



CULINARY TOUR | EXHIBITION | FORUM

MARKETING CAMPAIGN

# INDUSTRY FACTS & PROJECTIONS

## HERE'S WHY WE'RE RECEIVING GLOBAL INTEREST:

1. BHRExpo provides an excellent International platform to interact with senior officials, government bodies and official delegation.
2. It is thus an excellent platform to forge partnerships, build business relationships and exchange technologies and ideas.
3. Don't forget to schedule your one on one meetings to ensure you meet the participants you wish to collaborate with.



**BHRExpo 2018 under the patronage of HH Shaikh Isa Bin Ali Al Khalifa**

**BMIResearch**  
A FitchGroup Company

**Headline food sales expected to grow at (CAGR) 5.4%**



**WORLD BANK GROUP**

**73rd easiest country in the world to start a business**



**CCI FRANCE BAHREÏN  
FCCIB**

**Bahrain hotels record 9pc rise in occupancy**



**Bahrain strategically located with access to a billion dollar market**

**EDB BAHRAIN**  
ECONOMIC DEVELOPMENT BOARD

**1) Bahrain's non-oil sector growth accelerates to 4.4% in first quarter of 2017**

**2) 15 Hotels Worth US\$10 billion to Open in Bahrain by 2020 • Room capacity to increase by 4,000 rooms**



**TradeArabia**  
BUSINESS NEWS INFORMATION

**Bahrain hospitality sector to grow 7.6pc**

## A Land Of Undiscovered Opportunities

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.

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!

## MARKETING CAMPAIGN

Bahrain Hospitality & Restaurant Expo gives you the opportunity to become part of its aggressive marketing campaign. As one of our sponsors you receive enormous coverage in the following three key areas of advertisement before the Expo:

### DEMOGRAPHICS: REGIONS



Bahrain



KSA



UAE



Oman

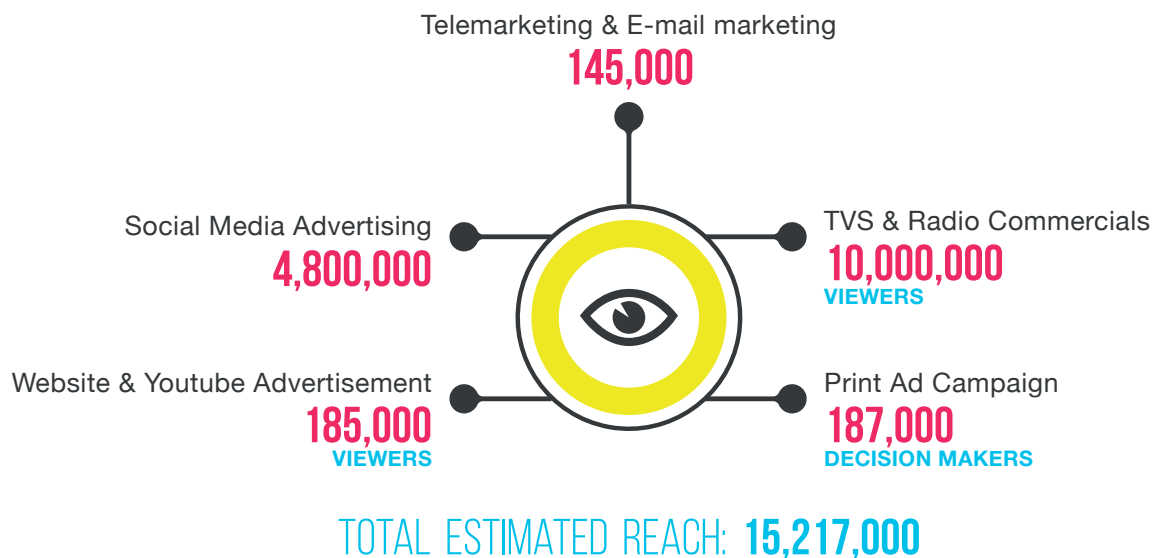


Kuwait



Qatar

### ESTIMATED REACH



### ADDITIONAL REACH:

1. Billboards & lampposts on central locations in Bahrain
2. Sales brochure & flyer distribution
3. Bahrain Tourism & Exhibitions Authority promotions as the third most important event of the year in the Kingdom of Bahrain
4. Gulf Air Promotions as the event to watch out for in March

# FULL PAGE PRINT AD OPPORTUNITY FOR SPONSORS

## ESTIMATED ANALYTICS

PRINT: FULL PAGE PRINT MAGAZINE ADVERTISING

**Hotelier** MIDDLE EAST  
HOTELIER MIDDLE EAST MAGAZINE

**Target audience:** CEO's and top management in the Hotel Industry.

**Desired Impact:** The target audience should want to register/collaborate for the event.



**PLATINUM SPONSORS WILL BE FEATURED IN 2 ISSUES**  
**GOLD SPONSORS WILL BE FEATURED IN 1 ISSUE**

**ITP**  
MEDIA  
GROUP

REGIONAL MEDIA PARTNER

# FULL PAGE PRINT AD OPPORTUNITY FOR SPONSORS

## ESTIMATED ANALYTICS

PRINT: FULL PAGE PRINT MAGAZINE ADVERTISING

**Caterer**  
Middle East  
CATERER MIDDLE EAST MAGAZINE

**Target audience:** CEO's and top management in the Restaurant Sector.

**Desired Impact:** The target audience should want to register/collaborate for the event.



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REGIONAL MEDIA PARTNER

## BENEFITS OF COLLABORATING FOR THE EXPO

01

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

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

02

03

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

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

04

05

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

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

06

07

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



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**For More Information or Registration, Please Visit:**

[www.bahrainhre.com](http://www.bahrainhre.com) | T: +973 16679999

or drop us an email at: [info@bahrainhre.com](mailto: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



STRATEGIC PARTNER

