



EXHIBITIONS COVERAGE

POST-SHOW REPORT 2025

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



INTERNATIONAL
HOSPITALITY
EXHIBITION



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

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



13%
Tea & Coffee Products



11%
Water, Juice & Syrups



10%
Meat, Chicken & Seafood



10%
Bakery & Ice Cream



9%
Hospitality Services



5%
Dairy Products



4%
Rice, Nuts & Spices



3%
Fruits & Vegetables

HOST ARABIA



33%
Food Services, Kitchens, Equipment & Machines



28%
Bar, Coffee Equipment & Machines



12%
Packaging & Plastic Products



11%
Catering Equipment & Tableware



7%
Technology, Services & Logistics



5%
Vending Machine, Bakery & Pizza Equipment



4%
Furniture, Restaurants & Cafes Decoration

SALON DU CHOCOLAT ET DE LA PÂTISSERIE



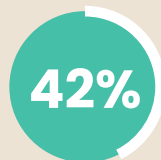
45%
Chocolatiers & Brands



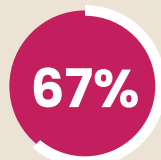
45%
Bakery & Sweets



10%
Pastry Equipment



Introduced new products into the market



Evaluate the potential demand for new products

EXHIBITORS SURVEY



84%

SATISFACTION RATE OF EXHIBITION MANAGEMENT



90%

SATISFACTION RATE OF NUMBER OF VISITORS



93%

SATISFACTION RATE OF QUALITY OF VISITORS



92%

SATISFACTION RATE OF INVESTMENT RETURNS

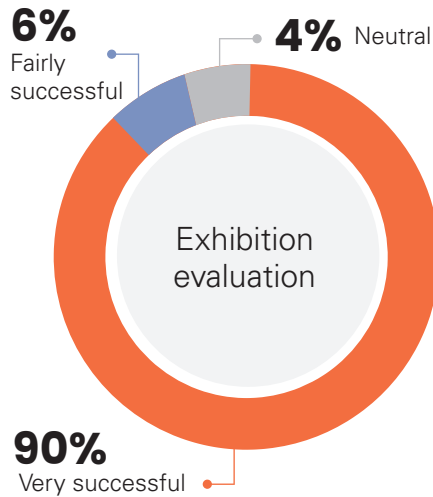


89%

SATISFACTION RATE OF THE EXHIBITION OVERALL



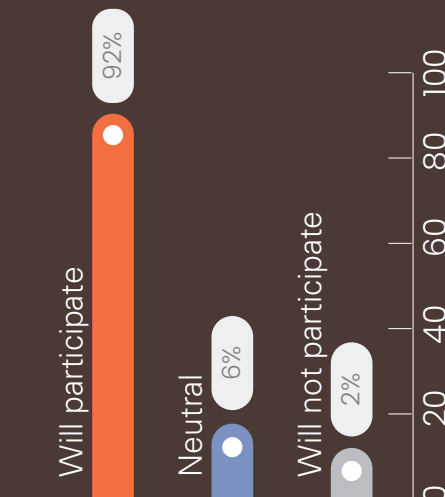
OVERALL EXHIBITION EVALUATION



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%

SATISFACTION RATE OF QUALITY AND NUMBER OF VISITORS



90%

INTERESTED TO CONFIRM 2026 EDITION PARTICIPATION

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

GOLD MEDAL	SILVER MEDAL
4 Winners	8 Winners
BRONZE MEDAL	MERIT CERTIFICATES
41 Winners	37 Certificates

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



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 agree that this event is fully representative of the industry

91%

PURCHASE INFLUENCE LEVEL

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

93%

INFORMATION SOURCE

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

6%

Recommending / Influencing

3%

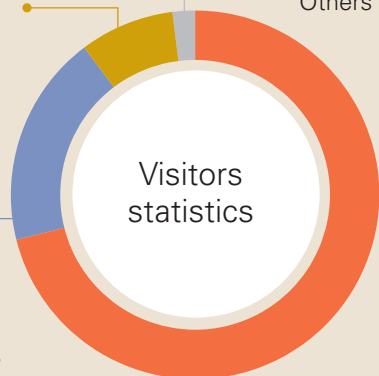
Others

16%

Specifying

75%

Decision-making / Authorizing



SPONSORS & PARTNERS

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

STRATEGIC PARTNER

هيئة فنون الطهي
Culinary Arts Commission



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MOCKTAIL COMPETITION SPONSORS



PASTRY SHOW SPONSORS

CULINARY COMPETITIONS ENDORSED BY



THE COMPETITIONS SPONSOR



CUSTOMIZED ACTIVITIES



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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

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:

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SEMARM TEAM



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

15 YEARS ANNIVERSARY

HORECA
RIYADH



2ND EDITION

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host Arabia
INTERNATIONAL HOSPITALITY EXHIBITION

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THE WORLD'S LARGEST CHOCOLATE SHOW

4TH EDITION

SALON DU CHOCOLAT
ET DE LA PÂTISSERIE RIYADH

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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

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