

HORECA: A ROUSING SUCCESS

Despite regional unrest, attendance at **HORECA 2014** indicates Lebanese food and beverage companies have remained relatively resilient amid the turmoil, and the country remains an attractive market for regional and international brands. The exhibition has proved its popularity yet again, covering **15,000 square meters**, more than **350 exhibitors** from Lebanon, as well as France, Holland, Iran, Italy, Jordan, Oman, Poland, Spain, Thailand, Turkey and the USA, and an estimated **18,000 buyers** and trade professionals.



"We have multiple stands at HORECA and we will continue to have a presence because it is a very happening event"
 Carlo Vincenti, Marketing manager G. Vincenti and Sons sal

"We should always be a part of trade shows in order to support the industry and attract more clients"
 Elie Khalil of ETS. Elie A. Khalil.

