

# Food and Hospitality Expo 2009.

From: January 13–15

Time: 10am–8pm.

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## Post Show Report



**Food and Hospitality Expo** . Launch show for BECA. A premier event for Bahrain to offer excellent opportunities in the GCC providing unparalleled prospects for professionals from the food and hospitality industry .

**Event promotion:**

Direct mailing/hand delivery of invitation cards and e. mails sent to a specific target audience (10,000 addresses)

Radio and TV

Specialist magazines and newspapers in Bahrain and Saudi Arabia

Out door advertising on bill board.

Personal invitations for exhibitors, ministries , embassies , executives and businessmen.

Press campaigns (including news releases and press conferences)

Bahrain Chamber of Commerce sent full information about show to the local, GCC and international Chambers of Commerce & Industry.

**Venue**

Food and Hospitality Expo 2009 was held at the BIEC – Hall 2 A.

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**Analytics**

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**Visitors:**

Food and Hospitality Expo 2009 was visited by nearly 2000 people. There were representatives from food, hospitality , catering , supermarket sector.

The products and activities exhibited at «Food and Hospitality Expo.» included:

Food , hospitality and catering equipments.

**Food and Hospitality Expo 2009 was supported by:**

Ministry of Industry & Commerce.

Bahrain Chamber of Commerce and Industry.

**Official Carrier.**

GULF AIR

**Sponsors:**

Coca Cola

Inter Continental Regency Hotel

Gulf Hotel

**Media / Print Sponsors:**

Gulf Daily News

Bahrain Tribune Al Ayam News paper

Al Naba Newspaper

Al Waseet magazine

Salam Bahrain offered

Health & Nutrition Magazine

National Images

PRINTECH Co

Voice FM radio

**Exhibition area, gross 3000sqm2.**

**Exhibitors area, nett 852 sqm2.**

## Fact Sheet:

Title:	
Full Event Name:	Food and Hospitality expo 2009
Date:	January 13 – 15 , 2009
Venue:	BIEC – hall 2 A
Organiser:	BECA
Exhibitors (total):	40
Exhibitors (domestic):	28
Exhibitors (international):	2
National (or Regional) Groups	2

Visitors (total):	2000
Visitors (domestic):	Not mentioned in the registration form
Visitors (international):	Not mentioned in the registration form.

Event Approval/Supporters:	Ministry of Industry & Commerce, Bahrain Chamber of Commerce
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Date of Next Event:	12 – 14 January, 2010
Venue for Next Event:	BIEC
Year Established:	2009
Frequency:	Annual
Event Manager (international):	Nil (BECA show)
Contact Details:	
Event URL(s):	

Conference Details (if applicable)	Nil
Venue:	
Dates:	
Key Speakers:	

## General Information

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### Exhibitors:

"food expo. 2009"

was under the patronage of H.H. Shaikh 'Khalifa bin Salman Al-Khalifa

Gathered well-known local companies such as: Food link, Lulu Hypermarket, Aljaziri Group, Alosara Supermarket, Coca Cola, TUV, etc.

International companies include:

Kimma cone, Parekh Aluminex, Winterhaltor Middle East.