly anticipated event spotlights the latest trends, innovations and market solutions, and hosts live cooking demonstrations, culinary, bar and hospitality competitions, panel discussions and networking sessions with the region's top players.

In parallel, HORECA provides a platform for young talents to showcase their skills in a variety of competitions that reward creativity and excellence across the different layers of the industry.

Established in Lebanon 30 years ago, the HORECA brand has grown, with annual events in Beirut, Riyadh, Kuwait, Amman and Muscat.



THE VENUE

The Oman Convention & Exhibition Centre is located four kilometers from Muscat International Airport. It has five exhibition halls, comprising 22,396 square meters of column-free exhibition space.

It also features 20 meeting rooms; a grand ballroom, seating up to 1,100 guests; a junior ballroom, seating up to 540 guests; 10 hospitality suites; and a VIP Pavilion. In total, the center has over 55 meeting areas as well as a multi-story car park, which can accommodate 4,000 vehicles.

The center's fully integrated precinct includes the five-star JW Marriott Hotel and the Crowne Plaza Hotel, a business park and a nature reserve.



OMAN CONVENTION
& EXHIBITION CENTRE

AN OVERVIEW OF OMAN'S HORECA INDUSTRY

Oman's hospitality and tourism industries have seen remarkable growth over the past decade, owing to the steady stream of investment in the sector that has contributed substantially to the rising number of billion-dollar hotel and resort development projects across the country. According to real estate advisory firm Cavendish Maxwell, Oman will have an additional 9,600 hotel rooms by 2030.

**“FOOD CONSUMPTION IN OMAN IS EXPECTED TO
GROW AT A CAGR OF 4.6 PERCENT ANNUALLY.”
(ALPEN CAPITAL ME LIMITED)**



A LUCRATIVE MARKET FOR INTERNATIONAL F&B COMPANIES AND FOOD SERVICE SUPPLIERS

Oman ranks among the fastest-growing markets for international foodservice suppliers and remains a prime destination for expansion. With over 80% of its food supply imported, the Sultanate offers an open and attractive market for international café and restaurant suppliers, hypermarket chains and food and beverage franchises.

Oman's foodservice market was valued at around USD 1.63 billion in 2025 and is expected to grow to about USD 1.74 billion in 2026, with a projected compound annual growth rate of over 7% through the end of the decade. Regional industry forecasts estimate that Oman will witness one of the highest food consumption growth rates in the GCC at around 3.8% between 2024 and 2029, reflecting rising demand driven by population growth, tourism growth and evolving consumer preferences.

TOURISM AS A KEY DRIVER OF FOOD DEMAND AND SERVICES

The Oman Tourism Strategy 2040 aims to:

- Attract more than five million international visitors by 2040 and develop 50,000 additional hospitality keys, 85 percent of which will be in large and mega resorts
- Employ over 500,000 people with the creation of direct and indirect jobs, increasing the contribution to GDP by 10 percent
- Boost tourism by spending around USD 50 billion on building a capital-intensive infrastructure pipeline geared toward accommodation, hospitality projects and similar activities, making Oman a top destination for leisure and business travelers.

INDUSTRY NEWS

- Hotel revenues in 2025 grew strongly, with over OMR 193 million in the first nine months, up 18% year-on-year.
- Hilton Hotels & Resorts opened three new hotels in the Barr Al Jissah area of Muscat in early 2026, boosting international brand presence in Oman.
- Hilton Hotels & Resorts' footprint in Oman has doubled with signings for Waldorf Astoria, Hilton and DoubleTree properties — including the Sultanate's first Waldorf Astoria.
- Additional hotel groups like Louvre Hotels Group are expanding with new properties planned in Muscat and along the coast.
- Oman plans to add 9,600 hotel rooms by 2030, a 25% increase in total inventory over 2020s figures.
- Forecasts indicate 35 new hotels/resorts by 2030, supporting tourism targets tied to Oman Vision 2040.
- Hotels announced or under development in 2025–2026:
 - Royal Tulip Taqah Beach Resort – Luxury beachfront concept under Louvre Hotels Group planned for 2026.
 - Tulip Hotels & Residences at The Village Muscat – Upscale property planned in Muscat through Louvre Hotels Group expansion.
 - Swiss-Belhotel Nizwa – Upscale hotel entering Nizwa (planned Q2 2026).
 - New Anantara resort (Bandar Al Khairan, Muscat) – Part of international brand expansion targeted for 2026.
 - Nobu Hotel & Restaurant Muscat – Combines hotel + signature Nobu restaurant concept planned at Yitti Beach (opening date in 2025/2026 timeframe).



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