



**HOSPITALITY'S
ULTIMATE
MEETING POINT**

6 - 8 NOV 2018

DOHA EXHIBITION & CONVENTION CENTER

hospitalityqatar.com



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DU NEXT YEAR
NOVEMBER 2019



WELCOME MESSAGE



This year, we are proud to have witnessed Hospitality Qatar grow by **40%** in terms of exhibition space.

On November 8 2018, IFP Qatar closed the book on a remarkably successful fourth edition of Hospitality Qatar, the country's premier International Hospitality and HORECA Trade Show. On behalf of the entire team, I would first like to extend my sincere appreciation to our valued sponsors, partners, exhibitors, and visitors for playing an essential role in the undeniable success of Hospitality Qatar 2018.

Our earnest gratitude is due to the Qatari government for providing us with much support and guidance, allowing us to steer towards immense opportunities and contribute towards a booming hospitality industry in Qatar.

Since its induction in 2015, Hospitality Qatar has been gaining a reputation worth its salt for delivering a flagship platform for HORECA suppliers, buyers, and franchise investors to generate business in Qatar, network with key stakeholders, and gain valuable insights into the latest developments in the country's hospitality industry.

This year, we are proud to have witnessed **Hospitality Qatar grow by 40% in terms of exhibition space**, and having welcomed **188 exhibitors from 20 countries**, including 10 national pavilions. It has been an exciting edition for us, packed with versatile concurrent events and features. Our signature Salon Culinaire welcomed **315 professional chefs**, representing 50 hotels and restaurants, who took part in 27 mouthwatering categories. Our Live Cooking, Barista, and Mocktail competitions also wowed audiences with unique creations. Over the course of 3 days, the winners in each category were awarded medals, official certificates acknowledging their exemplary creations, in addition to valuable prizes.

For the first time, Hospitality Qatar introduced this year the 'Future of Tourism in Qatar Conference', in partnership with Qatar Tourism Authority. The highly-insightful sessions showcased the opportunities and challenges within Qatar's hospitality sector, explored international case studies, new strategies, technologies, and innovations to keep up with market developments.

The conference also included a captivating presentation and live demo by award-winning celebrity Pastry Chef, Dominique Ansel, as well as an invaluable presentation by customer service guru and Amazon bestseller author, John Dijulius. Our B2B matchmaking platform hosted top buyers, suppliers, and decision-makers from various sectors. A total of **667 meetings** were scheduled with prominent buyers.

Last but not least, we would like to thank everyone who had joined us this year. We hope you have achieved your objectives from your participation and look forward to welcoming you again at Hospitality Qatar 2019.

Sincerely,
KARIM RAFFOUL,
Project Manager

PRESS CONFERENCE



SPEAKERS: (from left to right)

MR. IMAD ASKAR
Askar
Industrial
Co. W.L.L.
Operations
Director

MR. MAHESH JOSHI
Al Saiya Hotels
& Hospitality
Group
Chief Financial
Officer

CHEF BARAN YUCEL
Qatar
Culinary
Professionals
Chairman

MR. MIGUEL ANGEL
Embassy of
Spain
in Doha
Ambassador
of Spain

MR. BURAK GURESCI
Turkish
Embassy in
Doha
Ambassador
of Turkey

MR. HAIDAR MSHAIMESH
IFP Qatar
Acting
General
Manager

MS. CARLA GHALEB
Boecker
Public
Safety LLC
Country
Manager

MR. NAZIH KOHL
Falcon
Technical
& Trading Co.
General
Manager

MR. HASSAN KANAAN
Inox Kitchen
Equipment
Business
Development
Manager

MR. VINCENT MONAVON
Intercontinental
Doha The City
Director of Sales
& Marketing

MR. MAHER CHUKIR
Qatar National
Import & Export Co.
Corporate
Communication
Manager

Hospitality Qatar 2018, the unique tradeshow that sheds light on the blooming hospitality sector in Qatar and the region, was officially launched during a press conference on the 30th of October 2018, at the InterContinental Doha - The City.

INAUGURATION & OPENING CEREMONY



Hospitality Qatar 2018 was officially inaugurated on November 6, 2018, by H.E. Sheikh Nawaf bin Jassim bin Jabor Al-Thani, Chairman of the Board of Directors - Katara Hospitality, in the presence of H.E. Said Djellab, Minister of Trade of Algeria, ambassadors, and high-level diplomats, VIPs, and representatives of Qatar National Tourism Council.

HOSPITALITY QATAR

2018 TESTIMONIALS



Al Sraiya Holding Group

Mr. Ziad Abi Abdallah

Marketing and Creative Director

"This year Hospitality Qatar has shown remarkable growth. It is our fourth participation at the exhibition as a Diamond Sponsor. We have noticed that the exhibition is bigger than last year, and there are more participating countries from different parts of the world. We are very happy with the event, we expect that next year it will be even better since the hospitality sector in Qatar is now growing, especially the F&B. We are opening a couple of restaurants in the coming months, and we believe this the perfect place for us to meet suppliers related to this industry."



Algerian Fairs and Exportation Company

Ms. Sabrina Moudjahed

Head of Marketing & Communication Department

"We have organized the Algerian participation in Hospitality Qatar for the first time, under the Patronage of the Algerian Ministry of Commerce. We are taking part in this event as a guest of honor and we have accompanied more than 33 Algerian companies active in the field of nutrition and offer different products. These companies came to promote their products in the Qatari market. The participants have a positive impression about the event."



Boecker Public Safety LLC

Ms. Racha Naja

Marketing

"For more than four years, we have been proud to be a partner of Hospitality Qatar, we are once again taking part in Salon Culinaire as the Hygiene Sponsor and the Hygiene Jury. We are very happy to partner with Hospitality Qatar every year, which reflects our support for this successful exhibition. Every year, we see an increasing number of exhibitors and visitors. The event is a platform for Boecker to showcase all of our new services in the market as we are serving the hospitality, commercial and residential sectors."



Qatar National Import & Export Co.

Ms. Hazel Manjoro

Assistant Category Manager

"The show is brilliant and very well organized, we enjoyed being part of it. We are very happy to be the Live Cooking Sponsor. So far, it has been great seeing our customers and meeting new ones which is our main target as a company."

HOSPITALITY QATAR

2018 TESTIMONIALS



Askar Industrial Company

Mr. Imad Askar

Operations Director

"This is the best edition of the exhibition so far, we are very happy to sponsor and participate in Hospitality Qatar 2018. The number of exhibitors and visitors is growing and we look forward to participating next year."

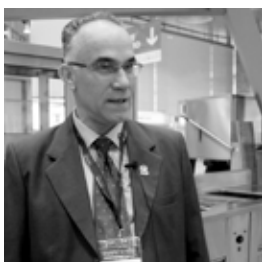


Haidari Trading Co. W.L.L.

Mr. Fadhel Ben Khalifa

Purchasing Manager

"This is our 4th year participating at this event. We are happy to support this exhibition, which is one of the most important exhibitions that allow us to showcase our products and meet current and potential customers."



FALCON Technical & Trading Co.

Mr. Nazih Kohl

General Manager

"We are very pleased to participate at this year's edition of Hospitality Qatar, which has witnessed significant increase in the number of exhibitors and diverse visitors. We thank the organizers for their continuous support."



Qatar Culinary Professionals

Chef Joseph Yammine

Vice President

"We are proud to organize this exhibition with IFP and we are also proud to organize Salon Culinaire, one of the most important events held over the past years. This year's show was characterized by the participation of 325 local and international chefs from 55 restaurants, hotels and cafes which have presented creative and live cooking shows that require a lot of skills, professionalism and dedication."

HOSPITALITY QATAR

2018 TESTIMONIALS



National Tourism Council

Mr. Ahmed Al Obaidli

Business Events Director

"We are pleased with the recorded attendance and organization of Hospitality Qatar, which was accompanied by the Future Qatar Tourism Conference in partnership with IFP and aimed at developing and enhancing the tourism experience in Qatar. The business events sector is one of the most important sectors focused by the tourism industry and gives us a glimpse of the next chapter of Qatar National Tourism Sector Strategy 2030."



RedBull

Tom Dyer

Multiple time World Flair Bartending Champion

"We are here at Hospitality Qatar for the third time I think. I am here with RedBull at the Mocktail Competition. It is our pleasure to see bartenders bring new ideas and experiences. So far, it has been a fantastic show and I hope to come back again next year. Thank you so much for having me."



QATAR HOSPITALITY

MARKET HIGHLIGHTS



Qatar's hospitality market is expected to grow at a **CAGR of 12.1%** (2017-2022) to

1.4 BILLION USD | **70%** dominated by 4-star & 5-star hotels



Direct contribution of Travel & Tourism to GDP in Qatar is expected to reach

44.9 BILLION QAR | **8.7%** yearly rise from 2018 - 2028



Travel & Tourism investment in Qatar is expected to reach

14.5 BILLION QAR | **7.8%** yearly rise from 2018 - 2028



The Qatar National Tourism Sector Strategy objectives by 2023:

5.6 MILLION TOURISTS | **4%** increase in sector's contribution to GDP



By 2023, Qatar's tourism spending is expected to reach

40 BILLION QAR



FIFA World Cup 2022 is expected to attract over

1.5 MILLION TOURISTS

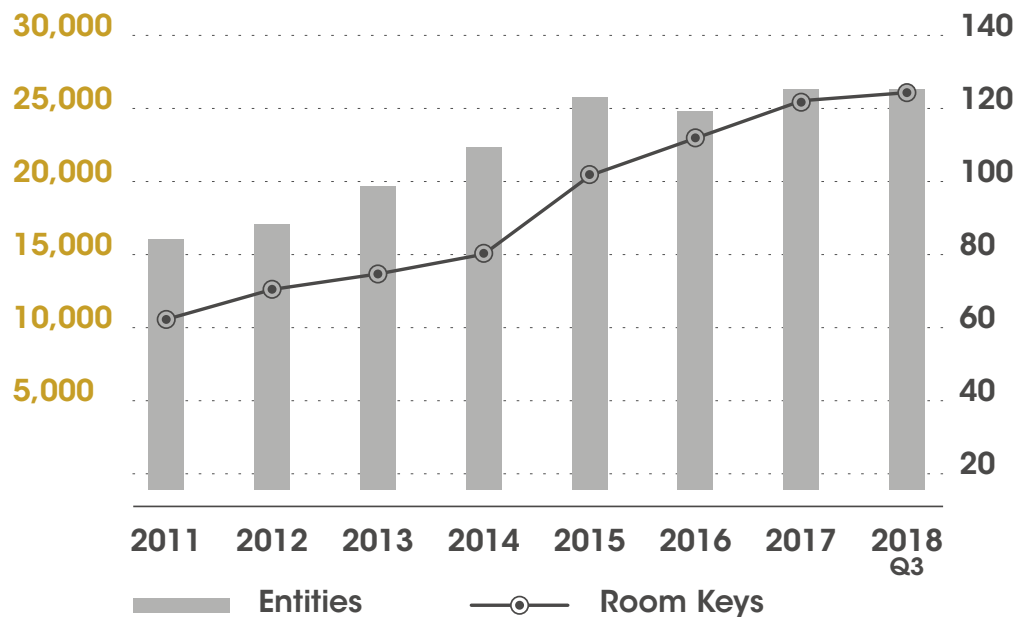


QATAR HOSPITALITY

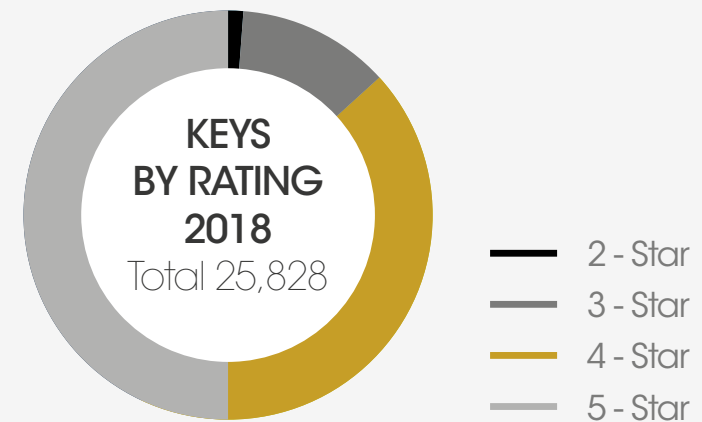
MARKET HIGHLIGHTS



HOTEL/ENTITIES AND ROOM KEYS 2011 - Q3 2018



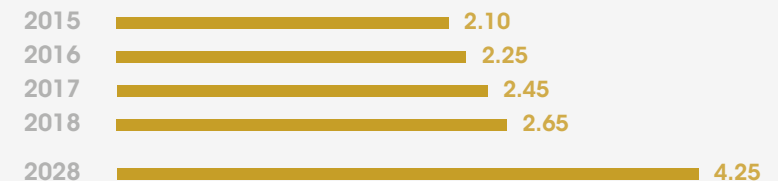
Source: DTZ Research



* DTZ estimate

QATAR: CAPITAL INVESTMENT IN TRAVEL & TOURISM

% OF WHOLE ECONOMY INVESTMENT



Source: World Travel & Tourism Council

HOSPITALITY QATAR

LET'S TALK NUMBERS



188

EXHIBITORS



7,285

VISITORS



667

B2B MEETINGS



315

CHEFS
COMPETING



27

SALON CULINAIRE
CATEGORIES



30

MOCKTAIL
PARTICIPANTS

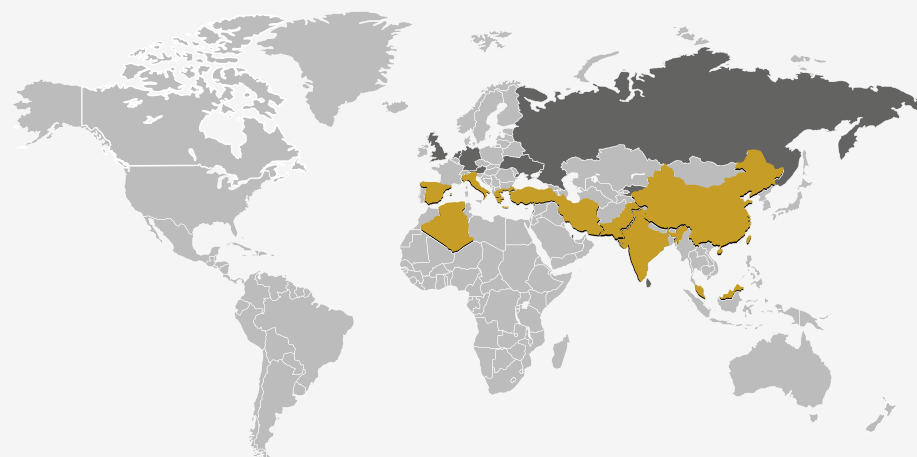


10,300

EXHIBITION SPACE
(SQM)



GLOBAL FOOTPRINT



20

PARTICIPATING COUNTRIES

Algeria - Austria - China - Germany -
Greece - India - Iran - Italy - Kyrgyzstan -
Lebanon - Malaysia - Netherlands -
Pakistan - Qatar - Russia - Spain - Sri Lanka -
Turkey - Ukraine - United Kingdom

10

NATIONAL PAVILIONS

Algeria - China - Greece - India -
Iran - Italy - Malaysia - Pakistan -
Spain - Turkey

EXHIBITORS

SURVEY



92%

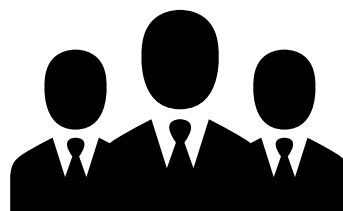
SATISFIED WITH THE
ORGANIZATION OF EVENT

89%

SATISFIED WITH
THE CONFERENCE

94%

SATISFIED WITH THE
QUALITY OF VENUE



SATISFIED
EXHIBITORS

89%

SATISFIED WITH THE
OVERALL EXPERIENCE

90%

- GENERATED NEW LEADS
- SECURED 1 - 4 BUSINESS DEALS OR MORE

86%

SATISFIED WITH THE
EVENT MARKETING



A market survey was conducted among Hospitality Qatar's 2018 exhibitors. Respondents were randomly sampled to reflect the overall satisfaction of exhibitors, the benefits of exhibiting, and the general opinion regarding the exhibition.

VISITORS SURVEY



99%

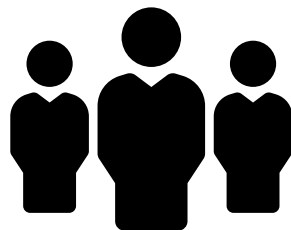
SATISFIED WITH THE PRODUCTS
DIVERSITY AND QUALITY

99%

SATISFIED WITH
THE CONFERENCE

97%

HAVE ACHIEVED
THEIR GOALS



SATISFIED
VISITORS

99%

SATISFIED WITH THE
OVERALL EXPERIENCE

70%

VISITING GOAL IS TO DISCOVER
NEW PRODUCTS AND SERVICES OR
MEET POTENTIAL BUSINESS PARTNERS

96%

SATISFIED WITH THE
EVENT MARKETING



A market survey was conducted among Hospitality Qatar's 2018 visitors. Respondents were randomly sampled to reflect the overall satisfaction of visitors and the general opinion regarding the exhibition.

B2B PLATFORM



667

B2B MEETINGS



482

BUYERS



Hospitality Qatar's B2B Matchmaking platform is an essential tool designed for exhibitors and visitors to help optimize their participation at the show. The user-friendly platform allows buyers and suppliers to be paired-up based on matching profiles, and schedule meetings ahead of time for maximum efficiency.

At Hospitality Qatar 2018, 667 meetings were scheduled among hoteliers, chiefs, procurement professionals, marketing directors, and other decision makers, to meet with suppliers and distributors of various products. This practical tool made it easy for participants to kick off negotiations during the show and build strong networks.



TOP PROFILES



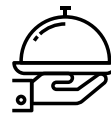
HOTELS



DISTRIBUTORS
& AGENTS



RESTAURANTS
& CAFÉS



CATERING
COMPANIES



SUPERMARKET
CHAINS

97%

B2B PARTICIPANTS

THINK HOSPITALITY
QATAR IS A VERY GOOD
NETWORKING EVENT

MOCKTAIL COMPETITION



30

MOCKTAIL
PARTICIPANTS



The Mocktail Competition is a specialized platform that allowed the industry's best bartenders to flaunt their beverage knowledge and skills, and experiment with different flavors and ingredients to create unique Mocktails.



CELEBRITY GUESTS

Sponsored by Red Bull

Tom & Kiko

#1 World Champions in Flair Bartending, and Red Bull Bartending Academy Founders. Over three days, Tom & Kiko, gave presentations, training and live demos on the art of bartending, to a large audience of professional bartenders from various hotels and bars around Qatar.

A special flair show by Tom Dyer concluded Salon Culinaire third day activities, prior to the final Award Ceremony amidst a large crowd of F&B professionals, and exhibition visitors.



MOCKTAIL COMPETITION



JUDGING PANEL

CHEF THOMAS GUGLER
CHEF DAVID SOSSON
KIKO AND TOM (RED BULL)

WINNERS



- Chloe Memorando, Kempinski The Pearl



- Joebert Cabacungan, Kempinski Residence



- Uche Osuchukwu, Grand Hyatt Doha



BARISTA COMPETITION



6

BARISTA PARTICIPANTS

The Barista Competition is a specialized platform for one of the most-consumed beverages around the globe; Coffee. Sponsored by Lavazza, the competition set the stage for talented baristas to express their passion for the art of coffee-making and serve classic coffee beverages and unique creations to a professional jury panel.

JUDGING PANEL

CHEF FEDERICO MICHIELETTO
CHEF FERNANDO ARACAMA
CHEF MOOROGEN COOPEN

WINNERS



- Kevin Castañeda



- Nor Sakinah Binti Mizlan,
Holiday Villa & Residence Doha



LIVE COOKING



CATEGORIES

- INDIVIDUAL LIVE COOKING (BLACK BOX)
- **LIVE COOKING SIGNATURE DISH (BEST BURGER)**
- LIVE COOKING SIGNATURE DISH (CHICKEN)
- **LIVE COOKING SIGNATURE DISH (BEEF)**
- LIVE COOKING INDIVIDUAL FOR YOUNG CHEFS
- **LIVE COOKING SIGNATURE DISH (FISH AND SEAFOOD)**
- LIVE COOKING (PASTA)



WINNERS

INDIVIDUAL LIVE COOKING (BLACK BOX)



- Nagaraju Kalva, Doha Marriott Hotel
- Sijomon Chandicheril Ittiyavara, Marriott Marquis City Center



- Melody Alcazarin Japag, Qatar Airways Catering Services
- Shaiful Azam, Torch Hospitality
- Danette Savio Rebelo, Marriott Marquis City Center
- Ravi Kalum Tharanga Samaranayaka, Qatar Airways Catering Services
- Benito Base Mendoza, WASAHQ Culinary Arts
- Ramesh Galgana, St. Regis Hotel Doha
- Ahmat Abu Zairi, La Cigale Hotel
- Prince Paul Gomes, Sheraton Grand Doha Resort & Convention Hotel
- Rohan Indika, Marriott Marquis City Center
- Rafal Marian Zelichowski, Qatar Airways Catering Services
- RAWAD WASSEM ALJOGHAMI, Newrest Gulf
- Zwelithini Tshuma, Marriott Marquis City Center

LIVE COOKING SIGNATURE DISH (BEST BURGER)



- **Jobins Thomas**, Crowne Plaza Doha – The Business Park



- **Supun Matharage**, Torch Hospitality
- **Mohammad Piyas Ahmmed**, The Diplomatic Club
- **Andrew Jossy**, The Ritz Carlton Doha



- **Sudhir Manohar Patil**, Marriott Marquis City Center
- **Bonnin Lee Potot**, Marriott Marquis City Center

LIVE COOKING SIGNATURE DISH (CHICKEN)



- **Nengah Widiassa**, The Westin Doha Hotel & Spa



- **Sudhir Manohar Patil**, Marriott Marquis City Center
- **Gilbert Boco**, Aura Hospitality & Food Services
- **Abdul Rizky**, Marriott Marquis City Center



- **A. Manoj Kuma**, St. Regis Hotel Doha
- **Namal Hewathunda Liyage**, W Doha Hotel & Residences
- **Zwelithini Tshuma**, Marriott Marquis City Center
- **Osama Anwar**, Sheraton Grand Doha Resort & Convention Hotel
- **Bibek Tamang**, Qatar Aircraft Catering Services
- **Benjay Fabunan Cortes**, Marriott Marquis City Center
- **Melody Alcazarin Japag**, Qatar Aircraft Catering Services

LIVE COOKING SIGNATURE DISH (BEEF)



- **Ramesh Galgana**, St. Regis Hotel Doha
- **Eddouni Essiddik**, K108 Hotel
- **Ramesh Shrestha**, Hilton Hotel



- **Tharindu Harshaka Don**, W Doha Hotel & Residences
- **Mohammad Aoual**, Crowne Plaza Doha – The Business Park
- **Ezziani Mustapha**, K108 Hotel



- **Satheesh Plackal**, Torch Hospitality
- **Stephen Kitonyi Thuo**, Marriott Marquis City Center
- **Juan Carlos Romero Zermeno**, The Ritz Carlton Doha
- **Maddage Vikum Priyasanka**, St. Regis Hotel Doha
- **Ajay Khumar Thota**, St. Regis Hotel Doha
- **Thomson Emmanuel**, Hilton Hotel

LIVE COOKING INDIVIDUAL FOR YOUNG CHEFS



- **Jan Vincent Amo**, The Ritz Carlton Doha



LIVE COOKING SIGNATURE DISH (FISH AND SEAFOOD)



- **Youra Kim**, The Ritz Carlton Doha
- **Devi Kurnia Archianti**, The Westin Doha Hotel & Spa
- **Ramil Austria**, Aura Hospitality & Food Services
- **Supun Sri Wickrama Kottahachchi**, W Doha Hotel & Residences



- **Nilesh Talegaonkar**, Torch Hospitality
- **Ardhyto Endang**, W DOHA HOTEL & RESIDENCES
- **Ahmat Abu Zairi**, La Cigale Hotel
- **Fajar Anugrah**, W Doha Hotel & Residences
- **Danette Savio Rebelo**, Marriott Marquis City Center
- **Claudine Villanuena**, Marriott Marquis City Center
- **Hernawati Tabah**, Sheraton Grand Doha Resort & Convention Hotel



- **Chaminda Dissanayaka**, InterContinental Hotel
- **W.P. Asela Danushka Perera**, Torch Hospitality
- **Mohammed Hamed**, Sheraton Grand Doha Resort & Convention Hotel
- **Begum Duman**, Marriott Marquis City Center
- **Sitaram Ghimire**, Qatar Aircraft Catering Services
- **Mayssam Abdul Khalek**, Sheraton Grand Doha Resort & Convention Hotel
- **Sujan Khadka**, Qatar Aircraft Catering Services
- **Muhammad Musthofa Tarihoran**, The Westin Doha Hotel & Spa
- **Melody Alcazarin Japag**, Qatar Aircraft Catering Services
- **Ajoy Mondal**, Fraser Suites West Bay
- **Ashikh Hassan**, Hilton Hotel
- **Gilbert B. Bernardino**, Al Ahli Hospital
- **Allan Lee**, Hilton Hotel
- **Jayasuriyage Don Dilan Sameera Jayasuriya**, The Westin Doha Hotel & Spa

LIVE COOKING (PASTA)



- **Arjun Raj Giri**, La Cigale Hotel
- **Patrick Godio**, Sheraton Grand Doha Resort & Convention Hotel



- **W.P. Asela Danushka Perera**, Torch Hospitality



- **Sampath Rathnayaka Gedara**, W Doha Hotel & Residences
- **Reza Herdiansyah**, The Westin Doha Hotel & Spa
- **Rafal Marian Zelichowski**, Qatar Aircraft Catering Services
- **Ahmed Bayoni**, Al Ahli Hospital
- **Johnson Nyambu Ndaa**, Qatar Aircraft Catering Services



SALON CULINAIRE



27

SALON CULINAIRE
CATEGORIES



315

CHEFS
COMPETING



50

HOTELS & RESTAURANTS
PARTICIPATING

Salon Culinaire, Hospitality Qatar's tribute to culinary excellence, welcomed hundreds of professional local and international chefs, representing 50 hotels and restaurants, to compete for the number one spot across 27 scrumptious categories. The Salon showcased impeccable talents and creativity and awarded excelling participants.

CATEGORIES

- LIVE COOKING INDIVIDUAL FOR YOUNG CHEFS
- **LIVE COOKING (BLACK BOX)**
- LIVE COOKING SIGNATURE DISH (BEEF)
- **LIVE COOKING SIGNATURE DISH (FISH AND SEAFOODS)**
- LIVE COOKING (CHICKEN)
- **LIVE COOKING SIGNATURE DISH (PASTA)**
- LIVE COOKING SIGNATURE DISH (COLD/HOT SANDWICH)
- **LIVE COOKING SIGNATURE DISH (BEST BURGER)**
- THEME CELEBRATION CAKE DECORATION
- **FRUIT AND VEGETABLE CARVING**
- ICE CARVING INDIVIDUAL
- **FIVE COURSE GOURMET DINNER MENU**
- FIVE COURSE VEGETARIAN LUNCH MENU
- **QATARI FEAST**
- ARABIC MEZZA (CREATIVE)
- **HORS D'OEUVRE (FINGER FOOD & CANAPÉS)**
- TERRINE / PÂTÉ (POULTRY-BEEF-FISH)
- **PETIT FOURS DISPLAY**
- FOUR PLATES OF DESSERT
- **PLATED DESSERT**
- QATARI DESSERT
- **BREAD**
- WEDDING CAKE
- **MASTER SHOWPIECE**
- CHOCOLATE SHOWPIECE
- **FRUIT & VEGETABLE SHOWPIECE**
- BARISTA COMPETITION
- **MOCKTAIL COMPETITION**

SALON CULINAIRE

GOLD MEDALISTS



DAY1

WEDDING CAKE

Julius Patrick P. Reyes, La Cigale Hotel

WEDDING CAKE

Bernadine Rego,
Caramel for the art of the cake

ARABIC MEZZA (CREATIVE)

Damitha Buddika, InterContinental Hotel

BARISTA COMPETITION

Kevin Castañeda

DAY2

FIVE COURSE GOURMET DINNER MENU

Chinthaka Bandara, InterContinental Hotel

CHOCOLATE SHOWPIECE

Michael Boongaling, La Cigale Hotel

QATARI FEAST

Mohammad Jamal Mohammad
Hammad, Private Company 1

QATARI DESSERT

Rochelle Amatorio, The Diplomatic Club

PLATED DESSERT

Alkesh Bhandari, Sheraton Grand Doha
Resort & Convention Hotel

FRUIT AND VEGETABLE CARVING

Michael Boongaling, La Cigale Hotel

DAY3

PETIT FOURS DISPLAY

Evance Rupok Gomes, Sheraton Grand
Doha Resort & Convention Hotel

MASTER SHOWPIECE

Varuna Harshana Guruge,
Sharq Village & Spa

MASTER SHOWPIECE

Rafeeqe Shahul Hameed P.N.S. Ibrahim,
Qatar Aircraft Catering Services

MASTER SHOWPIECE

H. Tharindu Sampath Fernando,
Fauchon Paris

FIVE COURSE VEGETARIAN LUNCH MENU

Dennith Sugath, Sheraton Grand Doha
Resort & Convention Hotel

RED BULL MOCKTAIL COMPETITION

Chloe Memorando, Kempinski The Pearl

SALON CULINAIRE



JURIES & MARSHALS

CHEF THOMAS GUGLER

(WACS) Worldchefs President; Executive Master Chef CMC/EMC

CHEF FEDERICO MICHIELETTA – Malaysia

Bocuse d'Or Judge / Head of Culinary of Marini's Group Malaysia

CHEF MARTIN KOBALD – South Africa

(WACS) Worldchefs Vice President

CHEF FERNANDO ARACAMA – Philippines

Immediate Past President of LTB Philippines Chefs Association and Philippine Young Chef

CHEF JESU LAMBERT – India

Executive Chef – Savera Hotel

CHEF MOOROOGUN COOPEN – Mauritius

President of Mauritian Chef Association

CHEF CHARLES AZAR – Lebanon

Pastry and Bakery Consultant

CHEF TRINH DIEM VY – Vietnam

Chairman

CHEF KEERTHI HAPUGASDENIYA – Australia

Group CEO – Taste Vietnam Group

CHEF GEORGES CHIHANE – Lebanon/Oman

Culinary Development Manager

HYGIENE JURIES

SARAH NAHAL – Lebanon

Food Safety Senior Consultant

NICK GONZALES – Philippines

Food Safety Consultant

KAMILLE DELOS SANTOS – Philippines

Food Safety Consultant

ROOKIE JUDGE

CHEF SLEIMAN KHAWAND – Lebanon



SALON CULINAIRE

MARSHALS

CHEF DOMINIQUE RICHARD (Chief Marshal)

CHEF HAREESH PADMANABHAN (Assistant Chief Marshal)

CHEF MOHAMED NAJEM
(Marshal-Chef in Charge of Black Box)

CHEF ALI NASSAR

CHEF AHMAD BAYONI

CHEF SULEYMAN GUZEL

CHEF GERARDO ATENCIO

CHEF REYNALDO DULATRE

CHEF ANTONIO SANCHES

CHEF ADNAN AAD

CHEF ARZ EL GEMAYEL

CHEF ROY VARGHESE

CHEF RASHWAN AZZAM

CHEF FADY NOHRA

CHEF PIERRE ZAGHRINI



FUTURE OF TOURISM IN QATAR CONFERENCE

3

SESSIONS

6

PANEL DISCUSSIONS

8

PRESENTATIONS

Launched in partnership with Qatar National Tourism Council, the conference showcased the opportunities and challenges within the hospitality sector in Qatar, explored international case studies, new strategies, technologies, and innovations to keep up with market developments.

The conference featured engaging panel discussions that touched upon Qatar's tourism sector strategy, innovation in tourism development, and curating family entertainment. The conference included a captivating presentation and live demo by award-winning celebrity Pastry Chef, Dominique Ansel, as well as an invaluable presentation by customer service guru and Amazon bestseller author, John Dijulius.

OPENING KEYNOTE SPEECH

The Next Chapter: Qatar Tourism Sector Strategy 2018/2023 & The Importance of Visitor Experience

KEYNOTE SPEAKER

Mr. Ahmed Al-Obaidli

Director of Exhibitions Department – Qatar National Tourism Council

CONFERENCE SESSIONS

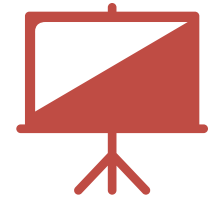
DAY 1 - An Overview of Qatar's Future Tourism Sector Development

DAY 2 - From Farm to Table: Securing and Delivering Culinary Excellence

DAY 3 - Designing Visitor Experience



FUTURE OF TOURISM IN QATAR CONFERENCE



CONFERENCE SPEAKERS & PANELISTS

- **Anthony Williams**, Head of Product Development and Investment Promotion, Qatar Tourism Authority
- **Thomas Gugler**, President, Worldchefs
- **Aisha Mohamad Al-Tamimi**, Cooking and Etiquette Expert, MAWAED
- **Emad Hadya**, Qatari Food Chef
- **Martin Baeuerle**, Chairman, Green Hotel Interest Group
- **Nathalie Cockayne**, Hotel Manager, Mandarin Oriental
- **Shane Douglass**, Director of Sales & Marketing, Park Hyatt
- **Khaled Hassan Al-Neama**, Manager – Engineering, Katara Hospitality
- **Eman Ahmad Al Kuwari**, Project Manager at TASMU Smart Qatar Program, Ministry of Transport and Communication
- **Hamad Ali Alabdulmalik**, Director of Development – Local Projects, Qatari Diar
- **Felipe Daguila Simoes**, Executive Director Digital Transformation, Ooredoo Qatar
- **Margaret Rodgers**, Director of Sales and Customer Service, Qatar Rail
- **Raimund Siegfried Hanauer**, Director of Transport Planning, Qatar Rail
- **Masoud Almarri**, Executive Secretary, Committee for Monitoring the Implementation of Food Security Policies in the Public and Private Sector, Ministry of Municipalities and Environment
- **Shaikha Al Sulaiti**, Interior Design Manager, Msheireb Properties
- **Diego Di Paola**, Senior Manager, Msheireb Properties



FUTURE OF TOURISM IN QATAR CONFERENCE



CELEBRITY GUESTS

DOMINIQUE ANSEL

James Beard Award-winning Pastry Chef, owner of eponymous bakeries in New York, Tokyo, London, and Los Angeles, and creator of the 'cronut'.

Presentation and Live Demonstration

A stellar presentation on his baking secrets and live demonstration was given by Chef Dominique Ansel to a large audience of Qatar's culinary professionals, pastry chefs, and HQ visitors on the first day of The Future of Tourism in Qatar Conference.



JOHN DIJULIUS

Customer Service guru, and acclaimed author of the #1 selling book on Amazon "The Customer Service Revolution."

Presentation and Book Signing

In a program presented by Qatar National Tourism Council and Supreme Committee for Delivery and Legacy, John DiJulius gave a unique presentation on the third day of the conference discussing 'The Art of Delivering Unforgettable Experiences' in a special pre-conference VIP session attended by top hospitality industry leaders and hotel managers in Qatar, followed by a book signing session of his bestseller.



PRESS COVERAGE

10 Italian firms participate for first time in Hospitality Qatar

RAYMOND BIVERRA
THE PENINSULA

DOWN. As a result of Italian Embassy's commitment to promote business between Italy and Qatar, ten Italian companies have chosen Qatar as the first country in the Gulf to present their products.

The companies engaged in food, furniture and flowers (household furniture and cafe) sectors are participating at Hospitality Qatar 2018, the country's premier hospitality event, scheduled for 10-12 October at the Doha Convention Centre.

The Italian Embassy here in Qatar is not only promoting the Italian interest in Qatar but also the Qatar interest in Italy. In the past months, we were in Italy promoting Qatar's various opportunities in business and due to the final result of our promotion of the country, "Pugliese Italiana Ambassador of Italy to Qatar, told The Peninsula on the sidelines of yesterday's launch. Salzano said the companies, all from Trentino region in Italy, were convinced of the opportunities in Qatar and were happy to be taking part in the event.

The fact that they are here is already an achievement because their companies usually don't sell to this area of the world. Qatar is the



Peninsula Salzano (left), Italian Ambassador to Qatar, and Giuseppe Rignone (right), Italian Trade Commissioner, with exhibitors of the Italian pavilion at Hospitality Qatar 2018. At BMC, yesterday, the Italian Embassy here in Qatar.

called Grano Padano, cheese with traffic and different types of Italian wine. They are also participating in the event with their furniture and natural luxury woods used in the design of the country. The Italian Trade Commissioner Giuseppe Rignone was optimistic of the participation of the ten companies at the event where they are to meet Qatar's companies.

"We have arranged for them more than 300 meetings in these three days more than 300

Hospitality Qatar kicks off with 188 exhibitors from 20 nations

SARAH CHAMBERS
THE PENINSULA

HOSPITALITY Qatar, the largest international exhibition of the hospitality sector in the Middle East, kicked off at the Doha Convention Centre (DCC) today.

The event's theme is "The art of the table". The exhibition is the first of its kind in the region, and it is expected to attract a large number of visitors.

The exhibition is the first of its kind in the region, and it is expected to attract a large number of visitors. The event is organized by the Qatar Hospitality Association (QHA) and is supported by the Qatar Ministry of Tourism and Culture.



The Minister of the House of Representatives, Sheikh Khalid bin Ahmed Al Thumairy, (left), and the Minister of Tourism and Culture, Sheikh Hamad bin Khalifa Al Thumairy, (right), at the opening ceremony of Hospitality Qatar 2018.

The exhibition is the first of its kind in the region, and it is expected to attract a large number of visitors. The event is organized by the Qatar Hospitality Association (QHA) and is supported by the Qatar Ministry of Tourism and Culture.

جلال الجزائر مهمة بتطوير العلاقات الاقتصادية مع قطر

الجزائر، 7 أكتوبر (تشرين الأول) - جال جلال، وزير الخارجية الجزائري، أكد في كلمة له خلال افتتاح معرض قطر للضيافة بحضور 7 آلاف زائر، أن الجزائر تعتبر العلاقات الاقتصادية مع قطر من أولوياتها. وقال جلال إن الجزائر تسعى إلى تعزيز التعاون الاقتصادي مع قطر، خاصة في مجالات السياحة والفنادق والتجارة.



الوزير الجزائري جلال جلال، وزير الخارجية، في كلمة له خلال افتتاح معرض قطر للضيافة بحضور 7 آلاف زائر، أكد في كلمة له خلال افتتاح معرض قطر للضيافة بحضور 7 آلاف زائر، أن الجزائر تعتبر العلاقات الاقتصادية مع قطر من أولوياتها.

7 آلاف زائر لـ«قطر للضيافة» خلال 3 أيام

الدوحة، 10 أكتوبر (تشرين الأول) - استمر معرض قطر للضيافة، الذي افتتح في اليوم الأول، ويستمر حتى اليوم الثالث، في جذب أعداد كبيرة من الزوار. وتعد هذه المناسبة فرصة للقطريين وللمتخصصين في المجال للقاء والتعاون.



الوزير الجزائري جلال جلال، وزير الخارجية، في كلمة له خلال افتتاح معرض قطر للضيافة بحضور 7 آلاف زائر، أكد في كلمة له خلال افتتاح معرض قطر للضيافة بحضور 7 آلاف زائر، أن الجزائر تعتبر العلاقات الاقتصادية مع قطر من أولوياتها.

Hospitality Qatar 2018 draws more than 7,000 visitors

HOSPITALITY Qatar 2018, the largest international exhibition of the hospitality sector in the Middle East, drew more than 7,000 visitors.

The exhibition is the first of its kind in the region, and it is expected to attract a large number of visitors. The event is organized by the Qatar Hospitality Association (QHA) and is supported by the Qatar Ministry of Tourism and Culture.



The Minister of the House of Representatives, Sheikh Khalid bin Ahmed Al Thumairy, (left), and the Minister of Tourism and Culture, Sheikh Hamad bin Khalifa Al Thumairy, (right), at the opening ceremony of Hospitality Qatar 2018.

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السياحة المحلية إحدى القوى الدافعة لمسييرة النمو الاقتصادي

الدوحة، 7 أكتوبر (تشرين الأول) - أكد وزير السياحة المحلية، الدكتور محمد بن عبد الله، أن السياحة المحلية هي إحدى القوى الدافعة لمسييرة النمو الاقتصادي في قطر. وقال إن الحكومة تسعى إلى تعزيز السياحة المحلية من خلال توفير خدمات أفضل وتطوير البنية التحتية.



الوزير الجزائري جلال جلال، وزير الخارجية، في كلمة له خلال افتتاح معرض قطر للضيافة بحضور 7 آلاف زائر، أكد في كلمة له خلال افتتاح معرض قطر للضيافة بحضور 7 آلاف زائر، أن الجزائر تعتبر العلاقات الاقتصادية مع قطر من أولوياتها.

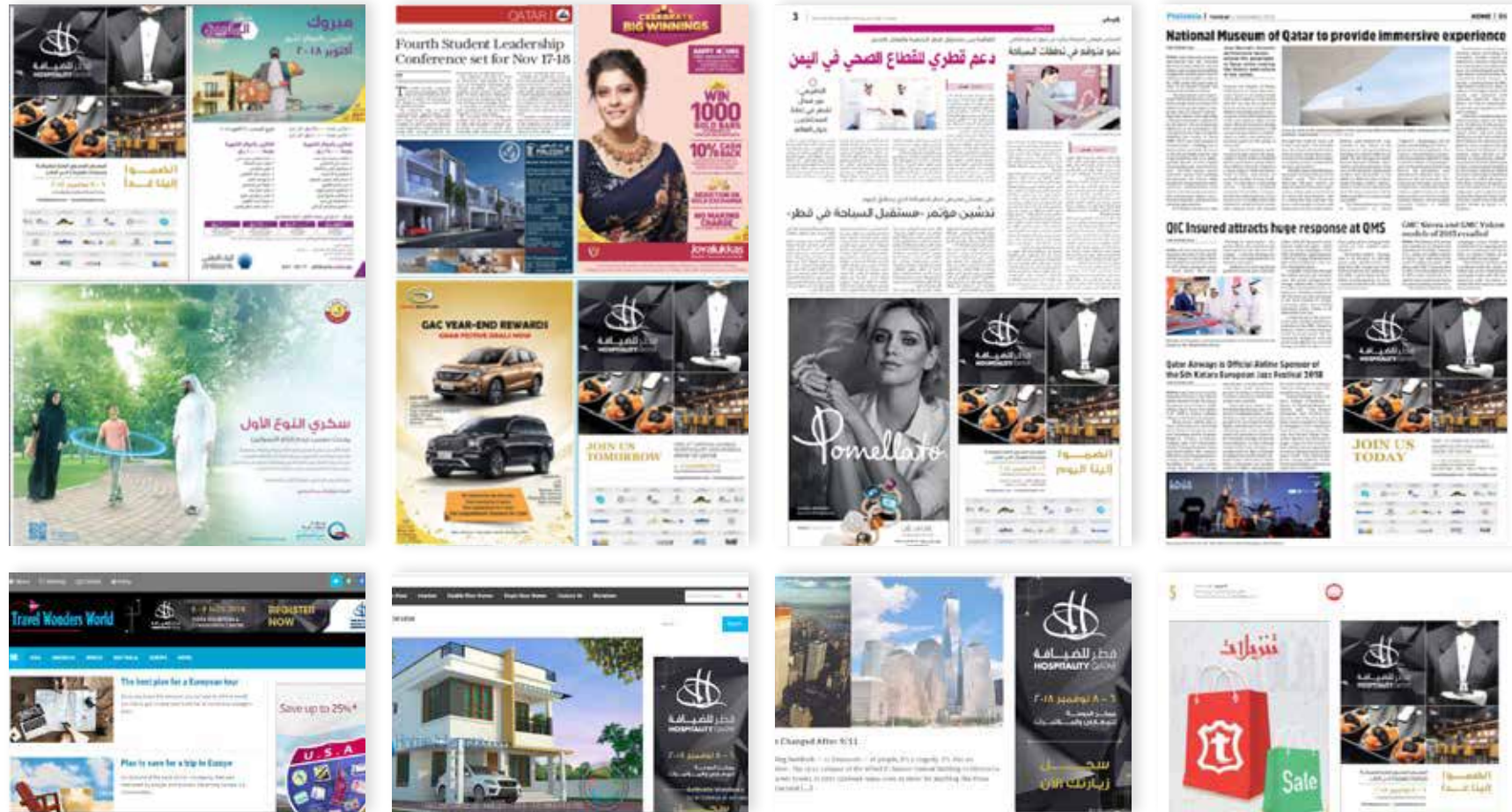
Hospitality Qatar winds up 2018 show on a high note

الدوحة، 12 أكتوبر (تشرين الأول) - اختتم معرض قطر للضيافة، الذي افتتح في اليوم الأول، ويستمر حتى اليوم الثالث، في جذب أعداد كبيرة من الزوار. وتعد هذه المناسبة فرصة للقطريين وللمتخصصين في المجال للقاء والتعاون.



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MEDIA COVERAGE



COMPREHENSIVE MARKETING PLAN



EMAIL MARKETING

Several e-campaigns were sent throughout the year targeting more than 60,000+ local, regional, and international hospitality professionals



SMS MESSAGING

SMS messages were dispatched to 400,000 trade professionals



WEBSITE

The website generated more than 100,000 sessions in the past year, and provided full information about the show to all exhibitors, visitors, and media



SOCIAL MEDIA

Targeted messages were sent across different social media platforms covering the entire region in both English and Arabic



PRESS CONFERENCE

Announced Hospitality Qatar in the presence of a high number of Media Reporters



TELEMARKETING

Promoted Hospitality Qatar through direct calls to key decision-makers and buyers by a team of trained telemarketers around the clock



NEWSLETTERS

Several newsletters were published during the live days of the event, covering the headlines and latest news to 60,000+ professionals



PRINT MEDIA

Several ads were published in major local, regional, and international magazines and newspapers directed to business professionals



DIGITAL MEDIA

Targeted messages were sent across media platforms to more than 18,000 industry professionals across the region throughout the year



ROAD BANNERS

Placed in strategic locations in Doha, reaching a large audience



FAX CAMPAIGNS

Fax campaigns were sent to thousands of professionals keeping them updated on Hospitality Qatar



SPONSORS & PARTNERS

IN PARTNERSHIP WITH

qatar tourism.gov.qa



The roles and responsibilities of the Qatar Tourism Authority (QTA) reflect the government's commitment to tourism and the business events industry as key priority sectors in its national strategy for economic and social development. QTA's mandate covers all aspects of the industry, including destination marketing, product development and quality control through licensing and classification. Its marketing role is to promote Qatar both regionally and internationally as a quality destination for both business events and leisure travel, including cultural, leisure, sports and educational tourism.

QTA's promotional initiatives relating to the business events sector include participation in major MICE industry exhibitions and forums worldwide, as well as presentations, workshops, familiarization visits and one-on-one guidance. The QTA also supports the organizers of Qatar-based events through local, regional and international publicity activities.

To reinforce these activities and provide an on-the-ground presence in key markets, QTA has opened representative offices in the UK, France, Germany, Saudi Arabia (covering the GCC) and South-East Asia (Singapore, Malaysia and Hong Kong) with further expansion planned.

LEADING PARTNER

qatarcp.com



QATAR CULINARY
PROFESSIONALS

The Qatar Culinary Professionals (QCP) is the association of professional chefs in Qatar. It is a nonprofit organization dedicated to maintaining, advancing and improving the international culinary prestige of Qatar.

OFFICIAL SUPPORTING BODY

worldchefs.org



The World Association of Chefs Societies (World Chefs, for short) is a global network of chefs first founded in October 1928 at the Sorbonne in Paris. Today the global organization has over 100 official chefs associations as members, comprising over 10 million professional chefs worldwide. The World Chefs endorses the QCP as the authorized Qatar culinary institute. The QCP, thereby has an international culinary focus and multi-national support for the staging of its various competitions, trainings, seminars, and events.

SPONSORS & PARTNERS

DIAMOND SPONSOR

alsraiya hospitality.com



Al Sraiya Hospitality was brought together in 2015 to manage their chain of hotels locally and internationally. Al Sraiya Hospitality currently owns three operational internationally branded hotels in Qatar that are part of Millennium Hotels and Resorts: Millennium Hotel, Copthorne Hotel and Kingsgate Hotel in addition to The Town Hotel. Their international Operational Hotels include Munich Marriott Hotel, Presidential Service Apartments London, The Edward Hotel in Paddington, London, Mowbray Court Hotel London and the Westin Warsaw Poland. In addition to the above, their services companies, Edarat and Premium Cleaning provide hotel services.

OFFICIAL KITCHEN SPONSOR

askarind.com



Askar is a certified stainless-steel manufacturing company and distributor of refrigeration and air conditioning for hotels, restaurants, palaces, etc. They also specialize in heavy duty kitchen and catering equipment, bakery equipment, laundry equipment, ventilation hoods, hospital equipment, stainless steel cladding, balustrades and handrails. They are also the sole distributor of high quality imported products mainly from the leading and reputed manufacturers in Italy, France, Germany, USA and England, as well as Japan and Canada.

SILVER SPONSOR

ftc qatar.com



Falcon Technical & Trading Company is an ISO 9001-2008 certified company in Doha, established in 1989 with a precise objective to build up the gap in supply, installation, and commissioning of industrial/ commercial kitchen equipment, with an enhanced commitment to providing quality products and services to customers at the right time. The list of accomplished projects in Qatar, Bahrain and Saudi Arabia, in various areas such as five-star hotels, restaurants, hospitals, army camps, bakeries and industrial/commercial kitchen reveal our participation in the industry.

SILVER SPONSOR

inox.com.qa



Inox is a company established in 1994 in Doha, Qatar. It was a small establishment until it began to expand with time to achieve great success. Inox is specialized in designing, manufacturing, and installing home & industrial steel kitchen equipment that is rust resistant. It also provides exhausts with full accessories; the perfect solution to smoke suction for restaurants and hotels.

SPONSORS & PARTNERS

EXCLUSIVE HYGIENE SPONSOR boecker.com



Founded in 1994; Boecker® has continuously been at the forefront of environmental health services including pest management, food safety, bio security and Health and Safety services and products. Boecker® extensive presence in the Middle East placed it as a global player with strong strategic partnerships with the world's most renowned research and excellence centers, as well as leading producers of high quality products and systems. Boecker® services are acclaimed for their highest quality and distinguished client services that remain at the core of the Boecker® promise to retain "extremely satisfied clients©".

LIVE COOKING SPONSOR qnie.com



QNE's journey started in 1964, and is now part of Al Wataniya International Holdings. Our reputation in providing customized customer solutions, uninterrupted supplies and a competitive product portfolio, packed by trusted on ground execution, has made us one of the leading FMCG distributors in the country.

BLACK BOX SPONSOR haidaritrading.com



Haidari trading strives to continue being a market leader as a provider of top-quality services, and fresh produce. Providing such high standards of quality and service has been paramount to the success of Haidari trading for well over 50 years. Haidari trading will continue being a market leader through endless expansion and development. With the help of a team of highly qualified and educated staff, Mr. Reza Haidari's vision will be brought to life.

BLACK BOX SPONSOR lambandbeef.com



Meat & Livestock Australia (MLA) is a producer-owned company which provides marketing and research and development services for the Australian cattle, sheep and goat industries. MLA in the Middle East North African region works with retailers, food service operators, importers, manufacturers and Australian exporters to maintain and increase the demand for halal red meat and livestock to the region. The Australian meat and livestock industry is proud to be a key supplier of safe, nutritious, delicious halal certified meat to MENA and assisting in ensuring food security of the region.

SPONSORS & PARTNERS

BARISTA SPONSOR
lavazza.com



The history of Lavazza is that of a business which, for over 120 years, has pursued a company vision based on passion for work, for the product and the land in which it operates. These values have been ingrained in Lavazza's DNA since its foundation in 1895, and upheld by four generations of entrepreneurs.

Each family member who has worked in the company has helped it to grow, transforming it into the company it is today, yet still true to the qualities of passion and innovation inherited from Luigi Lavazza.

**OFFICIAL AV SOLUTIONS
SPONSOR** almoe.com



Almoe Group of Companies is the region's most trusted one-stop shop for Audio Visual and IT products and solutions. With over 20 years of experience in this industry, our technical expertise and knowledge has helped us grow from a humble beginning in 1994 in Dubai, to marking our presence across GCC and India.

OFFICIAL HOTEL
intercontinental.com



Perfectly situated in the exclusive West Bay area close to all the major areas of interest, the stylish and modern InterContinental Doha - The City stands tall amid the action of the city. We offer 349 luxury hotel rooms and suites, and 176 residential apartments.

OFFICIAL CARRIER
qatarairways.com



Qatar Airways is the national airline of the state of Qatar and one of the aviation industry's big success stories. Operations began in 1994 when the airline was a small regional carrier serving a handful of routes. The airline was re-launched in 1997 under the mandate of the then Emir, His Highness the Emir Sheikh Hamad bin Khalifa al-Thani, who outlined a vision to turn Qatar Airways into a leading international airline with the highest standards of service and excellence. Qatar Airways has since become one of the fastest growing carriers in the world with unprecedented expansion averaging double digit growth year on year.

SPONSORS & PARTNERS

OFFICIAL FREIGHT FORWARDER
bcclogistics.com



BCC Logistics is a global licensed freight forwarding provider with a global experience of more than 24 years. Since 1993, the company has expanded enormously based on the vision of its founder Mr. Joseph Harb who today remains the CEO. It mainly supports the complexity of the international trade through ocean and air freight, land transport and many other additional services. Our services ensure the easy movement of goods with the support of our skilled team that focuses on an exceptional service and competitive pricing in order to deliver the products to their destination on time and with utmost care.



THANK YOU PARTNERS

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OFFICIAL KITCHEN SPONSOR



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EXCLUSIVE HYGIENE SPONSOR



LIVE COOKING SPONSOR



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OFFICIAL CARRIER



OFFICIAL FREIGHT FORWARDER



OFFICIAL RENT A CAR COMPANY



LEAD MEDIA PARTNER



BUSINESS DAILY NEWSPAPER



OFFICIAL INFORMATION GUIDE



RESEARCH PARTNER



MEDIA SPONSORS



EXHIBITION COVERAGE



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12 - 14 November

Doha Exhibition and Convention Center (DECC)

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