

2023  
Egypt



THE <sup>RD</sup>  
**43** INTERNATIONAL  
HOTEL SUPPLIES  
EXHIBITION

From  
**13 - 15**

NOVEMBER 2023

من  
**١٣ - ١٥**

نوفمبر ٢٠٢٣

## المعرض الدولي الثالث والأربعون

لتجهيزات الفنادق والكافيهات  
والمطاعم ومعدات المخازن والحلواني  
والآيس كريم والسوبر ماركت

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

Hace

Le Cafe

Inter. food

Bakery  
Tec.

Furnishing  
Hot.

Clean Tec.

تحت رعاية وزارة السياحة والآثار  
تحت رعاية وزارة التجارة والصناعة



# HACE- HOTEL EXPO 2023

THE 43rd INTERNATIONAL HOTEL  
SUPPLIES EXHIBITION



OFFICIAL 2023 OVERVIEW / PRESS RELEASE



# THE HACE - HOTEL EXPO 2023 OVERVIEW

This year, the annual Hotel and Catering Equipment Exhibition (HACE- Hotel Expo) took place from November 13-15, 2023, 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 '23 Exhibition was officially opened on the 13 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 HACE - HOTEL EXPO 2023 OVERVIEW

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 43rd International Exhibition for Hotel Supplies and Tourism Establishments, Hace 2023, which was held from 13 to 15 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.





# THE HACE - HOTEL EXPO 2023 OVERVIEW

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 327 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





# THE HACE - HOTEL EXPO 2023 OVERVIEW

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

327 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 2023, Chefs are Back in the Spotlight

**At HACE 2023 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 43rd edition of the International Trade Fair for Hotel and Restaurant Supplies, Hace 2023, from 13-15 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 ten 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 second time, the Association organized a competition program dedicated only to pastry chefs, consisted of two competitions for desserts.





# Thank You Jury Members of the ECA live Cooking Competitions at HACE – Hotel Expo 2023

Among the most famous chefs who attended the exhibition,

**Chef Markus Iten,**

*ECA Founder & Honorary President  
Culinary Director of Ibis Restaurant and Cooking School*

**Chef Hossam Soliman,**

*President of Egyptian Chefs Association  
WorldChefs Culinary Competitions Committee*

**Chef Domenico Maggi,**

*WorldChefs Academy Italian Advisor  
WorldChefs Certified International Judge  
Hot Kitchen & Culinary Arts and Vegan/Plant-Based Cuisine*

**Chef Dragon Unic,**

*Executive Chef / Production Director  
LSG Sky Chefs*

**Chef Tarek Ibrahim,**

*Master Chef / Co-Founder, Umami Restaurant  
WorldChefs Certified International Judge*

**Chef Essam Sayed,**

*F&B Director at Movenpick El Gouna Resort  
WorldChefs Certified Continental Judge*

**Chef Omar Hamada,**

*Corporate Executive Chef, Longhorn & Fuego Restaurants  
WorldChefs Certified Continental Judge*

**Chef Hany Hamed,**

*Executive Chef Holiday Inn Citystars Cairo Hotel  
WorldChefs Certified Continental Judge*

**Chef Maged Mohsen,**

*Executive Pastry Chef*

**Chef Shibin Muhammad,**

*Director of Culinary Hyatt Regency Cairo West*

**Chef Ahmed Akeed,**

*Executive Pastry Chef*

**Chef Ahmed El Armaly,**

*Executive Pastry Chef Baron Resort Sharm El Sheikh*







# HACE- Hotel Expo collaborated with the Egyptian Chef's Association to host the largest 10 acclaimed Culinary competitions in one place.

This year's competition results are as follows:

<p><b>Best Restaurant 2023</b></p> <p>Sponsored by Horeca Star - Trade Yard – ihoreca.com</p>  <p><b>Markus Iten Culinary Trophy and Silver Medal - TLT Concepts:</b> Kareem Atef, Culinary Research and Development / Bassam Abdel Gawad, Chef de Partie / Abdel Rahman Ramadan, Chef de Partie</p>	<p><b>Young Chef of the Year 2023</b></p> <p>Sponsored by Mainz &amp; Dixie Mills</p>  <p><b>Gold Medal</b> Mohamed Fawzi Ahmed, Junior Sous Chef Mahmoud Reda Mahmoud, Competitor's Assistant "Clove Restaurant Maadi"</p>	<p><b>Chef of the Year 2023 Competition</b></p> <p>Sponsored by Emkay Foods</p>  <p><b>Bronze Medal</b> Mohamed Mahmoud Youssef, Demi Chef de Partie Youssef Ahmed, Competitor's Assistant "Khufu's Restaurant"</p>	<p><b>Mystery Basket Competition</b></p> <p>Sponsored by Bel Egypt - Kiri Egypt</p>  <p><b>Silver Medal</b> Mina Nageh Rezk, Sous Chef "Nile Ritz Carlton Hotel Cairo"</p>	<p><b>VEGAN Cuisine Competition</b></p> <p>Sponsored by Rehana</p>  <p><b>Gold Medal</b> Eslam Ahmed Abdel Hamid, 1st Commis Belal Saleh, Competitor's Assistant "InterContinental Cairo Citystars"</p>
<p><b>Egyptian Cuisine Competition</b></p> <p>Sponsored by HACE - HOTEL EXPO</p>  <p><b>Gold Medal</b> Ahmed Mamdouh Ahmed, Chef de Partie Emad Zaky, Pastry Chef "TLT Concepts"</p>	<p><b>Plated Dessert Competition</b></p> <p>Sponsored by Al Safy Foods</p>  <p><b>Silver Medal</b> Mohamed Nasr Mohamed, Chef de Partie "KB Cake Studio"</p>	<p><b>Sandwich Competition</b></p> <p>Sponsored by EgySwiss Company (Swiss Choice &amp; Sea Star)</p>  <p><b>Gold Medal</b> Haneen Alaa Ashour, Chef de Partie "Boucheé Restaurant"</p>	<p><b>Perfect Steak Competition</b></p> <p>Sponsored by USMEF USA Meat Middle East</p>  <p><b>Gold Medal</b> Rana Mohamed 1st Commis "Ramses Hilton Hotel"</p>	<p><b>Cake Decorating Competition</b></p> <p>Sponsored by Monginis</p>  <p><b>Bronze Medal</b> Eslam Mahmoud Ezzat Chef de Partie "Sugar Arts Restaurant"</p>





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

A standout feature at HACE 2023 was the HACE Food HUB, meticulously curated by the Egyptian Chefs Association to serve as a prominent gathering place for leading figures in the food and beverage industry.

This exclusive hub, sponsored by USMEF, provided a unique opportunity for professionals to connect, share insights, and engage in discussions that delved into the latest trends and challenges within the culinary world. Notably, IHoreca.com covered the HUB this year, amplifying its significance as a focal point for industry experts.

The HUB included Daily discussion sessions that tackled topics of interest to professionals, featuring renowned personalities in the food sector who engaged in interactive Q&A sessions. Themes included the role of seasonality in menus, innovative uses of food waste, pastry fusion, plant-based cuisine, culinary trends, storytelling in menu development, and the unveiling Egypt's culinary treasures.





## For the first time in Egypt during the events and activities Egypt National Brewers Cup Championship at Exhibition Hace-Hotel Expo 2023.

In cooperation between the Exhibition Hace-Hotel Expo and Egypt Coffee Community, the National Coffee Championship (Egypt National Brewers Cup Championship) was hosted and organized for the first time in Egypt during the events and activities of the 43rd session of the Hace-Hotel Expo 2023.

This comes based on the exhibition's position as one of the most prominent official communication centers and platforms for exchanging business, information, education, technology, tools, supplies and services in the fields of hotels, hospitality and restaurants in Egypt.

Barista competitions are extremely valuable and have their magic, and the Brewers Cup provides an opportunity for baristas to showcase their expertise in a format that has not been explored in Egypt before, and we are excited to be at the forefront of this development.

Regarding the competition system and its schedule of events, "The competition was divided into two rounds during the three days of the Hace exhibition. In the first round, coffee and the tools for preparing it were presented to the contestants by the organizers, where the evaluation and judging will be based either on the criterion of unity and consistency of quality and performance among the three cups presented. This round will last for two days. Each day, 6 contestants will compete, with a total of 12 participants."

As for the second round, which is on the third day, to which only 3 contestants will qualify, the barista or contestant will bring coffee beans and his own tools so that he prepares and presents his flavor and his own cup of coffee to the judges. The competitor with the highest rating from the judges will receive the prize and will participate in the international championship in Denmark.

We are pleased to have a panel of respected international judges such as Gloria Pedroza, as well as local judges such as Mohammed Saber, Ahmed Saeed, Sherif Abdelrahman, Mohammed El Shamy and Mohammed Abd El Fattah, to ensuring a balance between global insights and local experience in the judging process.





## **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

[/HACE.HOTEL.EXPO](https://www.facebook.com/HACE.HOTEL.EXPO) [/HaceHotelExpo](https://www.twitter.com/HaceHotelExpo)



www.hace.com.eg

أنشطة مقامة أثناء معرض هيس ٢٠٢٣



Supervision by

