

SIEL ALGERIA **HORECA** 2021 EXPO

1 – 4 / 12 / 2021 | Centre International de Conférences d'Alger

14th International Exhibition of Equipment and Services for Hotels, Restaurants and Communities in Algeria



Book your stand now ➔ www.horecaexpodz.com

by **EASYFAIRS**

SIEL HORECA Expo 2021 by Easyfairs!

SIEL HORECA Expo 2021 is the annual international gathering of all the Algerian professionals from the Hotel and Restaurant sector. This event is now organized from this year by Easyfairs, a global leader in the organization of tradeshow (+200 shows/year in 14 countries). We organize several Hotel & Restaurant shows across Europe such as : HORECA Expo (Belgium), Restaurang Expo (Sweden), Fastfood & Café (Sweden), Bakkersvak (Netherlands), Saveurs & Métiers (Belgium), FFC & Ravintola. (Finland). We are now injecting our experience and energy in HORECA Expo Algeria a country that has one of the fastest growing hospitality sector in the world !

6 universes covering 30 sectors



Design & hospitality:

Decoration, furniture, accessories, textiles, fragrances, tableware, clothing...



Kitchen hardware:

The latest and most innovative products in high-tech stoves and professional kitchen equipment as well as consumables.



Food & beverage:

Food ingredients, cooking techniques, finished food products, table drinks, coffee, tea, desserts and consumables.



Technology & Infrastructure:

Access control, Security, surveillance, reservation, invoicing software, cash and staff management, domotics, A/V, sound & lighting.



Franchises & services:

International fast food & slow food franchises, Training, recruitment, banking, insurance, auditing,...



Wellness & sport:

Wellness equipment, SPA, thalassotherapy, bathrooms, sport equipment, swimming pools, aesthetic equipment, treatments, as well as hygiene and body care products

Why Exhibit on SIEL HORECA Expo 2021

SIEL HORECA Expo 2021 by Easyfairs is the benchmark fair for all decision makers from the Algerian HORECA sector. The show is organized in a unique context as the Algerian government is now actively promoting the hospitality and touristic sector. In Dec. 2019, +2300 new touristic projects accounting for more than 300.000 new beds have been approved by the Algerian Ministry of Tourism.

This is a unique opportunity to:

- ▶ Position your company in a high-growth market.
- ▶ Inspire professionals with your products & innovations
- ▶ Being in front of decision-makers, buyers, distributors, chefs...
- ▶ Identify new partners and distributors
- ▶ Meet the greatest experts in the sector.
- ▶ Be at the heart of the Algerian HORECA by developing your professional network

The visitors of SIEL HORECA Expo are:

SIEL HORECA Expo by Easyfairs attracts every year over 5000 professionals such as: chefs, restaurant owners, hotel owners, hotel managers, tourist resorts, architects, decorators, investors, coffee makers, community managers, design offices, installers.

SIEL HORECA Expo by Easyfairs is also the hub for HORECA trends and innovations. Ephemeral hotels and restaurants, showrooms, studios, conferences, master classes and competitions ... are planned to be organized.



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Full and experienced exhibition service

Take advantage of SIEL HORECA Expo 2021 by Easyfairs to increase your brand image and your visibility by exhibiting on this international B2B event.

- ▶ Unique Easyfairs digital tools to quickly build a database of prospects and boost your return on investment
- ▶ Large communication campaign across Algeria and the whole Maghreb region (Morocco, Algeria, Tunisia).
- ▶ Top quality booth construction service with selected contractors
- ▶ (FREE) Show Directory entry – distributed to the +5000 visitors
- ▶ Transport of your exhibition goods & samples including customs clearance from door to door with experienced event logistic partner specialized in Algerian tradeshows

Contact us!

The Easyfairs teams are here to answer your questions and support you. Do you have A question? Do you need an advice? You have a dedicated contact.

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