

BAHRAIN
HOSPITALITY
& RESTAURANT

EXPO

CULINARY TOUR | EXHIBITION | FORUM

UNDER THE PATRONAGE OF
HH SHEIKH ISA BIN ALI BIN KHALIFA AL KHALIFA

21 | 22 | 23 | 24 MARCH

BAHRAIN INTERNATIONAL EXHIBITION & CONVENTION CENTER

Under The Patronage Of
His Highness Shaikh Isa Bin Ali Al Khalifa



Culinaire & Beyond is honoured to announce that the BHRExpo 2018 will be held under the patronage of His Highness Shaikh Isa Bin Ali bin Khalifa Al Khalifa. Shaikh Isa is steadfast in his support

of our mission to explore further avenues of growth in the dynamic Hospitality sector in Bahrain.

Strategic Partners



Official Contractors



Official Airline Partners



Regional Media Partners



Welcome to the Industry Expo of the Year



The Bahrain Hospitality & Restaurant Expo will take place from the 21st to 24th March 2018 at the Bahrain International Exhibition & Convention Center.

The Expo will provide participants a unique opportunity to meet and greet, network, and showcase their products and services to key decision makers in the restaurant and hospitality industry from Bahrain, the Gulf region and across the globe. It's the largest gathering of industry thought leaders, restaurant owners, hospitality specialists and industry suppliers in the Kingdom.

Building on the response received from the first ever Bahrain Restaurant and Hospitality Forum, which was held on May 21st and 22nd 2017 under the patronage of Shaikh Khaled Bin Humood Al Khalifa, Chief Executive Officer, Bahrain Tourism and Exhibition Authority and attracted a great number of hand-picked visitors from the region, Asia, and the Americas, the 2nd Annual Bahrain

Hospitality & Restaurant Expo (BHR Expo) will be an elaborate four-day event.

BHR Expo will include a Culinary Tour, Forum and Exhibition which will immerse participants in Bahrain's vibrant culinary culture. The interactive forum will serve to highlight trends in the restaurant and hospitality industries, while the three-day exhibition will provide a platform for regional and global stakeholders to showcase their products and services.

BHR Expo 2018 will provide participants with an insight into the Kingdom's dynamic and robust hospitality and restaurant sector, and place Bahrain on the global radar as a destination of choice for investments and franchising opportunities. The event will also provide a platform for food entrepreneurs to discuss the latest industry innovations, challenges and solutions with key players in the local and international Hospitality and Restaurant sectors.

Key Takeaways BRHF2017



Leena Al Mannai – CEO of Culinaire & Beyond Bahrain

“This event will facilitate the launching of new businesses in the industry and support the growth of existing SME’s”



Robert Ancill – CEO, The Next Idea International USA

“It is extremely important to know the purpose behind starting up a restaurant or café. This provides confidence for investors to buy into your story.”

Thelma Weaver - Senior Consultant for Marketing at the Next Idea International USA

“The use of hashtags, photos of people eating, plated food, positive and fun memes, as well as engaging localized online communities will enhance follower numbers”



Mr. Jean Paul - General Manager, The Ritz Carlton Hotel Bahrain

“At the Ritz Carlton Bahrain, we ensure guests experience Bahrain the moment they step inside the hotel”



Mr. Yousef Al Khan – Bahrain Tourism & Exhibition Authority

“There is a demand for and interest in F&B in Bahrain, thus entrepreneurs and SME’s would potentially benefit by exploring this sector further with the help of experts.”

Jesus Florido Banqueri - Bahrain Tourism & Exhibition Authority

“Bahrain’s hospitality sector is growing, and the BTEA is encouraging a new generation of Bahrainis to participate in this evolution”



Shaikh Rashid Al Khalifa - CEO of Peninsula Farms Bahrain

“We need to educate local consumers that vegetables grown in Bahrain are fresher and just as flavorful as their international competitors. In addition, by possessing a shorter transit journey, the produce provides a natural longer shelf life.”

eat.

Nezar Al Khadem – Founder of Eat App Dubai

“EatApp has so far exceeded 25,000 customers in 4 different markets and has been downloaded in more than 70 cities around the world!

Francesco Brocca - Michelin Star Executive Chef

“Whoever enters the restaurant sector should have passion and a love for what they do... You must love what you create and not just do it for the money.”



Andre Gerschel - Country General Manager of Baker and Spice Dubai

“One of the pros of being your own boss is remaining the master of your financial destiny and the ability to make your own decisions. The cons are that whatever happens, it is ultimately your own fault.”



Localized Culinary Solutions

Culinaire & Beyond (C&B) is a leading Hospitality & Restaurant industry thought leader, brand agent and event organizer. The Company offers a turnkey solution for entrepreneurs, SME's & conglomerates in the Hospitality & Restaurant sectors, providing a complete range of specialized and practical solutions within the Middle East.

C&B is the exclusive licensee of the Next Idea International, a leading global hospitality & restaurant consulting group based in Los Angeles, USA, Bahrain and Saudi Arabia, a partnership through which the Company brings consultation services to the region's Startups in addition to existing industry players looking to develop their business.

The exclusive licence also supports C&B in its mission to introduce, and act as regional Franchise liaison for, exclusive new USA brands to the Middle Eastern market. As a prominent event organizer, C&B facilitates and manages world class F&B conferences and exhibitions, providing platforms that drive knowledge sharing, collaboration and industry growth.

C&B's unique mix of international expertise, local know-how and its strong partnerships with Government and Quasi Government organizations such as the Bahrain Tourism & Exhibition Authority, the Bahrain Economic Development Board, Tamkeen and others support C&B in its vision to take the region's F&B industry to new levels of innovation and success.

Bahrain, (from the Arabic word for “two seas”) comprises of an archipelago of thirty-seven islands in the Persian Gulf, situated close to the shore of the Arabian Peninsula.

The islands are about 24 km from the east coast of Saudi Arabia and 28 km from Qatar. Geographically, Bahrain is perfectly positioned for 24 / 7 international trade. It is next to Saudi Arabia, the largest market in the region that serves as a hub for services and trade between the Middle East and the rest of the world. Bahrain also lies in the middle of the oil shipping route between the Middle East and the West.

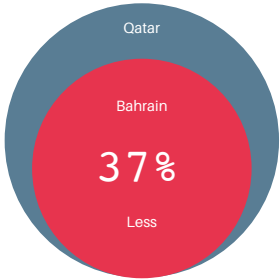
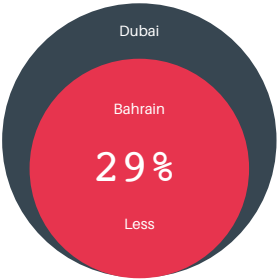
Bahrain, partly due to its relatively modest hydrocarbon endowments, has long been a pioneer of economic diversification in the Gulf region. While it was the first regional economy to discover oil in 1932, it was also home to the first oil refinery (1936), and several industrial ventures such as Aluminum Bahrain (ALBA, set up in 1968).

A significant offshore banking sector emerged in the 1970s and today Bahrain maintains its title as the Banking Capital of the Middle East. Bahrain's current GDP growth rate value is 2.20 percent, standing at USD 31.86 billion and has an interest rate of 1.50 percent - the 19th lowest interest rate in the world!

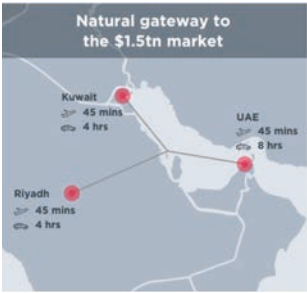
Hospitality is Bahrain's Heritage, and the Kingdom is a multicultural melting pot. This diversity has shaped a welcoming business and leisure destination, and one where great food is at the heart of the way of life.

Today, the Kingdom's Food & Beverage sectors are experiencing remarkable growth. The Bahrain Hospitality & Restaurant Expo 2018 aims at ensuring that this positive growth is sustained in the years to come.

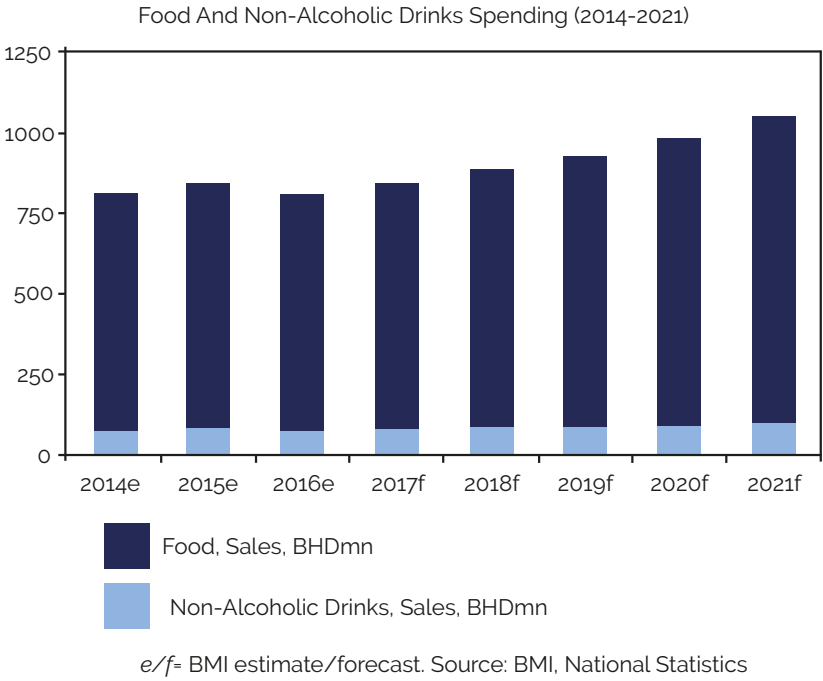
Cost-Competitive; Value-Oriented



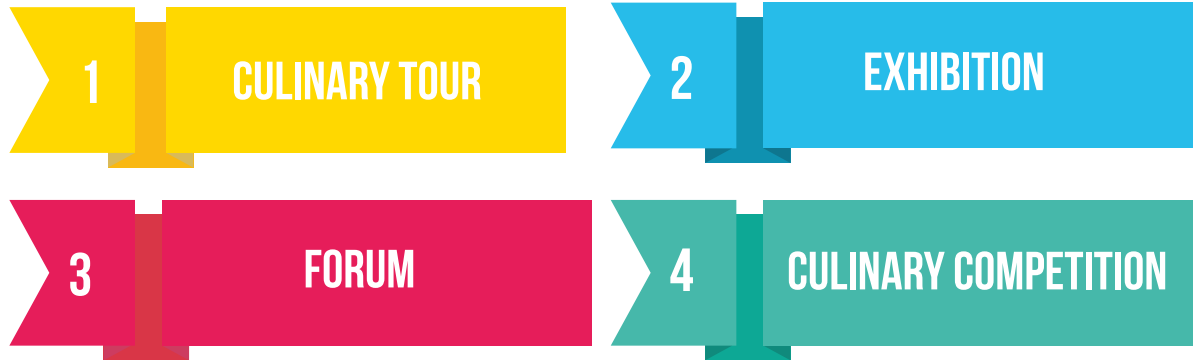
Source:bahrainedb.com



Bahrain Food & Drink Report



Top Events To Look Forward To



Culinary Tour

The culinary tour will take participants on a gastronomic journey through vibrant, and innovative new and established restaurants in Bahrain. From authentic Bahraini brands, to modern takes on

traditional fare and innovative fusions. Participants will meet traditional food producers, visit Bahraini farms and luxurious 5 Star Hotels.

Exhibition

This year's exhibition will bring together local and international exhibitors from all facets of the industry. The exhibition will provide a one stop hospitality and F&B shop, while offering a networking haven for local brands looking for the resources and expert advice they need to successfully establish their new brand in the region.

The Exhibition will facilitate positive industry collaborations, bringing International companies looking for franchisees together with Bahraini brands looking to expand beyond Bahrain's borders. Participants will connect and explore opportunities within an ambience of interactive culinary art demonstrations, sessions & Chef's competitions.

Forum

The forum will be held at a 5-star partner hotel and end with a Gala Dinner. It will feature disruptive panel discussions comprising Local & Global thought leaders and key industry players who will add

valuable perspectives to the elevation of both sectors. Specialized academic bodies, such as internationally renowned food academies and celebrity chefs will also be featured.



Celebrating Taste & Creativity

In partnership with a world-renowned food expert Chef Rosario Scarpato CEO of the I Factor, a Hong Kong based company specialized in events design and management, integrated communication and high quality multimedia productions specialized in gastronomy, food and beverage, hospitality and tourism. Culinaire & Beyond brings together the region's most talented senior chefs

in Bahrain's first ever industry culinary competition. Each country's creations will then be judged by some of the world's best Michelin Chefs in a true celebration of the region's rich culinary tastes and creativity. the first ever Regional Culinary competition managed in partnership with a world-renowned food expert Chef Rosario Scarpato; CEO of The I Factor.

Competition Overview

The competition will showcase the region's best culinary talent with one senior chef from each country in the MENA region, selected by the panel to take part in the competition. The competition will also be open to other regional senior chefs (executive chefs, sous chefs), who fulfill the competition requirements.

The competition, which will be based on an overarching theme reflective of the latest culinary trends being explored in the MENA region, will see participants paired with leading hotels in Bahrain who will host them throughout the competition period. This will enrich the link between the competition and Bahrain's hospitality industry.

The Judging Panel

The competition jury will be composed of at least 4 Michelin Starred Chefs in addition to food and hospitality writers and experts. The Michelin starred chefs will also be guests at the various participating

hotels, providing further business benefits to the hotel involved in the competition.

Gala Dinner

The competition will culminate in a Gala Dinner where the panels' Michelin starred chefs will each prepare a special dish and receive the competition participants. A number of categories will be designed with awards and prizes which will disclosed closer to the time of

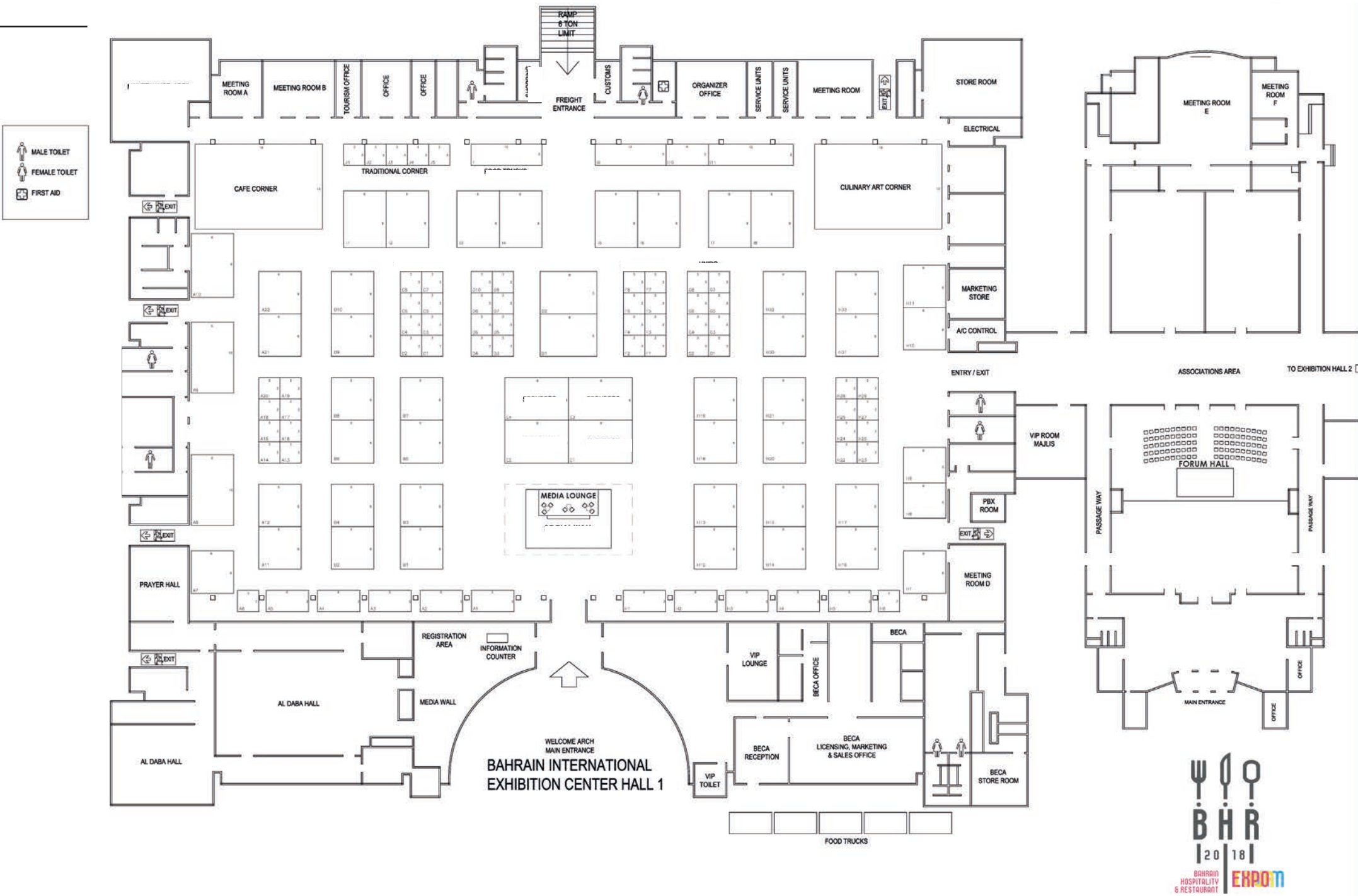
the BHRExpo 2018. All competition certificates will be attested by international culinary institutions and Michelin starred chefs, and other prestigious entities.

About Chef Rosario Scarpato

Chef Rosario Scarpato is the Italian born CEO of The I Factor. Chef Rosario is a renowned food writer, TV Director and Producer with over 20 years of industry experience. Chef Rosario has managed

over 300 restaurants, 180 luxury hotels and the appearance of more than 200 Michelin starred chefs.

Floor Plan





By participating in the BHR Expo you will have the opportunity to:

Expand your clientele and explore opportunities with potential business partners including key trade representatives, distributors, wholesalers, retailers and food service buyers from the Gulf and across the globe.

Showcase and promote new products and services to the right audience.

Build awareness and drive stakeholder engagement with your brand.

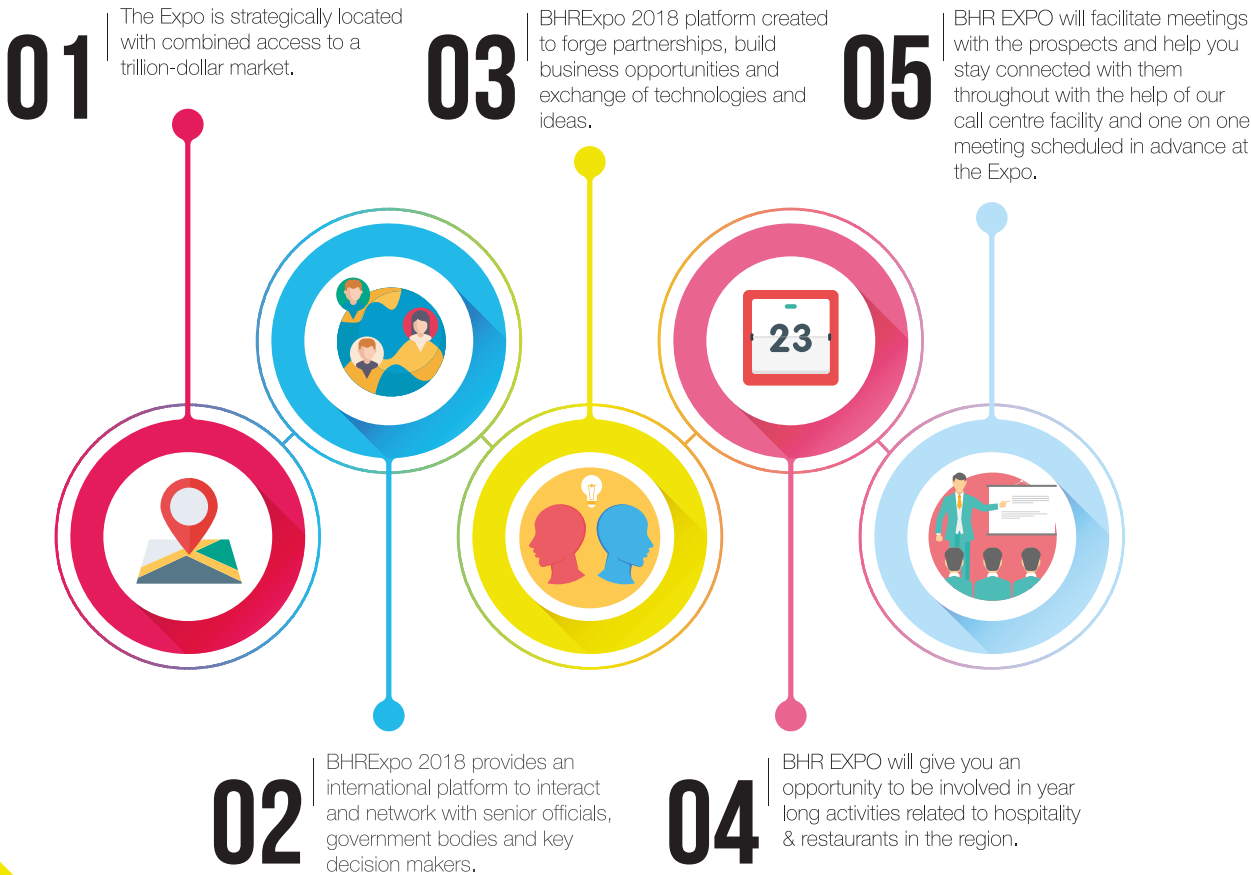
Optimize and enhance your trade contacts.

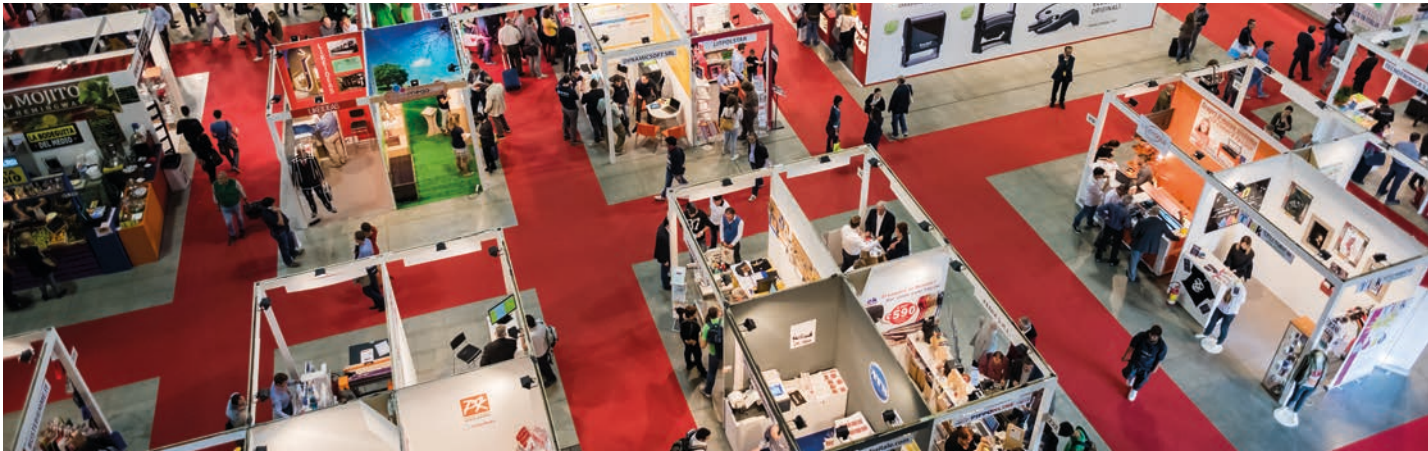
Exhibiting at Bahrain Restaurant & Hospitality Expo puts your products directly in front of a high-quality audience of food and beverage buyers looking to source the latest in specialty, artisan and fine food and beverages.

Located in Central Manama to capture a top-end audience, the expo creates a centre of excellence for the food and beverage world by bringing together quality decision makers from retail, hospitality and distribution who benefit from unrivalled networking and the chance to stay ahead of their competitors by sourcing the latest trends.

An opportunity to do business face-to-face with important industry stakeholders that will all be under the one roof including buyers from independent retailers, food halls, delis, restaurants, hotels, coffee shops, cafes, farms and more.

TOP 5 REASONS TO TAKE PART IN BHR EXPO 2018





- Hotel Brands
- Hotel Amenity Suppliers
- Hotel & Restaurant Furniture Suppliers
- Food and Beverage Suppliers & Brands
- Food Ingredients
- Drinks & Beverages
- Packaged Food
- Ready to Eat
- Organic & Gluten free
- Processed Food
- Kitchen Equipment Suppliers
- Chinaware & Cutlery Suppliers

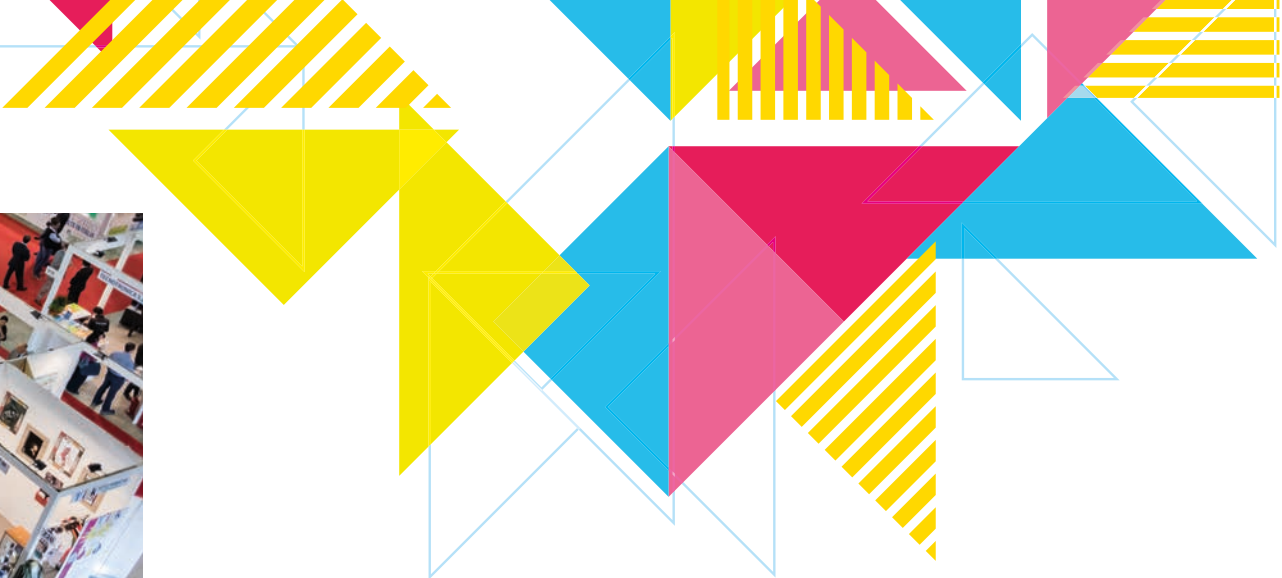
- Packaging Suppliers
- POS System Suppliers
- Uniform Suppliers
- Spa Brands & Suppliers
- Information Technology Suppliers
- Housekeeping Equipment Suppliers
- Electrical Suppliers
- Health & Safety Suppliers
- Printed Material Suppliers
- Organic Farms & Suppliers
- Swimming Pool Manufactures
- Chemicals Suppliers

Who Should Attend

BHR Expo attracts a large number of local, regional and international visitors including:

- Restaurants, Bakeries, Delicatessen's & Eateries
- Catering Companies
- Hotels
- Hypermarket Operators & Buyers
- Food & Beverage Wholesalers, Distributors & Importers

- Delicatessen & Gourmet Stores, Meat Mongers & Fish Mongers
- Organic Product Stores
- Chefs, F&B Managers, Food Servers, Food Brokers & Agents
- International companies looking for franchisees
- Bahraini brands looking to expand beyond Bahrain's borders.
- Trademarks in seek for resources and expert advice to further establish their brand and investments.



Media Relations

Culinaire & Beyond will maximize media coverage of the event and ensure our sponsors gain full advantage of positive brand positioning.

Traditional and advanced media will be incorporated into the events from the start to ensure that the relevant target audience is fully

aware and excited to participate in the BHRExpo 2018.

Local, regional and International media will be targeted prior and post event, while a print and social media campaign will build anticipation leading up to the event.

Design Partner

Culinaire & Beyond have forged strategic partnerships with a number of local, reputable graphic design and stand design & manufacturing firms.

If you need a local partner to design and construct your stand, C&B will be happy to assist you in finding the partner that is right for you.

Shell Schemes

1 Table/2 Chairs/1 Dust Bin/ Carpeted floor

Open Space

Consultation empty carpeted floor

Logistic Partner

Our logistic partners will ensure your baggage for the event will arrive on time and in perfect condition. We have partnered with competent cargo service providers who will arrange for all clearing

and forwarding of your cargo to ensure a speedy service. If you require transportations while in Bahrain we can arrange comfortable and convenient airport pick-ups and special group transportation.

QUICK FACTS ABOUT ATTENDANCE & COVERAGE OF BHREXPO 2018

01

+10,000 invitations with aggressive partner branding and brand awareness.

02

9,000 expected visitors during the three-day event.

03

Personal invitations to 2,500 top bankers, CEOs, CFOs and decision makers .

04

Strategic promotion and marketing campaign to highlight brand presence in the region.

05

Brand ambassador's attendance to the national and international events with adequet partner branding.,

06

Gala Dinner at end of the Expo to present an excellent opportunity to network.

07

Bahrain's first Culniary awards celebrating chefs from the MENA region.



The 2018 Bahrain Restaurant & Hospitality Expo is strongly supported by the government of the Kingdom of Bahrain. The Expo has the full blessing of HRH Prince Khalifa Bin Salman Al Khalifa, the

Prime Minister of the Kingdom of Bahrain and is under the patronage of HH Sheikh Isa Bin Ali Bin Khalifa Al Khalifa. Also backed by Government and semi-government entities.

Maximize Your Investment

Your participation in the Bahrain Hospitality & Restaurant Expo is an excellent platform from which to elevate brand awareness, generate sales leads, and explore business opportunities.

According to the latest World Bank annual ratings, Bahrain is ranked 63 among 190 economies in the ease of doing business, with rankings improving since last year.

In addition, Bahrain provides a supportive environment when

launching a business in the hospitality & restaurant sectors. Entrepreneurs are extremely fortunate that everything from licensing to approvals is organized and accessible.

At Culinaire & Beyond we want to help you make the most out of your investment in BHRExpo 2018. Our Marketing and PR partners can offer all the support you need to create a fully integrated campaign for these events, from email marketing and social media promotion to media relations, online video display and much more.



CULINARY TOUR | EXHIBITION | FORUM

For More Information or Registration, Please Visit:

www.bahrainhre.com | T: +973 16679999

or drop us an email at: info@bahrainhre.com

Business Bay, Office 95, Building 3232, Road 4654, Block 346,

Manama - Sea Front | P.O.Box 18882 | Kingdom of Bahrain.

T: +973 17300070 | M: +973 35662965

