

AN EASYFAIRS ALGERIA EVENT

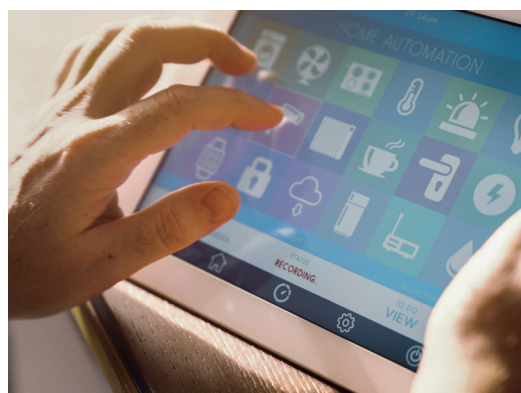
HORECA 2024 EXPO

ALGÉRIE

1 - 4 October 2024 | SAFEX (Central Hall) Algiers

17th International Exhibition for Equipement and Services for Hotels, Restaurants and Communities in Algeria

See, smell and taste the future



**Book your
stand now**

HORECA Expo Algeria 2024, the must-attend annual event that brings together professionals from Algeria's hotel and catering sectors.

Here are some noteworthy figures from the 2023 edition:

87

Exhibitors

3815

Unique Visitors

5

Countries represented



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

Book your stand now > horecaexpodz.com

Why exhibit at HORECA Expo?

HORECA Expo Algeria 2024 by Easyfairs establishes itself as the annual flagship event bringing together all decision-makers in the HORECA industry in Algeria. The event takes place in a unique context, with the Algerian government actively promoting the hospitality and tourism sector. The sectoral projects commission has given the green light to no less than 2,580 tourism projects by the end of 2020, contributing to the creation of 325,000 beds. Furthermore, in 2022, the Ministry of Tourism allocated funding worth 4,28 billion EUR to support 776 hotel projects. The primary goal of the authorities is to increase the current lodging capacity, estimated at 120,000 beds across 1,184 establishments, to reach 500,000 beds by 2030.



This is a unique opportunity to:

- › Establish your company in a rapidly growing market
- › Ignite professionals with your innovative products
- › Get face-to-face with key decision-makers, buyers, distributors, and culinary experts
- › Identify fresh partnership prospects and distribution channels
- › Connect with the leading sector experts
- › Be at the heart of the Algerian HORECA scene while expanding your professional connections.

Exhibitors testimonials

“ We are at Horeca Expo Algeria to meet professionals in the hotel and restaurant industry. This edition has generated significant interest, and we hope to return next year.

**Sihem Lamrani, Director Supply Chain
SARL Lean procurement and distribution**

“ We are at the Horeca Expo Algeria trade show to get closer to our customers and prospects, showcase our new offerings, and interact with our visitors from diverse regions such as Annaba, Biskra, and Oran..

**Mr Bendimerad Reda, Sales Manager
MDM Hasnaoui**

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The visitors of Horeca Expo

HORECA Expo Algeria by Easyfairs Algeria attracts more than 4,000 professionals from various backgrounds each year, including chefs, restaurateurs, hoteliers, resort managers, architects, decorators, investors, café owners, community managers, designers, and installers. HORECA Expo by Easyfairs is also an essential hub for exploring the latest HORECA trends and innovations.

Upcoming editions promise surprises, including pop-up hotels and restaurants, showrooms, studios, masterclasses, and competitions... !

Full and experienced exhibition service

Make the most of your participation in HORECA Expo 2024 to strengthen your brand image and expand your visibility within the international B2B trade show. Here are some benefits we offer:

- Use our exclusive digital tools to quickly build a prospect database, optimizing your return on investment.
- Benefit from an extensive communication campaign covering Algeria and the entire Maghreb region, including Morocco, Algeria, and Tunisia
- Our high-quality stand construction service is provided by skilled contractors
- Your company will be featured in the trade show catalog, distributed for free to all visitors.
- Transportation of your products and exhibition samples, including customs clearance, with an event logistics partner specializing in Algerian trade shows.
- Each visitor will receive a badge, making it easy to identify your contacts during the event.



Contact us!

The Easyfairs team is 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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