



EXHIBITIONS COVERAGE

# POST-SHOW REPORT 2025

Hospitality Salon Culinaire  
HORECA Barista Competition  
Mocktail Competition  
Pastry Show  
The Competition  
The Talks



# GENERAL INFORMATION

3 successful exhibitions under one roof

## SHOW'S NAME

### HORECA Riyadh

The biggest international Food, Beverage & Hospitality exhibition in Saudi Arabia

### HOST Arabia

The leading trade fair dedicated to the world of Catering & Foodservice

### Salon du Chocolat et de la Pâtisserie

The world's largest Chocolate Show

## VENUE



**Riyadh Front Exhibition & Conference Center**  
Saudi Arabia

## TOTAL EXHIBITION SPACE



**+50,000 sqm**  
Exhibition space

## FREQUENCY



**Annually**  
3 Days exhibition

## Organized by



[www.semark.com.sa](http://www.semark.com.sa)

Host Arabia Co-organized by



Salon du Chocolat et de la Pâtisserie  
Co-organized by



# ABOUT THE EXHIBITIONS

The HORECA Riyadh, HOST Arabia, and Salon du Chocolat et de la Pâtisserie exhibitions were held concurrently in Saudi Arabia on December 15–17, 2025. This unified event brought together leading professionals and stakeholders from the food, hospitality, restaurant, chocolate, and equipment sectors, creating a premier destination for the industry under one roof.

As a comprehensive platform, the co-located exhibitions showcased the latest products, innovations, and solutions driving the food and service sectors forward. The event provided extensive opportunities for networking and partnership building between local and international companies, fostering a high-level exchange of expertise among exhibitors, visitors, and industry specialists.

This report provides a detailed overview of the combined event, highlighting key activities, analyzing participation and attendance levels, and assessing how the exhibitions achieved their collective objectives and impacted the Saudi Arabian food and hospitality landscape.

# HEADLINE STATS



**60,000+**  
Professional VISITORS



**600+**  
COMPANIES Exhibited



**47**  
COUNTRIES Represented



**24,500**  
BRANDS Displayed



**17**  
International PAVILIONS



**33**  
SPEAKERS in The TALKS



**93**  
PARTICIPANTS in Hospitality Salon Culinaire



**11**  
BARISTAS in HORECA Barista Competition



**10**  
PARTICIPANTS in Mocktail Competition



**19**  
WORKSHOPS in Pastry Show



**73**  
PARTICIPANTS in The Competition

# HORECA RIYADH

As the premier international food, beverage, and hospitality exhibition in the region, HORECA has established itself as an essential annual fixture across Lebanon, Jordan, Kuwait, Oman, & Saudi Arabia.

The Riyadh edition serves as a comprehensive business hub, attracting a diverse array of local and international exhibitors and trade visitors. Beyond its commercial significance, the exhibition fosters industry excellence through a curated program of activities, including professional workshops, the culinary art show, and high-stakes barista and mocktail competitions, making it the primary meeting point for the foodservice and beverage sectors.



# SALON DU CHOCOLAT ET DE LA PÂTISSERIE

Salon du Chocolat et de la Pâtisserie Riyadh is a world-class event dedicated to the artistry and passion of the chocolate and pastry industries. Since its prestigious founding in Paris in 1994, the exhibition has evolved into a global phenomenon, establishing a presence in major cities including New York, Tokyo, London, Brussels, Cologne, Lyon, Moscow, Shanghai, Marseille, Zurich, Cannes, Bordeaux, Monaco, Milan, Hong Kong, Beirut, and Dubai.

As the definitive reference for chocolate enthusiasts and professionals alike, the Riyadh edition offers a unique sensory experience. It invites visitors to explore curated exhibitions, engage in exclusive masterclasses with world-renowned pastry chefs, and discover the latest global trends in the confectionery arts, celebrating both traditional craftsmanship and modern innovation on a grand scale.



# HOST ARABIA

HOST Arabia is the definitive B2B exhibition for the catering and foodservice sectors in Saudi Arabia, serving as a vital nexus for global brands, innovative technologies, and key decision-makers.

Drawing upon the prestigious legacy and proven success of Host Milano, the event provides an unparalleled gateway into the Kingdom's rapidly expanding hospitality market. It is designed to facilitate high-level networking and strategic partnerships, offering a sophisticated platform where international expertise meets the dynamic demands of the Saudi Arabian foodservice industry.



# EXHIBITORS PROFILE



**34%**  
INTERNATIONAL Exhibitors



**66%**  
NATIONAL Exhibitors



**82.5%**

Companies re-signed their contracts during the exhibition



**4.3** BILLION

Around 4.3 billion riyal was the total value of business deals signed during the exhibition

## REPRESENTS NUMEROUS PRODUCT & SERVICE CATEGORIES

### HORECA RIYADH



**35%**  
Food Products & Frozen Food



**11%**  
Water, Juice & Syrups



**13%**  
Tea & Coffee Products



**10%**  
Meat, Chicken & Seafood



**3%**  
Fruits & Vegetables



**9%**  
Hospitality Services



**4%**  
Rice, Nuts & Spices



**5%**  
Dairy Products



**10%**  
Bakery & Ice Cream

### HOST ARABIA



**33%**  
Food Services, Kitchens, Equipment & Machines



**28%**  
Bar, Coffee Equipment & Machines



**4%**  
Furniture, Restaurants & Cafes Decoration



**11%**  
Catering Equipment & Tableware



**7%**  
Technology, Services & Logistics



**12%**  
Packaging & Plastic Products



**5%**  
Vending Machine, Bakery & Pizza Equipment

### SALON DU CHOCOLAT ET DE LA PÂTISSERIE



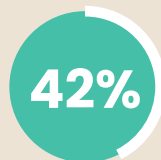
**45%**  
Chocolatiers & Brands



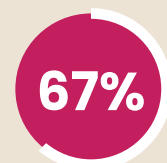
**45%**  
Bakery & Sweets



**10%**  
Pastry Equipment



Introduced new products into the market



Evaluate the potential demand for new products

# EXHIBITORS SURVEY



## How would you rate the exhibition management?

84% of exhibitors rated the Exhibition Management as "Very Good" or "Good"



## How would you rate the number of visitors?

90% of exhibitors were satisfied or very satisfied with the number of visitors



## How would you rate the quality of visitors?

93% of exhibitors were satisfied or very satisfied with the quality of visitors at the show



## How would you rate the nature on your investment in exhibition?

92% of exhibitors were satisfied with the nature of this investment



## Given the above reasons to exhibit, how satisfied were you with the exhibition?

89% of exhibitors were satisfied or very satisfied with the exhibition overall

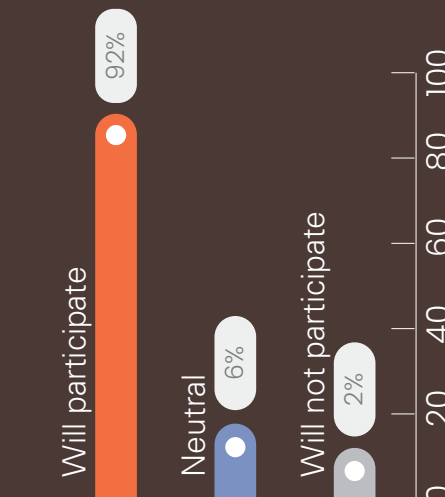
## HOW DO THE EXHIBITORS RATE THE EXHIBITION OVERALL?



## WHAT ARE YOUR TOP FOUR REASONS TO EXHIBIT?

- 1 Increasing product sales and brand awareness
- 2 Meeting existing customers or suppliers and networking
- 3 Generating high value sales leads
- 4 Find a distributor / dealer / importer

## DO EXHIBITORS INTEND TO PARTICIPATE THE NEXT EDITION?



**93%**  
OF EXHIBITORS

93% of exhibitors said that they were satisfied with the quality and number of visitors to the show.



**90%**  
OF EXHIBITORS

90% of exhibitors said that they will participate in the exhibition 2026 edition

SHOW FEATURES

# SAUDI ELITE CHEFS COMPETITION

The Saudi Elite Chefs competition by the Culinary Arts commission is designed to support and empower talented Saudi chefs, fostering a spirit of competition among the nation's top culinary professionals.



SHOW FEATURES

## HOSPITALITY SALON CULINAIRE

Over three days of intense live cooking challenges, elite chefs demonstrated exceptional skill and creativity. The event successfully highlighted the industry's rising stars and celebrated the future of culinary excellence.



### PARTICIPANTS

93 elite chefs from various countries showcased their mastery across three days of live challenges.



### OFFICIAL JURIES

A panel of 10 world-class international judges presided over the rigorous evaluation process.



### COMPETITIONS

83 individual contests were held across 11 specialized categories to crown the industry's rising stars.



## COMPETITION RESULTS

<b>GOLD MEDAL</b>	<b>SILVER MEDAL</b>
<b>4 Winners</b>	<b>8 Winners</b>
<b>BRONZE MEDAL</b>	<b>MERIT CERTIFICATES</b>
<b>41 Winners</b>	<b>37 Certificates</b>

## SHOW FEATURES

# HORECA BARISTA COMPETITION

The event showcased the incredible talents of Saudi Arabia's top baristas. Uniting participants from leading cafes and hotels, the competition proved to be a thrilling display of coffee mastery and technical precision.



## BARISTAS

11 elite baristas competed to showcase the highest standards of coffee mastery in Riyadh.



## OFFICIAL JURY

7 world-class judges presided over the event, evaluating technical precision and flavor.



## WINNERS

3 outstanding champions were recognized for their excellence in the art of coffee preparation.

## COMPETITION WINNERS

### GOLD MEDAL

**Taha Mahmoud**  
Ada Cafe

### SILVER MEDAL

**Ahmed Ezz**  
Nine Two Nine Coffee  
Roastery

### BRONZE MEDAL

**Acep Saepulloh**  
Hjeen Coffee Roaster



## SHOW FEATURES

# MOCKTAIL COMPETITION

Participants competed head-to-head to craft innovative mocktails featuring bold flavor profiles and stunning presentations. The event successfully pushed the boundaries of modern beverage artistry.



## PARTICIPANTS

10 talented mixologists showcased the future of non-alcoholic beverage design.



## EXPERT JURIES

4 world-class industry experts evaluated entries on innovation and flavor.



## WINNERS

3 outstanding winners were recognized for their mastery in beverage artistry.

## COMPETITION WINNERS

### GOLD MEDAL

**Karthi Rajendran (WS)**  
The Red Sea Edition

### SILVER MEDAL

**Muhammed Ayyaz**  
Business Gate for Hotel  
Management

### BRONZE MEDAL

**Rodney Genodia**  
Radisson Blu Hotel & Convention  
Center, Riyadh Minhal



## SHOW FEATURES

# PASTRY SHOW

Leading chefs and chocolate specialists delivered a series of interactive masterclasses. These sessions provided visitors with an unparalleled opportunity to learn directly from world-renowned experts in chocolate and pastry.

pastry  
show



### WORKSHOPS

19 interactive masterclasses were led by world-renowned experts in chocolate and pastry.



### EXPERTS

The sessions featured leading chefs and chocolate specialists from around the globe.



### SKILL SHARING

Visitors gained unparalleled hands-on learning opportunities directly from industry masters.



## SHOW FEATURES

# THE COMPETITIONS

The event featured a series of extraordinary challenges, including the Chocolate Cake Creation and Confectionery Design competitions. We were proud to honor and award our talented professionals, celebrating the exceptional skill and artistry they brought to the stage.

the competitions



### PARTICIPANTS

73 professionals showcased their skill and artistry across "The Competitions."



### JUDGES

7 world-class judges from around the globe presided over the event.



### CATEGORIES

Professionals competed in 12 categories, showcasing diverse skills in pastry and chocolate.

## COMPETITION RESULTS

GOLD MEDAL

13 Winners

SILVER MEDAL

19 Winners

BRONZE MEDAL

16 Winners

MERIT CERTIFICATES

13 Certificates

## AWARD WINNERS

### TRIP TO PARIS

Hamza Mighri  
Butterfly

Abdul Razak Mahmoud Abozamer  
Damascus Gate Entrance Company



CONFERENCE

# THE TALKS

More than 9 specialized talks featured over 33 expert speakers who addressed the latest trends and challenges within the hospitality and foodservice industries. The conference served as a vital platform for professional dialogue and industry innovation.

# The TALKS



## SPEAKERS

33 industry experts from the hospitality and foodservice sectors shared their insights.



## SESSIONS

9 specialized sessions were held across the three-day conference at the exhibition.



## ATTENDEES

Over 700 professionals attended "The Talks" to engage with global industry leaders.



# VISITORS OVERVIEW

Over 60,000 visitors networked and discovered new products and opportunities at the exhibition over the three days. There was strong support from local visitors and significant attendance from interstate and international buyers.

Note, exhibitors are not included in these figures although they often conduct significant business with other suppliers at the show.



## HOW DO THE EXHIBITORS RATE THE EXHIBITION OVERALL?

**89%**

### Visitors evaluation of the show

89% of visitors who agree that this event is fully representative of the industry

**91%**

### Level of purchase influence

91% of visitors said they have some influence in the purchase of products for their business

**93%**

### Source of information

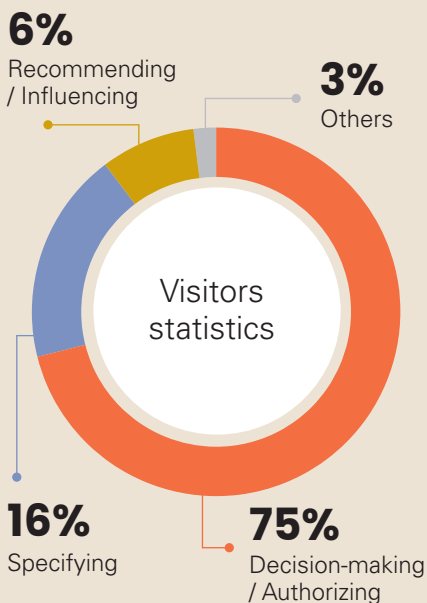
93% of visitors said trade shows are the most credible source of information for purchasing products and services

**90%**

### Reason to visit

90% of visitors said it was very important or important for them to find new products & suppliers for their business at the show

## VISITORS ROLE IN DECISION-MAKING



# SPONSORS & PARTNERS

The show could not have been delivered without the support of our sponsors & partners

## STRATEGIC PARTNER

هيئة فنون الطهي  
Culinary Arts Commission



## HOST ARABIA SUPPORTED BY



## DIAMOND SPONSOR



## GOLD SPONSORS



## OFFICIAL DRINK SPONSOR



## HOSPITALITY SALON CULINAIRE SPONSORS



## BARISTA COMPETITION SPONSORS



## MOCKTAIL COMPETITION SPONSORS



## PASTRY SHOW SPONSORS

## CULINARY COMPETITIONS ENDORSED BY



## THE COMPETITIONS SPONSOR



## CUSTOMIZED ACTIVITIES



## EQUIPMENT SPONSOR



## VIP LOUNGE SPONSOR



## MEDIA PARTNERS



## ORGANIZED BY



## HOST ARABIA CO-ORGANIZED BY



## SALON DU CHOCOLAT ET DE LA PÂTISSERIE CO-ORGANIZED BY



## HORECA RIYADH LICENSE



## HOST ARABIA LICENSE



HORECA is organised by Semark based on a license agreement with Hospitality Services SAL organizer of HORECA long established international exhibition and event.

# ABOUT ORGANISER



**SEMARM**  
GROUP



[www.semarm.com.sa](http://www.semarm.com.sa)

## SAUDI EVENT MANAGEMENT & MARKETING COMPANY

SEMARM Group was established in 2009, A leading company that offers fully integrated exhibitions, events, stand contracting & marketing solutions. Along its years of experience, SEMARM Group developed several departments to be able to fulfill all its exhibitors' desires in all categories that work alongside with the exhibitors, that's why we created:

**SEMARM**  
EVENTS

**SEMARM**  
EXHIBITIONS

**SEMARM**  
MARKETING  
SERVICES

**SEMARM**  
STAND  
CONTRACTING

**SEMARM**  
GIVEAWAYS  
& TROPHIES



[www.semarm.com.sa](http://www.semarm.com.sa)

**+966 920 003 361**

Al-Ta'awun Commercial Center, P.O.Box 12476 - 4407,  
Riyadh - Kingdom of Saudi Arabia

## SEMARM TEAM



# ONE DESTINATION THREE EXTRAORDINARY EXHIBITIONS

JOIN THE ELITE GATHERING OF INDUSTRY LEADERS AND INNOVATORS THIS DECEMBER 2026

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

THE BIGGEST INTERNATIONAL FOOD, BEVERAGE  
& HOSPITALITY EXHIBITION IN SAUDI ARABIA



**HORECA**  
RIYADH



2<sup>ND</sup> EDITION

THE LEADING TRADE FAIR DEDICATED TO  
THE WORLD OF CATERING AND FOODSERVICE

**host** | **Arabia**  
INTERNATIONAL  
HOSPITALITY  
EXHIBITION

[www.hostarabia.com.sa](http://www.hostarabia.com.sa)

THE WORLD'S LARGEST  
CHOCOLATE SHOW

4<sup>TH</sup> EDITION

**SALON DU CHOCOLAT**  
ET DE LA PÂTISSERIE | **RIYADH**



[www.salonduchocolat-ksa.com](http://www.salonduchocolat-ksa.com)

**7 | 8 | 9 DECEMBER 2026**

RIYADH FRONT EXHIBITION & CONFERENCE CENTER

**SAUDI ARABIA**

FOR MORE DETAILS, CONTACT US:



+966 920 003 361



[info@semark.com.sa](mailto:info@semark.com.sa)

ORGANIZED BY



SEMARK  
GROUP

[www.semark.com.sa](http://www.semark.com.sa)



HOST ARABIA CO-ORGANIZED BY



FIERA MILANO

SALON DU CHOCOLAT ET DE LA  
PÂTISSERIE CO-ORGANIZED BY

**Hospitality**  
SERVICES