

Hace
PRESS
RELEASE
2025



45

International
Hotels Supplies
Exhibition

المعرض الدولي الخامس والأربعون

هفيس هوتيل إكسبو

لتجهيزات الفنادق والمطاعم والكافيهات ومعدات
المخابز والحلواني والآيس كريم والسوبر ماركت

7 8 9 أكتوبر 2025

مركز مصر للمعارض الدولية - التجمع الخامس
Egypt International Exhibitions Center - (EIEC)

Hace

Le Cafe

Inter. food

Bakery
Tec.

Furnishing
Hot.

Clean Tec.



HACE - HOTEL EXPO 2025

THE 45th INTERNATIONAL
HOTEL SUPPLIES EXHIBITION



HACE HOTEL EXPO 2025

This year, the annual Hotel and Catering Equipment Exhibition (**HACE- Hotel Expo**) took place from 7 - 9 October 2025 At Egypt International Exhibitions Center- Fifth Settlement. 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'25 Exhibition was officially opened on the 7 October by **Ms. Samia Sami**, Assistant Minister of Tourism and Antiquities for Tourism Companies Affairs, Also in attendance from the Ministry were **Mr. Mohamed Haggag**, Director General of the General Administration for Hotel Establishment Licensing; **Engineer Doaa Fouad**, Director General of the General Administration for Customs Needs and Exemptions, **Mr. Ali Hassan**, Director General of the General Administration for Tourist Shop Inspection, and **Mr. Ibrahim Esmat**, Director General of the General Administration for Tourist Shop Licensing. who's made the efforts to visiting all the booths and they expressed their appreciation for everyone's participation.



HACE HOTEL EXPO 2025

HACE- Hotel Expo 2025 The Connecting Egypt's Hospitality Industry Leaders

HACE- Hotel Expo is a vibrant hub of interaction, brimming with ideas, inspiring discussions, and new partnerships. It fosters effective networking among hospitality, food, and beverage industry experts and leaders.

The Exhibition brings together chefs, brands, and hospitality professionals in one place, creating a genuine space for exchange, sharing expertise, and advancing the hospitality industry in Egypt.

HACE- Hotel Expo serves as a gateway for networking, showcasing, and expanding the Egyptian hospitality market. It unites professionals from around the world to exchange ideas, explore collaboration opportunities, and build the future of this industry.



HACE HOTEL EXPO 2025

This year's Hace-Hotel Expo was held under the gracious auspices of the Egyptian Ministry of Tourism, Ministry of Trade & Industry, Egyptian Hotel Association, National Bank of Egypt and in powerful collaboration with The Egyptian Chef's Association, showcasing more than **450 represented companies** from around the world.



HACE HOTEL EXPO 2025

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



HACE

The International Catering Equipment & Trading Laundry Exhibition



Le Cafe

The International Coffee & Tea Supplies Exhibition



Inter. food

The International Food & Beverage & Super Market Equipment Exhibition



Bakery Tec.

The International Bakery, Pastry Equipment & Ice Cream Exhibition



Furnishing Hot.

The international Furnishing Hotels Exhibition



Clean Tec.

The International Cleaning Equipment Exhibition

HACE HOTEL EXPO 2025

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

450 companies Exhibited at HACE this year, covering a space of **30000m²** 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.





At HACE 2025 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 45th edition of the International Trade Fair for Hotel and Restaurant Supplies, Hace 2025, from 7 - 9 October 2025 At Egypt International Exhibitions Center - Fifth Settlement.



The ECA live cooking competitions were very popular, with more than **150 chefs participating**. During the Exhibition, the Egyptian Chefs Association organized **7 culinary competitions**; All were set up in live cooking kitchens, which are equipped with the latest equipment provided by “Ozti”,





Meet the esteemed culinary jury for the ECA Live Cooking Competitions at HACE Expo 2025

Chef Thomas Gugler	Vice President Culinary CATRION former Saudi Arabian Airlines Catering SACC
Chef Christos Gkotsis	Certified Judge Worldchefs
Chef Daniel Schade	President Central European Union of Chefs' Associations
Chef Gerard Mendis	Chairman Sri Lanka' Chef's Guild
Chef Keerthi Hapugasdeniya	CEO Global Culinary Alliance
Chef Ralf Vogt	Certified Master Chef a Global Culinary Visionary
Chef Hossam Soliman	President of Egyptian Chefs Association World Chefs Certified International Judge
Chef Markus Iten	ECA Honorary President and Founder WorldChefs Certified International Judge
Chef Tarek Ibrahim	Master Chef / Co-Founder, Umami Restaurant WorldChefs Certified International Judge
Chef Omar Hamada	Corporate Executive Chef, Longhorn & Fuego Restaurants WorldChefs Certified Continental Judge
Chef Hany Hamed	Executive Chef, Holiday Inn Cairo Citystars Hotel WorldChefs Certified Continental Judge
Chef Essam Sayed	VIP Events & Function Manager at Catrion in Saudi Arabia WorldChefs Certified Continental Judge
Chef Zohaira Fathy	Co-owner/Head Chef at Peels Kitchen EG Worldchefs Certified Regional Judge
Chef Ahmed Sedhom Manfy	Executive Pastry Chef, Royal Maxim Palace Kempinski Hotel WorldChefs Certified Continental Pastry Judge
Chef Maged Mohsen	Executive Pastry Chef
Chef Ahmed Al Armaly	Executive Pastry Chef, Monginis





A new and unique experience is launching as part of the HACE 2025 exhibitionlive cooking demonstrations in front of the public.

For the first time in years, the live cooking demonstration platform returns to HACE 2025 with **10 interactive cooking** demonstrations spread across the three days of the exhibition.

A selection of Egypt's most talented chefs, culinary innovators, and rising stars will be showcased alongside renowned international guest chefs. They will collaborate to present signature dishes, explore the latest trends, and share the techniques that define their culinary styles.

Each demonstration is designed to be a source of inspiration and knowledge for everyone, whether you are a professional chef, a culinary student, a food industry professional, or simply passionate about cooking. From mastering authentic Egyptian flavors to exploring international cuisines, pastry art, and cutting-edge techniques, the demonstration area will be a hub of energy, creativity, and networking.





The strongest coffee competition of the season **BARISTA CLASH** Competition at Exhibition Hace-Hotel Expo 2025.

In cooperation between the Exhibition Hace-Hotel Expo and KIMBO EGYPT, (**BARISTA CLASH Competition**) was hosted and organized for the second time in Egypt during the events and activities of the 45th session of the Hace-Hotel Expo 2025.

Taking our passion for coffee to the next level by launching ***Barista Clash*** - a fun barista competition designed to celebrate and promote local talent. This competition offers amazing prizes, with the first place winner receiving a cool sum of **EGP 250,000**, followed by **EGP 100,000** for the second place, and **EGP 50,000** for the third place. In addition, the top three winners will embark on an unforgettable trip to Italy, where they will visit the Kimbo factory and receive exclusive training.



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 Barista Clash 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.

We are pleased to have a panel of respected international judges such as **Fahad Althubiani** and **Carmine capitano** as well as local judges such as **Ashraf Abdelmaboud**, **Mohammed Saber**, **Bassem Youssef**, **Sherif Gamal**, **Mohammed Mansour**, **Hossam Ayman** and **Mohamed Berry**, 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



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Supervision by

