

2022  
Egypt



THE <sup>nd</sup>  
**42** INTERNATIONAL  
HOTEL SUPPLIES  
EXHIBITION

المعرض الدولي  
الثاني والأربعون

لتجهيزات الفنادق والكافيهات  
والمطاعم ومعدات المخابز والحلواني  
والآيس كريم والسوبر ماركت

بمركز القاهرة الدولي للمؤتمرات - مدينة نصر  
At Cairo International Convention Center - Nasr City

From	Till	من	حتى
14 - 16	17 - 18	١٤ - ١٦	١٧ - ١٨
NOVEMBER	2022	نوفمبر	٢٠٢٢

Hace

Le Cafe

Inter. food

Bakery  
Tec.

Furnishing  
Hot.

Clean Tec.

تحت رعاية وزارة السياحة  
Under The Auspices of Ministry of Tourism



# HACE- HOTEL EXPO 2022

## THE 24th INTERNATIONAL HOTEL SUPPLIES EXHIBITION





This year, the annual Hotel and Catering Equipment Exhibition (HACE- Hotel Expo) took place from November 14-16, 2022, at the Cairo International Conference Center in Nasr City. The HACE Hotel Expo is Egypt's largest and most prominent international trade fair, specializing in hotel supplies and furnishings, catering supplies, bakery, pastry, and ice cream equipment, cleaning equipment, Super Market equipment and all the necessities for small and large businesses across the hospitality and FMCG sectors.

With over 40 years of excellence to its name, the HACE Hotel Expo has further established itself as the official networking hub for the exchange of business, information, education, world-class technology and tools, supplies, and service within Egypt's hotel, hospitality, and catering fields.

The HACE'22 Exhibition was officially opened on the 14 of November by Ms. Ghada Shalby, Deputy Minister of Tourism, Eng. Adel El Masry, Chairman of the Chamber of Tourism Establishments who's made the efforts to visiting all the booths and they expressed their appreciation for everyone's participation.





The Egyptian Group for Marketing was honored by the visit of His Excellency Mr. Ahmed Issa, Minister of Tourism and Antiquities, at the conclusion of the activities of the 42nd International Exhibition for Hotel Supplies and Tourism Establishments, Hace 2022, which was held from 14 to 16 November, at the Cairo International Conference Center in Nasr City.

The Minister visited the Association's booth at the exhibition, where he handed out some prizes and medals to the winners of the live cooking competitions, as the Minister was keen on sharing the chefs their annual event. The Minister was accompanied by Ms. Ghada Shalaby, Deputy Minister for Tourism and Antiquities Affairs, Mr. Mohamed Amer, Head of the Central Administration for Hotel Establishments, and Dr. Soha Bahgat, Spokesperson and Training Advisor at the Ministry of Tourism & Antiquities.





This year's HACE-Hotel Expo was held under the gracious auspices of the Egyptian Ministry of Tourism, Ministry of Trade & Industry, and Chamber of Tourism Establishments and in powerful collaboration with The Egyptian Chef's Association, showcasing more than 305 represented companies from around the world.

Participants exhibited their latest in HACE's six prominent exhibition categories, which are:



**HACE**  
The International Catering Equipment  
& Trading Laundry Exhibition



**Bakery Tec.**

The International Bakery, Pastry  
Equipment & Ice Cream Exhibition



**Inter. Food**

The International Food & Beverage  
& Super Market Equipment Exhibition



**Furnishing Hot.**

The international Furnishing  
Hotels Exhibition



**Clean Tec.**

The International Cleaning  
Equipment Exhibition



**Le Café**

The International Coffee & Tea  
Supplies Exhibition





We received thousands of trade visitors who came to see what was new on the market for the Hospitality and catering sector.

310 companies Exhibited at HACE this year, covering a space of 25000 m2 that pushing our Exhibition to be No 1 in African region at the field of Hotel Supplies & Catering Equipment, Bakery, Pastry & Ice Cream equipment, Food & Beverage & super Market equipment, furnishing hotels equipment.





## In Hace- Hotel Expo 2022, More than 150 chefs participated in competitions At HACE 2022 exhibition The Egyptian Chefs Association concluded another successful edition of its most important annual event.

The Egyptian Chefs Association concluded a successful edition of its most important annual event for chefs, which was held as part of the 42nd edition of the International Trade Fair for Hotel and Restaurant Supplies, Hace 2022, from 14-16 November, at the Cairo International Convention Center.

The ECA live cooking competitions were very popular, with more than 150 chefs participating. During the Exhibition, the Egyptian Chefs Association organized seven culinary competitions; All were set up in live cooking kitchens, which are equipped with the latest equipment provided by “**Masria Group**”; the leading company in Egypt for kitchen equipment, supplies, and installation.

For the first time this year, the Association organized a competition program dedicated only to pastry chefs, consisted of four competitions for desserts. Equipment for the pastry competitions was provided by “**International Cool Center**” and “**Alu Steel**”.





## Thank you Jury Committee at HACE – Hotel Expo 2022

Among the most famous chefs who attended the exhibition,

*Chef Markus Iten, Founder and Honorary President Egyptian Chefs Association and Chef Owner Ibis Restaurant & Cooking School*

*Chef Hossam Soliman, Director of Kitchens Steigenberger El Tahrir Hotel, President – ECA And Member – Worldchefs Culinary Competition Committee*

*Chef Thomas Gugler, President WorldChefs Association*

*Chef Frank Widmann, Former President of the German National Team and Jury President of IKA World Culinary Olympics*

*Chef Shadi Abu Khadija, President Jordanian Chefs Association*

*Chef Hany Hamed, Executive Chef Holiday Inn Citystars Cairo Hotel*

*Chef Omar Hamada, Corporate Executive Chef Longhorn & Fuego Restaurant*

*Chef Essam Elsayed, Food and Beverage Director Movenpick El Gouna*

*Chef Tarek Ibrahim, Co-founder Umami Restaurants and Master Chef and TV Chef Star*

*Chef Maged Mohsen, Executive Pastry Chef and ECA Pastry Trainer*

*Chef Said Eldemiry, Executive Chef and ECA Culinary Trainer*

*Chef Charbel Darwich, Sr. Technical Advisor EMF Trading & Callebaut Ambassador*







## HACE- Hotel Expo collaborated with the Egyptian Chef's Association to host the largest 11 acclaimed Culinary competitions in one place.

This year's competition results are as follows:

- | **Best Restaurant 2022- Sponsored by Horeca Star – I Horeca Blog**  
Silver Medal - won by Pipa Italian Restaurant
- | **Chef of the Year 2022- Sponsored by Unilever Food Solutions**  
Silver Medal and Best Hygiene Award- won by Ahmed Fouad Kamel, Senior Sous Chef, Tropitel Sahl Hasheesh
- | **Young Chef of the Year 2022 - Sponsored by Mainz & Dixie Mills**  
Gold Medal– won by Essam El Din Mohamed, Demi Chef de Partie, Umami Restaurant
- | **Egyptian Cuisine Competition - Sponsored by Nestle Professional**  
Silver Medal - won by Abdel Rahman Mahmoud Chef de Partie, Italiano Restaurant
- | **Vegetarian Cuisine Competition- Sponsored by Rehana**  
Silver Medal - won by Mohamed Ramadan Mohamed El Sayed Chef de Partie, The Lemon Tree
- | **Best Burger Competition- Sponsored by Almera Foods**  
Gold Medal - won by Rawan Abdel Rahman Ibrahim Trainee, Cairo Marriott Hotel
- | **Perfect Steak Competition - Sponsored by Emkay**  
Gold Medal and Best Hygiene Award - won by Mohamed Sayed Abdel Hay 1st Commis, Steigenberger Hotel Tahrir
- | **Plated Dessert Competition- Sponsored by Al Safy Foods**  
Silver Medal- won by Eslam Arafa Mansy Pastry Chef, Hyatt Regency Cairo West
- | **Making Donuts Competition- Sponsored by Amos**  
Gold Medal– won by Hassan Ahmed Hassan Sayed Pastry Chef, Hyatt Regency Cairo West Hotel
- | **Kiri Best Éclairs Competition- Sponsored by Kiri**  
Bronze Medal - Dina Mohamed Mansour Lecturer, British University in Egypt
- | **Cake Decorating Competition- Sponsored by Monginis**  
Silver Medal- won by Sayed Mohamed Oraby Sous Chef, Royal Maxim Palace Kempinski Cairo





## Hace Food Hub, a Meeting Point for Top Names in Food & Beverage Industry

Another highlight at Hace was the HACE Food HUB, a meeting point for top names in the food and beverage industry, organized by the Egyptian Chefs Association. This year the HUB was covered by IHoreca.

The HUB includes daily discussion sessions dealing with topics of interest to professionals in the sector. The HUB panels feature the most prominent personalities in the food sector so that the attendees can benefit from their expertise through interactive Q&A sessions. Among the sessions that were organized was a session entitled “The Businessmen Mindset Required for Culinary Leaders”, and another entitled “Egypt’s Participation in International Competitions”, which discussed the criteria by which Egypt’s culinary ambassadors are selected, and the skills required for those representing the country in competitions abroad. The “sustainable kitchen” trend was also discussed, how to find ways to deal with product shortages or persistent unavailability of products, and how to prevent food waste. Another session discussed high food prices and their impact on restaurants and the food sector, and how market operators are overcoming these challenges.





## The HACE- Hotel Expo was originally founded in 1988 by the Egyptian Group for Marketing (EGM)

In addition to the massive turnout this year, the HACE - Hotel Expo also received abundant media coverage and exposure from numerous newspapers and media outlets from Egypt and the Middle East, The HACE- Hotel Expo was originally founded in 1988 by the Egyptian Group for Marketing (EGM), and is an internationally acclaimed member of the UFI: The Global Association of the Exhibition Industry. It is currently on the international agenda as one of the world's most distinguished exhibitions.

### **About the founders: our dedication to excellence:**

EGM created the HACE Hotel Expo, and is a reputed and well - established exhibition and trade fair organizer from Egypt, providing exposure opportunities and exhibition services to the hotel, hospitality, and catering sectors in Egypt and the Middle East for more than 40 years. We are seasoned pioneers in exhibition and fair organization, where our prime focus has been to enhance and promote our clients within that which is now affirmed as of the largest and fastest growing sectors in the world. EGM continues to innovate and lead in the field of exhibitions and trade fairs, empowering thousands of brands from Egypt and abroad.





Organized by



المجموعة المصرية للتسويق  
EGYPTIAN GROUP FOR MARKETING

53, Youssef Abbas St., Tawfik Building - Nasr City, Cairo - Egypt.

Tel.: (202) 2405 0151 / 2261 9160 / 012 21799060

Fax: (202) 2263 5215 - Zip Code 11371

E-Mail: info@hace.com.eg - Website: www.hace.com.eg



أنشطة مقامة أثناء معرض هيس ٢٠٢٢



Supervision by

