

Under the Patronage of H.E. the Minister of Tourism and Antiquities



9<sup>th</sup> Edition

# HORECA JORDAN 2024

The 9<sup>th</sup> International Trade Show for Hotels, Restaurants, Catering, Food & Hospitality Services

# Exhibition Catalogue

**1<sup>st</sup> - 3<sup>rd</sup> October | 2:00 - 9:00 PM**

**Jordan International Exhibition Center - Mecca Mall - Gate 3**

Meet the entire food service industry face to face at the region's annual hospitality and food event

Organizers



**Lawrence  
& Husseini  
Consult**

**TheForum**  
Event Management  
Dubai • Riyadh

HORECA JORDAN is organized by Lawrence & Husseini Consult, based on a license agreement with Hospitality Services SARL "a Lebanese company organizer of Horeca long established international exhibition and event."



**His Majesty King Abdullah II Ibn Al-Hussein**

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# HORECA JORDAN 2024

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## ORGANIZERS



## IN COLLABORATION

# PROGRAM

## at a Glance

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# HORECA

## JORDAN 2024

**Tuesday, 1 October, 2024**

FROM - TO	EVENT	DESCRIPTION	LOCATION
13:00 - 14:00	<b>Opening Ceremony</b>	Official Opening and Cutting the Ribbon Ceremony Under the patronage of H.E. the Minister of Tourism & Antiquities	Center Area
14:00 - 21:00	<b>Hospitality Salon Culinaire</b>	<b>Display Competition:</b> Check out the creative displays competing for the best <b>Wedding Cake, Theme Celebration Cake</b>	Display Area
13:30 - 20:05	<b>Hospitality Salon Culinaire</b>	<b>Live Cooking Competition:</b> Major Hotels and Restaurants compete live in front of the public and an international jury at the <b>Contemporary Jordanian Cuisine, Pasta Competition</b>	Live Competition Kitchens
14:00 - 19:44	<b>Barista Competition</b>	<b>Al Ameen Coffee Barista Competition:</b> The country's most skilled and professional baristas will compete to impress and showcase their talents in Coffee	Barista Competition Area
14:30 - 19:20	<b>Art of Service Competition</b>	<b>Round 1 and Round 2 of the Art of Service Competition:</b> Participants will compete in two live workshops	Art of Service Area
14:30 - 19:25	<b>Bedmaking Competition</b>	Housekeepers and hotel management students are invited to compete and make the perfect bed in front of a Professional jury panel	Bedmaking Competition Area
16:55 - 18:30	<b>Hospitality Salon Culinaire</b>	<b>Sandwich Challenge (Cold):</b> Major Hotels and Restaurants compete live in front of the public and an international jury for the <b>Best Sandwich</b>	Sandwich Kitchen
20:30 - 21:00	<b>Hospitality Salon Culinaire</b>	The judges will award the Participants and announce the winners	Award Ceremony Area

# PROGRAM

## at a Glance

9<sup>th</sup> Edition  
**HORECA**  
**JORDAN 2024**

### Wednesday, 2 October, 2024

FROM - TO	EVENT	DESCRIPTION	LOCATION
14:00 - 21:00	Hospitality Salon Culinaire	<b>Display Competition:</b> Check out the creative displays competing for the <b>Best Baguette, Three-Course Set Menu, Tapas and Canapes</b>	Display Area
14:00 - 19:50	Hospitality Salon Culinaire	<b>Live Cooking Competition:</b> Major Hotels and Restaurants compete live in front of the public and an international jury at the <b>Seafood, Junior Chef Competition, Market Basket</b>	Live Competition Kitchens
14:30 - 19:20	Art of Service Competition	<b>Round 3 of the Art of Service Competition:</b> Participants will attend to a table of guests and perform the whole sequence of service	Art of Service Area
14:00 - 19:44	Barista Competition	<b>Al Ameen Coffee Barista Competition:</b> The country's most skilled and professional baristas will compete to impress and showcase their talents in Coffee	Barista Competition Area
14:30 - 19:25	Bedmaking Competition	Housekeepers and hotel management students are invited to compete and make the perfect bed in front of a Professional jury panel	Bedmaking Competition Area
16:00 - 17:00	HORECA TALKS	<b>Table Talk with Jordan's Leading Chefs</b> Exploring the evolving F&B scene in Jordan - What's on the menu? <b>Moderated by Deema Hajjawi</b>	HORECA TALKS Area
16:30 - 19:05	Hospitality Salon Culinaire	<b>Sushi Competition:</b> Major Hotels and Restaurants compete live in front of the public and an international jury for the <b>Sushi Competition</b>	Live Competition Kitchens
20:00	Art of Service Competition	<b>Art of Service Competition:</b> ANNOUNCEMENT OF THE FINALISTS	Art of Service Area
20:00 - 20:30	Hospitality Salon Culinaire	The judges will award the Participants and announce the winners	Award Ceremony Area
20:20	Barista Competition	<b>Al Ameen Coffee Barista Competition:</b> ANNOUNCEMENT OF THE FINALISTS	Barista Competition Area

# PROGRAM

## at a Glance

9<sup>th</sup> Edition

# HORECA

## JORDAN 2024

Thursday, 3 October, 2024

FROM - TO	EVENT	DESCRIPTION	LOCATION
14:00 - 21:00	Hospitality Salon Culinaire	<b>Display Competition:</b> Check out the creative displays competing for the <b>Best Macaron, Best Éclair, Best Croissant, Plated Desserts</b>	Display Area
14:00 - 16:20	Hospitality Salon Culinaire	<b>Live Cooking Competition:</b> Major Hotels and Restaurants compete live in front of the public and an international jury at the <b>Meat Dish</b>	Live Competition Kitchens
14:30 - 19:15	Art of Service Competition	Final round of the Art of Service Competition	Art of Service Area
14:00 - 18:55	Barista Competition	<b>Al Ameen Coffee Barista Competition:</b> The country's most skilled and professional baristas will compete to impress and showcase their talents in Coffee	Barista Competition Area
14:00 - 18:40	Bedmaking Competition	Housekeepers and hotel management students are invited to compete and make the perfect bed in front of a Professional jury panel	Bedmaking Competition Area
16:00 - 17:00	HORECA TALKS	<b>Table Talk</b> Discussing Cloud Kitchen Business Model Moderated by Sally Saeed	HORECA TALKS Area
16:20 - 18:10	Hospitality Salon Culinaire	<b>Burger Challenge:</b> Major Hotels and Restaurants compete live in front of the public and an international jury for the <b>Best Burger</b>	Live Competition Kitchens
18:10 - 19:05	Hospitality Salon Culinaire	<b>Pizza Challenge:</b> Major Hotels and Restaurants compete live in front of the public and an international jury for the <b>Best Pizza</b>	Live Competition Kitchens
19:15	Bedmaking Competition	The Judges award the winners of the <b>Bedmaking Competition</b>	Award Ceremony Area
19:30	Barista Competition	The Judges will award the winners of the Barista Competition	Award Ceremony Area
20:00	Art of Service Competition	The Judges will award the winners of the Art of Service Competition	Award Ceremony Area
20:15	Hospitality Salon Culinaire	The judges will award the gold medalists winners at the Hospitality Salon Culinaire Awards Ceremony	Award Ceremony Area

# HORECA JORDAN SUPPORTERS



## Organizers



## MINISTRY OF TOURISM AND ANTIQUITIES

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Website	www.tourism.jo		

Activating the role of the tourism industry to highlight Jordan's attractions and to distinguish Jordan as a unique tourism destination, and in appreciation of the role of tourism to national income by generating foreign exchange earnings, and, in recognition of the important role of the private sector in investment and development



## JORDAN TOURISM BOARD

Contact Person Luma Khatib

Email [Luma@visitjordan.com](mailto:Luma@visitjordan.com)

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The Jordan Tourism Board (JTB) was officially launched in March 1998 as an independent, public – private sector partnership committed to utilize marketing strategies to brand, position and promote the Jordan tourism product as the destination of choice in the international markets. The adopted strategies are tuned to reflect the true image of the Jordan tourism product, being a cultural, natural, religious, adventurous, leisure and MICE destination.

As part of its marketing strategies, the JTB plans and executes an integrated program of international promotional activities. This program includes the active participation in trade fairs, trade workshops, trade and consumer road shows, familiarization trips, press trips, brochure & multimedia production, and media relations. To carry out its goals, the Jordan Tourism Board utilizes the services of offices in Europe and N. America.

## JORDAN HOTEL ASSOCIATION

Contact Person Mustafa Kawash

Email gm@johotels.org

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The Jordan Hotel Association (JHA), a non-profit organization, was founded in 1969 and is currently registered at the Ministry of Tourism and Antiquities of Jordan under article 14 of the tourism law No. (20) of year 1988, works with the Jordanian government and regulatory authorities to ensure a unified voice for the Hospitality sector and a positive operating environment for the hotel industry to thrive in, particularly during economically challenging times. JHA is a member of several national and global tourism associations and activities, such as the International Federation of Hotels & Restaurants and Arab federation of Hotels & Tourism. It is one of the official supporters of the Jordan Tourism Board and its programs and activities.

### **Our vision**

To pioneer the development of the hotel sector, improve the service standards in order for the Jordan Hotel Association to be distinguished as a leader of creativity and innovation within the tourism community at national, regional, and international levels, in addition to achieving sustainable development of the sector..

### **Our mission**

The JHA is dedicated to serving its members that represent a variety of hotel establishments, through effective communication and active participation in identifying their needs, while directing the hotel service towards greater creativity and passion through the generation of ideas that can be adapted to different tourism scenarios.

## JORDAN RESTAURANT ASSOCIATION

Contact Person Eliana Janineh

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The Jordan Restaurant Association (JRA) is a mandatory not-for-profit membership association empowered by Law no (47) in 2002 and its amendments in law number (33) in 2018.

JRA represents over (1000) classified restaurants including (restaurants, entertainment cities, coffee shops, fast food, discos, bars, and cabaret of 1-5 stars). It is a member of the Jordan Tourism Board.

The association has an elected Board of Directors consisting of nine members representing the private sector, qualified staff, legal consultants, and an accounting consultant.

### **Mission**

To be the dynamic force behind the protection, development and promotion of the restaurant industry

### **Vision**

The restaurant and food service industry is a powerful and regionally competitive sector that contributes to the growth of the Jordanian tourism economy.

## THE JORDANIAN CHEFS ASSOCIATION

Contact Person	Abeer Hunity
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Website	www.jca.jo

A non-profit association founded in 2014 by elite chefs Jordanians. Registered under the Societies Law No. 51 of 2008 within the jurisdiction of The Ministry of Tourism and Antiquities.

It operates on a voluntary basis without aiming to make profits or Sharing it or achieving any benefit for any of its members or any person specified directly or indirectly.

- The Jordanian Chefs Association is an official member International (WACS Chefs Association since 2014
- The Jordanian Chefs Association is an official member of the Association Union Islamic Chefs (Wicks) since 2019
- The Jordanian Chefs Association obtains the position of editor for all WECX member countries

### **Our goals:**

- Work to form a national team to participate in the competitions international and “regional”
- Holding training courses “Culinary Basics and Educating Food” Safe and healthy
- Developing Jordanian cuisine and teaching the art of cooking to regional standards and international
- Raising the culinary skills of Jordanian chefs
- Conducting a comprehensive survey in the Kingdom as much as possible regionally for all Workers in the production of food and drink at all levels and
- This is to meet the needs of the local market

## ROYAL ACADEMY OF CULINARY ARTS

Contact Person Yousef Iqleim

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### **RACA at a Glance**

The Royal Academy of Culinary Arts, an Associate member of the network of EHL-Certified Schools is a technical university college which provides Bachelor and Diploma programs, founded in 2008 to fulfill the vision of his Majesty King Abdullah II of having a culinary school in Jordan operating at the highest international standards, and to introduce the Swiss experience of merging practical and hands-on training with academic education.

### **Vision**

The Royal Academy of Culinary Arts will be the market leader in the region for Culinary and Food & Beverage education. Through its commitment to quality, innovation and an industry-relevant educational program, coupled with the highest values of social integration, the Royal Academy of Culinary Arts ensures its graduates will become its finest ambassadors in this important economic sector.

### **Mission**

The aim of the Royal Academy of Culinary Arts is to provide the industry with more than just culinary graduates and to give its students more than just culinary and F&B management qualifications. The ultimate goal of the Academy is to provide the industry with future leaders, trendsetters, entrepreneurs and innovators. Furthermore, the Academy will ensure that its graduating students possess valuable transferrable skills; such as the spirit to achieve, self-discipline, respect, integrity, adaptability and motivation for lifelong learning.

## LUMINUS TECHNICAL UNIVERSITY COLLEGE

Contact Person Sami Hattar - Mirna Nedal

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With a keen eye on the future and through recognizing a crucial need in our youth today, Luminus Education was born. Over the past three decades, Luminus Education has been continually developing through its Founder's fundamental focus: providing equal education opportunities for all.

Luminus Education emphasizes the importance of vocational education and equipping its graduates with the tools they need to triumph over the challenges of today's economy. From short courses, to one and two year accredited diploma programs, a three year degree program, and professional training for organizations and individuals, Luminus Education is committed to providing training, skillsets and qualifications that provide our graduates with jobs.

Through Luminus Education, Founder and CEO Mr. Ibrahim Safadi aspires to create a holistic educational experience for students, encompassing both personal and professional development.



## AMMON APPLIED UNIVERSITY COLLEGE (AAUC)

Contact Person Mustafa Kawash

Email gm@johotels.org

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Ammon Applied University College (AAUC) was established in 1980. AAUC is a premier university level college in Jordan which specializes in Hospitality, Culinary Arts, and Events Business Management on Bachelor, Diploma, and training diploma levels. It also offers the Tour Guiding program.

AAUC is dedicated to provide a modern, high quality education for students intending to make Hospitality their knowledge, skills, career and marketability.

AAUC enjoys the collaboration and support of its stakeholders, who are leaders in Hospitality and Tourism industries in Jordan. AAUC was awarded the tedQual Certification from the UNWTO Themis Foundation to become the first university college in the Middle East and North Africa to obtain the Tourism Education Quality Certification in Hotel Management. AAUC also received the certificate of Women Empowerment from Centre Stage/ UNWTO, and it was the first academic institution to be listed on the Jordan National Qualification Framework (JNQF).

Also, AAUC obtained the first prize of El Hassan bin Talal Award for Scientific Excellence for its project: “Institute Success Story” AAUC is internationally recognized through its quality of education, training and its international organization membership, i.e. UNWTO, EURHODIP, I-CHRIE, and AHA. In addition, it has many collaborative agreements with universities in the USA and Europe.

## AL-AHLYIYA AMMAN UNIVERSITY

Contact Person Mariam Al Raousan

Email m.rousan@ammani.edu.jo

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In terms of Al-Ahliyya Amman University's response to the needs of the economic and administrative sectors and its responsibility to prepare trained and qualified human resources capable of achieving competitiveness at the local and global level, the Hospitality Management and Culinary Arts specialization in the newly generated Faculty of Culinary Arts and Hospitality, has been developed in cooperation with Movenpick Hotels and Resorts to meet the needs of the tourism sector of leaders capable of raising standards, hospitality services and culinary arts that meet the high standard expectations of tourists and the local community, as well as providing job opportunities for young people, not only at the local level, but also at the regional and global levels.

**Program consists of 132 CREDIT HOURS over 4 years**

### Areas of knowledge

- Culinary Art
- Hospitality Management
- Food & Beverage Management and Operation
- Sales & Marketing Management
- Financial Management
- Human Resources and Leadership

### Why Hospitality and Culinary Arts

- Unique Program
- Building Career
- Students Centered
- Employment Focused
- Infield training in Jordan and in the region
- Excellent Training Simulators and Facilities





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## ZAIN BUSINESS

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Since its establishment in 1995, Zain has revolutionized the telecommunications industry in the kingdom, by introducing the first mobile services based on GSM, since then Zain has maintained its leading position and pioneering the telecommunication market in Jordan. With the focus on digital innovation, Zain has embraced the technological revolution forming the future of communications.

During the technological and digital revolution, and as part of its strategy to accelerate digital transformation in the Kingdom, Zain established “Zain Business.” To deliver digital business solutions based on internet of Things (IOT), cloud computing, managed services, big data hosting and cybersecurity, these services and solutions cater to the diverse needs of businesses and companies of all sizes (Small- Mid & large), ensuring their data is hosted securely, and prevented from cyber breaches, and meeting the demands of the ever- changing and shifting digital landscape, “Zain Business” has enabled all sectors to keep pace with the demands of the digital era, fostering the growth and development of businesses through its exceptional and advanced infrastructure.



## DEFAF AL-NAHRAYN COMPANY (DNC) MATRIX COLA

Contact Person    Abed Al Moeen Abu Zaid / Marketing manager

Email                    abed.al@dnc-factory.com

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### **About US Defaf Al-Nahrayn Company.**

Defaf Al-Nahrayn Company (DNC) for Food Industries and Beverages is one of the largest producers of juices, soft drinks, energy drinks and bottled drinking water in Jordan, producing multiple types of shapes and packaging sizes. Since our establishment in 2008 in Jordan and we have been a family business that spanned many generations, our staff always strives for high quality, which is the basis of our success, making Defaf Al-Nahrayn Company one of the leading producers of juices and beverages in Jordan and the Middle East. Since the establishment of Defaf Al-Nahrayn Company for the production of juices and soft drinks, the company has been committed to the high standards of its products and the modernity of its systems, which is reflected in its overall performance and the quality of its services and products. Taking into account public health and food safety practices, Defaf Al-Nahrayn has always been keen to meet the needs of its customers for juice products that are in harmony with taste and flavor of high quality. Defaf Al-Nahrayn Company is currently considered the first leading Jordanian company in its field



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**HORECA**  
**JORDAN 2024**

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## CAREEM

Contact Person Odai Nasereddin

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Careem is building the "Everything App" for the region, simplifying life by offering services like ride-hailing, food and grocery delivery, and payment management. Since its founding in 2012, Careem has empowered over 2.5 million Captains with flexible earning opportunities and served more than 50 million customers across 70+ cities in 10 countries, from Morocco to Pakistan. In Jordan, Careem launched in 2015 and now serves customers in Amman, Irbid, and Zarqa, offering a wide range of services including ride-hailing, food delivery, Careem DineOut, shop delivery, and on-demand corporate and customer deliveries through Careem Box & Express. Careem Plus, a subscription service, provides exclusive discounts, further enhancing convenience for Jordanian users while supporting thousands of Captains with earning opportunities.



# SPONSORS

## INTERCONTINENTAL JORDAN

Contact Person	Zaid Mashini / Hotel Manager
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InterContinental Jordan, is the Kingdom's most iconic 5-star hotel offering unmatched luxury and comfort for business and leisure travellers alike.

Its newly opened, spectacularly luxury Lounge at the Queen Alia International Airport is Located at the Arrivals Terminal near the luggage collection area, the Lounge offers assistance with reservations, luggage collection, express check-in, limousine transportation arrangements and extensive concierge services.

All 440 rooms and suites at InterContinental Jordan are chic and functional including a spacious lounge with sitting area, satellite TV channels and deluxe bathrooms with bathtub.

InterContinental Jordan delivers authentic memorable experiences and helps you get the most out of your trip.





# HORECA JORDAN MEDIA SPONSORS

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## ROYA TV

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Roya TV Channel is a private channel that was launched on January 1, 2011. Roya Channel is a modern channel reflecting the needs and matching the expectations of the Jordanian and Arab Audience through providing a high quality, transparent and up to date media content. Roya TV Channel presents a holistic grid of news, cultural, entertainment shows along with its presence on all social media platforms.

By the year 2015 Roya Celebrated its 5th anniversary being the number one Jordanian TV station obtaining 25 % of the market share.



## PIKASSO

Contact Person Rania Kildani / General Manager

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Founded in Beirut in 1986, Pikasso is the number one Out- of-Home advertising company across the Levant (Lebanon, Jordan, Iraq), leader in North Africa (Algeria, Tunisia, Morocco), West Africa (Ivory Coast, Senegal, Mali), and the Caucasus (Armenia).

With more than 13,000 advertising faces, 450 digital screens and 73 exclusive concessions in 434 cities and towns of 10 countries, Pikasso places quality and innovation at the heart of our development with a single aim: to constantly meet our clients' needs. In support of this, our team is composed of more than 400 highly qualified professionals.

Through the innovative use of a comprehensive range of products and formats including Billboards, Large Format, Digital Out-of-Home, Urban Furniture, Malls and Transport advertising, our focus is on ensuring audience engagement at prime locations; maintaining our status as a fully integrated Out-of-Home provider; delivering our advertisers creative opportunities and remaining at the forefront of technology.





## HOSPITALITY NEWS ME MAGAZINE

Contact Person	Rita Ghantous / Publications Deputy Manager Hospitality Services	
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Hospitality News Middle East is the must-have regional bi-monthly trade magazine for the Middle East's hospitality and foodservice industries and is distributed nationally, regionally and internationally, as well as being available in bookshops across Lebanon. Discover the region's new projects, new restaurants, as well as industry solutions by the experts, in depth insights, and interviews with the industry' key players. There are country reports, expert interviews, regional news and much more. The buyers' guide section features the latest products and services on the market, including food, beverage, equipment, technology, and design, as well as the hospitality events happening across the region.  
[hospitalitynewsmag.com](http://hospitalitynewsmag.com)

## AL RAYA MEDIA GROUP (HALA 102.1 AND BLISS 95.9)

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Email	info@hala.jo		
Website	www.alrayamedia.org		

The Jordan Armed Forces (JAF) - Arab Army Radio Station and TV announced recently the launch of Al Raya Media Group as the umbrella under which its various media platforms operate.

JAF - Arab Army Radio Station and TV also introduced Jeish FM's (Egal Al Watan) lineup of shows.

In choosing Al Raya as a name for itself, the group underscores its policy, which strives for modernisation and development on the media level, as well as to preserve the Jordanian identity and its cornerstones that were built on the values of the Great Arab Revolt.

Al Raya Media Group believes that purposeful, national media is not only vital to the country's stability, but it is also integral to the state's role to defend the homeland, protect its borders and safeguard the interests of its citizens.

Moreover, the group considers professional media, whose sole objective is the supreme national interest, a primary communication tool and an alternate weapon, serving Jordanians by providing them with the honest information that they seek.

# HORECA JORDAN SALON CULINAIRE SPONSORS

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Consult



## ZAIN BUSINESS

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Since its establishment in 1995, Zain has revolutionized the telecommunications industry in the kingdom, by introducing the first mobile services based on GSM, since then Zain has maintained its leading position and pioneering the telecommunication market in Jordan. With the focus on digital innovation, Zain has embraced the technological revolution forming the future of communications.

During the technological and digital revolution, and as part of its strategy to accelerate digital transformation in the Kingdom, Zain established “Zain Business.” To deliver digital business solutions based on internet of Things (IOT), cloud computing, managed services, big data hosting and cybersecurity, these services and solutions cater to the diverse needs of businesses and companies of all sizes (Small- Mid & large), ensuring their data is hosted securely, and prevented from cyber breaches, and meeting the demands of the ever- changing and shifting digital landscape, “Zain Business” has enabled all sectors to keep pace with the demands of the digital era, fostering the growth and development of businesses through its exceptional and advanced infrastructure.



## DEFAF AL-NAHRAYN COMPANY (DNC) MATRIX COLA

Contact Person    Abed Al Moeen Abu Zaid / Marketing manager

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### **About US Defaf Al-Nahrayn Company.**

Defaf Al-Nahrayn Company (DNC) for Food Industries and Beverages is one of the largest producers of juices, soft drinks, energy drinks and bottled drinking water in Jordan, producing multiple types of shapes and packaging sizes. Since our establishment in 2008 in Jordan and we have been a family business that spanned many generations, our staff always strives for high quality, which is the basis of our success, making Defaf Al-Nahrayn Company one of the leading producers of juices and beverages in Jordan and the Middle East. Since the establishment of Defaf Al-Nahrayn Company for the production of juices and soft drinks, the company has been committed to the high standards of its products and the modernity of its systems, which is reflected in its overall performance and the quality of its services and products. Taking into account public health and food safety practices, Defaf Al-Nahrayn has always been keen to meet the needs of its customers for juice products that are in harmony with taste and flavor of high quality. Defaf Al-Nahrayn Company is currently considered the first leading Jordanian company in its field

## CAREEM

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Careem is building the "Everything App" for the region, simplifying life by offering services like ride-hailing, food and grocery delivery, and payment management. Since its founding in 2012, Careem has empowered over 2.5 million Captains with flexible earning opportunities and served more than 50 million customers across 70+ cities in 10 countries, from Morocco to Pakistan. In Jordan, Careem launched in 2015 and now serves customers in Amman, Irbid, and Zarqa, offering a wide range of services including ride-hailing, food delivery, Careem DineOut, shop delivery, and on-demand corporate and customer deliveries through Careem Box & Express. Careem Plus, a subscription service, provides exclusive discounts, further enhancing convenience for Jordanian users while supporting thousands of Captains with earning opportunities.



## INTERCONTINENTAL JORDAN

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InterContinental Jordan, is the Kingdom's most iconic 5-star hotel offering unmatched luxury and comfort for business and leisure travellers alike.

Its newly opened, spectacularly luxury Lounge at the Queen Alia International Airport is Located at the Arrivals Terminal near the luggage collection area, the Lounge offers assistance with reservations, luggage collection, express check-in, limousine transportation arrangements and extensive concierge services.

All 440 rooms and suites at InterContinental Jordan are chic and functional including a spacious lounge with sitting area, satellite TV channels and deluxe bathrooms with bathtub.

InterContinental Jordan delivers authentic memorable experiences and helps you get the most out of your trip.



## ROYAL JORDANIAN AIRLINES

Contact Person	Tima Hashem
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Tel	+962 6 520 0000
Email	tima.hashem@rj.com
Website	www.rj.com

### Royal Jordanian: We Fly Together!

Being a leading carrier in the region, RJ's vision is to be the Airline of Choice connecting Jordan and the Levant with the world. Back in 1963, RJ was established as the national air carrier of the Hashemite Kingdom of Jordan, and has since been an ambassador of goodwill and friendship to other cultures, and a bridge that facilitates tourism and trade with the world.

From its hub at Queen Alia International Airport, RJ runs its fleet of aircraft to reach various destinations providing a wide travel network for its guests via Amman to Europe, the US and Canada and North Africa. Through its 12 international airline partners in the one world alliance, RJ offers a network of over 9,00 airports in 170 countries with hundreds of airport lounges.

RJ customers can book their flights and manage their bookings at RJ sales offices located worldwide and through RJ's travel agents. The call center can be reached 24/7 at +962 6 5100000, and its website at [www.rj.com](http://www.rj.com), and RJ's mobile application.



## ELIA AL-NIMS AND PARTNERS - HYGEX

Contact Person Amjad Abu Shanab

Email sales@hygex.com

HYGEX was established in 2001 with the ultimate mission of developing and introducing a new generation of professional hygiene solutions. Over the past 20 years, HYGEX has remained steadfast in its commitment to excellence, offering the finest products along with improved technical support solutions. Today, HYGEX stands as a leading provider of complete and integrated cleaning systems and infection prevention solutions. Our expertise extends to the hospitality, food service, healthcare, animal care, and food and beverage processing industries. We deliver innovative products, intelligent dispensing solutions, technical support, training, and monitoring services to ensure a cleaner, safer, and healthier work environment.

### **Mission**

Our mission is to elevate hygiene standards by providing superior products and best practices. We continuously innovate and refine our product solutions and support services to meet the evolving needs of our customers. At Hygex, we are committed to excellence, offering exceptional products, unparalleled technical support, optimized training, and rigorous monitoring services to create clean and safe environments.

### **Vision**

To lead with innovation, empower lives, and provide the knowledge to protect people.

## EUROPEAN RICE – GREECE

Contact Person Neveen Handoumeh

Email [niveen.handoumeh@aci.jo](mailto:niveen.handoumeh@aci.jo)

European Rice is a program entitled “Information provision and promotion measures on rice in Jordan, United Kingdom, Israel and the U.A.E”, in order to promote the European rice in these countries. It aims to spread awareness among general public and professionals in food industry, about the authenticity and unique production of European Rice. European Rice is produced under the most strict protocols of European Union of farming, which ensures a certified high quality and safety product. The program has been submitted by EASTH SA (Agricultural Business Partnership of Thessaloniki), which is the result of the vision of nine Agricultural Cooperatives of Greece, who joined together to enhance the added value of their products, by adopting European Union’s strategy for the integration of the Agricultural Production.



## MEAT & LIVESTOCK AUSTRALIA

Contact Person JAD HEDWANE

Tel +971 44331355

Email [mena@mla.com.au](mailto:mena@mla.com.au)

Website [www.mla.com.au](http://www.mla.com.au)

MLA's purpose is to foster the long-term prosperity of the Australian red meat and livestock industry by investing in research and marketing activities. Through our subsidiary companies, we also accelerate innovation across the value chain and deliver the industry's integrity and on-farm quality assurance programs.



## TAL WOOD

Contact Person Heyam Abu Khalifeh

Email info@tal-wood.net

Website www.tal-wood.net

The gifts of nature and wood are endless and just like that, “Wood” products offer everyone only warmth and care, ornamenting your lives with the tune of nature and beauty of today.

Every piece from “Wood” holds a unique and personalized nature making sure every spot stays different. Whether it be a part of your décor or even a serving tool for your loved ones, or maybe your own unique cutlery that gives your table that extra beauty or even that special drinkware you want to show off! “Wood” guarantees your every feeling and emotion will be translated to life in the language of beauty.

- **Restaurant equipment & Tableware** (Serving plates, bowls, Dishes, Trays, Drinkware and Cutlery)
- **Wooden furniture** (Dining tables, Meeting tables, chairs, coffee & corner tables)
- **Accessories** (hanging lights, decorations, table lamps, vases, candles and candle Holders, decoration boxes )
- **Customized wooden products**
- **Event preparations and decorations**

Our Products are not only smoothed to perfection but are also cover coated which means you will no longer need to sanitize them, We cover with an “Anti-Bacterial and Anti-Fungal” coating to protect your delicious food. We’ll always make sure you find something you’d love and we’ll always make sure you never run out of options. With our wide variety of choices, different collections and unique choices for every taste.

With wood, love and care, we bring what we make to make your business even more beautiful.

## AWG FOR TRADING CLOTHES LTD

Contact Person	Mohammed Ghanem		
Address	Amman Wadi Saqraa Street Behind Sameer Alreaii Schools		
Tel	+962 6 4615751	Fax	+962 6 4615751
Email	info@awguniform.com		
Website	www.awguniform.com		

We are AWG Garments and Uniform, world-class manufacturing company, based in the Amman, Jordan region. Established in 2005 as a garment and uniform manufacturer and trading business house, working with us means you won't have to travel overseas and struggle through a language barrier. Direct communication with the manufacturer means less gets lost in translation and you get exactly what you want. We offer a variety of services to the industry and will work closely with your company to ensure that we meet all of your expectations. Our main products offer the uniforms to the different categories such as Hotel and Restaurant, Medical, formal Shirts and Trousers, School and colleges, Flags for national events, Security and public safety, Engineering works suits, Water proof Sweaters, Polo Shirts, and Labors wear. We frequently improve our production complying with world class quality standards in the fast flourishing uniform and garment industry. We assure on-time delivery with top class garments after-maintaining all steps of quality level. We're always on the lookout for new designs, so get a hold of us if you want to be part of the family! Inquiries from global wholesalers, distributors, buyers, agents are welcomed. Let's have a glance of our core departments. industry We assure on-time delivery with top class garments after-maintaining all steps of quality level. We're always on the lookout for new designs, so get a hold of us if you want to be part of the family! Inquiries from global wholesalers, distributors, buyers' agents are welcomed. Let's have a glance of our core departments. The AWG garments, cutting & Stitching units under own setup. Furthermore, we have a team of highly professional management and technical staff with standardized working system. We are in a continuous process of expansion, enhancement and incorporating the latest technological innovations in order to ensure our customers the best possible quality in garments and uniforms.

## UNIVERSAL PROFESSIONAL FOR SERVICES & HOTEL SUPPLIES

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Contact Person Eng. Mohammad Qashou

Email [info@unipro.com.jo](mailto:info@unipro.com.jo)

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UNIPRO was established since 2006 and specializes in the supply, installation and maintenance of: Industrial Kitchen equipment, Bakery equipment, laundry equipment, Refrigeration equipment & cold rooms, spare parts for kitchen & laundry equipment.

UNIPRO has been working with big well known Labor camps, hotels and resorts, hospitals, universities, restaurants and airports all require the above equipment.

We can provide you -in addition to the previously said- with profession layouts concerning the requested areas, kitchen designs & laundry designs.

We have maintenance workshop & showroom placed at the company ground floor where you can easily find what you are looking for, with our guarantee of high quality, warranty, competitive prices, bestselling terms and suitable delivery time.

## MOHAMMAD TAHSEEN AL BAALBAKI & PARTNERS CO

Contact Person Mohammed Al Baalbaki

Email gm@baalbaki.net

تأسست "شركة محمد تحسين البعلبكي وشركاه" عام 1966 م في مدينة عمان، الأردن. حيث بدأت بالأب والمؤسس محمد تحسن البعلبكي والذي ولد عام 1940 م في دمشق/ سوريا.

ومنذ تأسيسها ، حرصت شركة محمد تحسين البعلبكي وشركاه على تقديم أفضل الخدمات والمنتجات. وبخبرة تزيد عن 40 عام تعد شركة محمد تحسين البعلبكي إحدى أضخم الشركات الريادية في مجالها في الأردن والشرق الأوسط.

نختص هنا في شركة البعلبكي بتزويد وتركيب وتشغيل وصيانة معدات وآلات الفنادق والمطاعم والمطابخ الصناعية والمحلات التجارية. كما نقوم بتصنيع العديد من الآلات ومعدات غرف التبريد في مصانعنا الخاصة.

عملاؤنا أولويتنا؛ جعلنا وقتك وعملك وتوفير المال أهم أولوياتنا. ستجد لدينا كافة المعدات والآلات التي تحتاجها وبأعلى جودة وأفضل الأسعار. نتعهد بخدمتكم في أنحاء مختلفة من العالم ابتداء من الأردن وسوريا والعراق والخليج العربي وانتهاء بشمال افريقيا.

عند شرائك أحد منتجاتنا ستحصل على ضمان لمدة سنة كاملة. وفي حال حصول أي عطل في المنتج تقدم شركة البعلبكي خدمات صيانة مجانية للسنة الأولى لزبائننا في الأردن، وأما زبائننا الكرام في الدول المجاورة ومختلف أنحاء العالم فإن شركة البعلبكي على استعداد تام لتقديم قطع غيار مجانا خلال السنة الأولى للشراء، وليس على الزبون سوى تحمل تكاليف الشحن والتوصيل. ولأن زبائننا هم أولويتنا قمنا بتخصيص فريق عمل ذو كفاءة عالية للاهتمام بخدمات ما بعد البيع. فريقنا على استعداد تام لخدمتكم في أي وقت سواء خلال فترة الضمان أو بعد انتهائها.

## AL MAKAAN TRADING

Contact Person Tamara Orabi

Email [info@almakaan.com](mailto:info@almakaan.com)

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Al Makaan stands out as a prominent supplier specializing in Hotel and Catering Equipment & Supplies within the region. Our focus lies in a diverse range of hospitality products essential for the Catering and Hospitality Industry. With more than a decade of expertise in supplying equipment for royal weddings and events, Al Makaan has attained a level of proficiency where it leverages its field experience, tailor-made equipment provision, and innovative ideas to assist you in crafting a distinctive wedding ceremony or any event.

At the heart of Al Makaan's operations lies a variety of industry sectors, notably encompassing commercial catering and the hospitality market. This market segment involves supplies for restaurants and hotels, an exquisite selection of home ware, a line of gift items, and the distribution of promotional products.

Throughout the years, we've cultivated robust relationships between our suppliers and staff members, all of whom recognize the significance of maintaining high quality and striving for the standards we aspire to achieve.



## ROBINA

Address	7th Circle - RJ Terminal Building - P.O.Box: 919 Amman - 11821 Jordan		
Tel	+962 6 5853304 +962 6 5829138	Fax	+962 6 5821902
Email	khaled@robina.jo		
Website	www.robina.jo		

Studio Robina was founded in 1989 and possibilities simple, and the beginnings of the studio by Mr. Mubarak Al-Saqqah was the only person who works in the studio and was working to satisfy its customer through modern devices used through Hassan-treatment, since in 90 so far become studio Robina includes more than 55 workers in all divisions governors on the collective spirit one the main objective is to satisfy the customer.

With the progress the studio includes halls 4 camera equipped with modern equipment, which is one of the most important organs in the Middle East and in view of love and development continued to make permanent Robina of the most important studios in the Middle East through photography, cinema, digital video and through innovative recently in Jordan.

Robina restrictive only through the latest techniques of modern technology, cinema, video modern, innovation, modern devices through the latest technology cameras Wireless H. D Camera without the need for any wire disturbs the customer this advantage had helped to the development of the success to permanent Robina and give the client rest when the movement of photographers.

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# SALON CULINAIRE SPONSORS

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# HORECA JORDAN 2024

## ARAMEX

Contact Person Sevan Tchakmakian

Email [SevanT@aramex.com](mailto:SevanT@aramex.com)

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With our limitless desire for finding innovative ideas, global network, customer focus and technology; we constantly strive to move your business forward. From international and domestic deliveries, freight forwarding, logistics and warehousing to e-commerce solutions and online shopping and shipping solutions, there's always Aramex!



## THE JORDANIAN CHEFS ASSOCIATION

Contact Person	Abeer Hunity
Address	King Abdullah2 st. - Building 188
Tel	+962 6 5412682
Email	abeer.hunity25@gmail.com
Website	www.jca.jo

A non-profit association founded in 2014 by elite chefs Jordanians. Registered under the Societies Law No. 51 of 2008 within the jurisdiction of The Ministry of Tourism and Antiquities.

It operates on a voluntary basis without aiming to make profits or Sharing it or achieving any benefit for any of its members or any person specified directly or indirectly.

- The Jordanian Chefs Association is an official member International (WACS Chefs Association since 2014
- The Jordanian Chefs Association is an official member of the Association Union Islamic Chefs (Wicks) since 2019
- The Jordanian Chefs Association obtains the position of editor for all WECX member countries

### **Our goals:**

- Work to form a national team to participate in the competitions international and “regional”
- Holding training courses “Culinary Basics and Educating Food” Safe and healthy
- Developing Jordanian cuisine and teaching the art of cooking to regional standards and international
- Raising the culinary skills of Jordanian chefs
- Conducting a comprehensive survey in the Kingdom as much as possible regionally for all Workers in the production of food and drink at all levels and
- This is to meet the needs of the local market

## ROYAL ACADEMY OF CULINARY ARTS

Contact Person Yousef Iqleim

Email [y.iqleim@raca.edu.jo](mailto:y.iqleim@raca.edu.jo)

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### **RACA at a Glance**

The Royal Academy of Culinary Arts, an Associate member of the network of EHL-Certified Schools is a technical university college which provides Bachelor and Diploma programs, founded in 2008 to fulfill the vision of his Majesty King Abdullah II of having a culinary school in Jordan operating at the highest international standards, and to introduce the Swiss experience of merging practical and hands-on training with academic education.

### **Vision**

The Royal Academy of Culinary Arts will be the market leader in the region for Culinary and Food & Beverage education. Through its commitment to quality, innovation and an industry-relevant educational program, coupled with the highest values of social integration, the Royal Academy of Culinary Arts ensures its graduates will become its finest ambassadors in this important economic sector.

### **Mission**

The aim of the Royal Academy of Culinary Arts is to provide the industry with more than just culinary graduates and to give its students more than just culinary and F&B management qualifications. The ultimate goal of the Academy is to provide the industry with future leaders, trendsetters, entrepreneurs and innovators. Furthermore, the Academy will ensure that its graduating students possess valuable transferrable skills; such as the spirit to achieve, self-discipline, respect, integrity, adaptability and motivation for lifelong learning.

## LUMINUS TECHNICAL UNIVERSITY COLLEGE

Contact Person Sami Hattar - Mirna Nedal

Email [m.ghaben@ltuc.com](mailto:m.ghaben@ltuc.com)

With a keen eye on the future and through recognizing a crucial need in our youth today, Luminus Education was born. Over the past three decades, Luminus Education has been continually developing through its Founder's fundamental focus: providing equal education opportunities for all.

Luminus Education emphasizes the importance of vocational education and equipping its graduates with the tools they need to triumph over the challenges of today's economy. From short courses, to one and two year accredited diploma programs, a three year degree program, and professional training for organizations and individuals, Luminus Education is committed to providing training, skillsets and qualifications that provide our graduates with jobs.

Through Luminus Education, Founder and CEO Mr. Ibrahim Safadi aspires to create a holistic educational experience for students, encompassing both personal and professional development.



## AMMON APPLIED UNIVERSITY COLLEGE (AAUC)

Contact Person Mustafa Kawash

Email gm@johotels.org

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Ammon Applied University College (AAUC) was established in 1980. AAUC is a premier university level college in Jordan which specializes in Hospitality, Culinary Arts, and Events Business Management on Bachelor, Diploma, and training diploma levels. It also offers the Tour Guiding program.

AAUC is dedicated to provide a modern, high quality education for students intending to make Hospitality their knowledge, skills, career and marketability.

AAUC enjoys the collaboration and support of its stakeholders, who are leaders in Hospitality and Tourism industries in Jordan. AAUC was awarded the tedQual Certification from the UNWTO Themis Foundation to become the first university college in the Middle East and North Africa to obtain the Tourism Education Quality Certification in Hotel Management. AAUC also received the certificate of Women Empowerment from Centre Stage/ UNWTO, and it was the first academic institution to be listed on the Jordan National Qualification Framework (JNQF).

Also, AAUC obtained the first prize of El Hassan bin Talal Award for Scientific Excellence for its project: "Institute Success Story" AAUC is internationally recognized through its quality of education, training and its international organization membership, i.e. UNWTO, EURHODIP, I-CHRIE, and AHA. In addition, it has many collaborative agreements with universities in the USA and Europe.

## AL-AHLYIYA AMMAN UNIVERSITY

Contact Person Mariam Al Raousan

Email m.rousan@ammani.edu.jo

In terms of Al-Ahliyya Amman University's response to the needs of the economic and administrative sectors and its responsibility to prepare trained and qualified human resources capable of achieving competitiveness at the local and global level, the Hospitality Management and Culinary Arts specialization in the newly generated Faculty of Culinary Arts and Hospitality, has been developed in cooperation with Movenpick Hotels and Resorts to meet the needs of the tourism sector of leaders capable of raising standards, hospitality services and culinary arts that meet the high standard expectations of tourists and the local community, as well as providing job opportunities for young people, not only at the local level, but also at the regional and global levels.

**Program consists of 132 CREDIT HOURS over 4 years**

### Areas of knowledge

- Culinary Art
- Hospitality Management
- Food & Beverage Management and Operation
- Sales & Marketing Management
- Financial Management
- Human Resources and Leadership

### Why Hospitality and Culinary Arts

- Unique Program
- Building Career
- Students Centered
- Employment Focused
- Infield training in Jordan and in the region
- Excellent Training Simulators and Facilities



## THOMAS A. GUGLER

President of the World Association  
of the Chefs' Societies (WACS)  
Germany / KSA

Thomas Gugler is a member of 73 associations, winner of hundreds of culinary medals and trophies and a celebrity chef who has worked for royalty and stars from all around the globe. Leading 12 million chefs under the World Organization of Chef Societies "WORLDCHIEFS," chef Thomas speaks nine languages and often gives talks at universities around the world.







## MICHEL WIDHEM

Meilleur Ouvrier de France  
Maître d'Hôtel, Maître du Service et des Arts de la Table  
France

After training in Belgium and working in Michelin-starred restaurants, he became a Director of Food and Beverage. Following additional training in Paris, he taught at Lycée Hôtelier du Touquet until 2014. He is a Master Sommelier and Meilleur Ouvrier de France and now works as a Consultant and Trainer.





## JOSEPH ASFOUR

Certified Master Chef  
Restaurant Opening  
Expert & Consultant  
Palestine

Chef Joseph Asfour is a Certified Master Chef born raised and educated in Jerusalem. He is the founder of Darna Restaurant cuisine in Ramallah and did a lot of work at Angelos Restaurant & Rossini Restaurants in Jerusalem. He is a health food expert, he has taught at Notre Dame in Jerusalem for more than two decades. Chef Joseph has prepared meals for notable guests including Pope Benedict XVI, Pope John Paul II, President Yasser Arafat, President Mahmoud Abbas, President Vladimir Putin, Condoleeza Rice, Koffi Anan, Javier Solana and Richard Gere among others. His philosophy can be summarized in ten words, "Through good food and drink one can impress almost everyone"





## CHARLES AZAR

President of the Delegation  
of l'Academie Nationale de Cuisine  
Middle East and Gulf Countries  
Lebanon

Charles Azar, a Lebanese pastry chef with over 20 years' experience, ignited his passion for pastry early. He honed his skills in prestigious regional firms, trained in France and excelled in culinary competitions. His expertise blends tradition with innovation, crafting exquisite desserts that captivate palates worldwide.





## MEHMET GÖK

President  
of Bocuse d'or Turkey  
Turkey

Mehmet Gök has a life-long appreciation for simple, seasonal food and the effort that goes into producing it. His mother was the driving force behind the communal feasts in the village in which he grew up in Northern Turkey; here, along with his two older brothers, now also both chefs, he spent his childhood working alongside neighbouring families, harvesting and drying fruits and vegetables and making jam for winter. “We worked together as a community,” he recalls. “One family produces one day, another the next, until it was all done.”

It is only natural to Gök that fresh, local product is the focus of his lifetime cooking and he is ideally placed to understand the demands of the local market and chefs. He works with local farmers, planning ahead, often six months at a time, to ensure that he has access to the finest produce the land can provide. And in the courtyard garden beyond the restaurant, he grows winter and summer herbs and his own cherry tomatoes – when the season allows. “It’s different here from being a chef in London, where you can get anything you want, all year round. To be fresh in Turkey, it has to be seasonal,” he explains. “It limits you but results in the best food.”





## MOHAMMED HAMDAN

Director - Culinary  
Capital Catering  
Jordan / UAE

Chef Hamdan is a distinguished leader in luxury hospitality, acclaimed for his culinary expertise and transformative leadership. With over 25 years of experience, he has pioneered significant growth and innovation, establishing new benchmarks of excellence in VIP events, airport services, royal weddings, government hospitals, and the largest public events in the UAE.





## SAMAAN HILAL

Managing Partner at Brainsteam  
Lebanon / Kuwait

Samaan Hilal's culinary journey began in his mother's kitchen in Lebanon, launching a 35-year career in the culinary arts. He mastered Mediterranean cuisine and studied at L'École LeNôtre in Paris, where he became the brand ambassador. As culinary director of MMC in Kuwait, he established a large food production facility and catered for global leaders. His extensive experience includes operating kitchens in major cities worldwide, and he serves as a judge at HORECA events.





## TAREK IBRAHIM

Certified Masterchef and Founder  
of Umami Restaurants  
Egypt / USA

With over 30 years of global experience, renowned culinary expert Tarek Ibrahim seamlessly merges Eastern and Western influences in his cuisine. An award-winning certified executive chef, he founded five diverse cuisine restaurants, excelled as a culinary art teacher and achieved gold and silver medals in prestigious competitions. Serving as the corporate chef for Meat and Livestock Australia, he imparts expertise in meat handling and cooking techniques. In addition, chef Tarek trains the Egyptian Olympics team and holds a commercial pilot's license.





## **SLEIMAN KHAWAND**

TV Celebrity / Owner Lebanese  
Master Chef  
Lebanon

Owner of Lebanese Master Chef SAL banquet.

Contestant in the Top Chef program on the LBC channel in 2011.

TV host "SABAH NOUR" program at "AL ARABI/ QUATTAR TV" in 2022.

Professor at Dekwaneh School for Hotel Management since 1995.

Participant at the "Bocuse D'Or" contest and holder of a certificate of appreciation in 2006.

COOPERATOR chef at MOORE Hotel Mansourieh.

Consultancy Najjaf Airport Catering.





# SALON CULINAIRE JUDGES

9<sup>th</sup> Edition

# HORECA JORDAN 2024



**TAREQ TAHA**  
Chef Consultant  
Top Chef All Stars 2024  
Palestine

A Palestinian chef based in Jerusalem renowned for blending traditional Palestinian flavors with modern techniques. Head Chef, Consultant, and winner of Top Chef Allstars 2023,

Taha's career started at the age of 18 while pursuing a degree in Hotel Management in Bethlehem University where he discovered his true passion for cooking.



# SALON CULINAIRE JUDGES

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## CHRISTIANE S. TRILCK

Head of Faculty and R&D Manager  
of Richemont Masterbaker Dubai  
Germany / UAE

Christiane Trilck, a German-trained professional chef, honed her skills in pastry over 25 years, working in renowned hotels across Germany, the UK, Middle East, and India. Awarded as Pastry Chef of the Year at Hotelier Middle East Awards 2014, she now leads training programs at Richemont Masterbaker as Head of Faculty, utilizing cutting-edge facilities and collaborating with top talents.



# HORECA JORDAN SUPPORTING HOTELS



## Organizers



Lawrence  
& Husseini  
Consult

TheForum  
Event Management  
Dubai • Riyadh



## INTERCONTINENTAL JORDAN

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Website	<a href="http://www.intercontinental.com/amman">www.intercontinental.com/amman</a>

InterContinental Jordan, is the Kingdom's most iconic 5-star hotel offering unmatched luxury and comfort for business and leisure travellers alike.

Its newly opened, spectacularly luxury Lounge at the Queen Alia International Airport is Located at the Arrivals Terminal near the luggage collection area, the Lounge offers assistance with reservations, luggage collection, express check-in, limousine transportation arrangements and extensive concierge services.

All 440 rooms and suites at InterContinental Jordan are chic and functional including a spacious lounge with sitting area, satellite TV channels and deluxe bathrooms with bathtub.

InterContinental Jordan delivers authentic memorable experiences and helps you get the most out of your trip.

## GRAND HYATT

Address	Jabal Amman, Hussein Bin Ali Street P.O. Box 831159, Amman 11183, Jordan		
Tel	+962 6 4651234	Fax	+962 6 4614451
Email	reservations.ammggh@hyatt.com		
Website	www.amman.grand.hyatt.com		

Celebrating Twenty two years since it welcomed it first in January 1999, Grand Hyatt Amman has been the place for visiting dignitaries, global statesmen, CEOs and travellers from diverse cultural backgrounds. The hotel has positioned itself as the preeminent venue for events, hosting many special occasions, conferences, seminars, workshops and internationally recognized exhibitions.

Grand Hyatt Amman is considered to be a hotel of choice by both business and leisure travellers when visiting Amman. The hotel is located in the heart of the city's business and diplomatic district, and a five minute walk from the city centre offering easy access to Amman's exclusive shopping areas.

During their stay, guests can enjoy a full range of facilities including the spa and health centre, enticing dining options, the hotel lobby lounge and the terrace, in addition to multiple meeting and conference venues.

Grand Hyatt Amman offers a total of 311 elegant guestrooms, including 16 suites and Grand Club. The newly redesigned guest rooms combine all the modern comforts, local touches providing discerning travellers with a quintessential Jordanian living experience.



BARISTA  
COMPETITION

*Barista*   
COMPETITION

ALAMEED COFFEE BARISTA COMPETITION



Organizers



Lawrence  
& Husseini  
Consult

**TheForum**  
Event Management  
Dubai • Riyadh



## AL AMEED COFFEE CO.

Contact Person Tala Dafesh

Email [tdafesh@alameedcoffee.com](mailto:tdafesh@alameedcoffee.com)

Website [www.alameedcoffee.com](http://www.alameedcoffee.com)

Al Ameed Coffee Company is a family owned business established in 1973 based in Amman – Jordan that is specialized in a range of coffee products under the brand Al Ameed Coffee, which became a recognized and popular brand both locally and regionally.

Products include Turkish coffee in several blends, Espresso, Arabic Coffee, French coffee, American Coffee, and instant coffee that are packed instantly after grinding in packaging that contains a one way valve to preserve the freshness and lock in the aroma; and most recently American Coffee the newest addition to our coffee family; this all takes place at our brand new state of the art production facility.

We are proud to have been awarded the ISO 22000 for Food Safety Management System standards as well as ISO 9001 certification for our high standards of management and production. This drives us to always develop and improve our standards of production in order to keep delivering on the promise of offering the highest quality coffee to our customers.



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# BARISTA COMPETITION JUDGES

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9<sup>th</sup> Edition

# HORECA JORDAN 2024

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## HAMZA JULANI

Innovation & Marketing Lead  
Al Ameen Coffee  
Jordan

Hamza Julani has been an Al Ameen Coffee team member for six years. He received training from the renowned Italian barista Marco Poidomani, an AST SCA trainer. Hamza now serves as a lead barista; he has also participated in various competitions as a judge and exhibited his skills in regional and international events, representing Al Ameen Coffee.





# BARISTA COMPETITION JUDGES

9<sup>th</sup> Edition

# HORECA JORDAN 2024



## **NAWWAF KHOMMAIESS**

LUCCA Distribution  
and Training Company  
Jordan

An entrepreneur at LUCCA DTC. Mr. Khommaies has finished 16 years of experience in beverage business. He started his career from the bottom - up passing all levels successfully in the beverage business. He has been a judge at Al Ameen coffee barista competition for 8 years. He occupied many positions in different respectful places, such as, but not limit to, beverage operations manager, learning coach, training manager, and head of opening team for more than 40 restaurants and Cafés...etc. He is certified by L'Accademia Vergnano - Italy and American hotel and lodging educational institute.

Mr. Khommaies launched a first of a kind LUCCA Training Academy for training and learning beverage making in Jordan and guaranteeing employment upon successfully passing the training program which is personally designed and operated by himself according to international standards. Since 2017 till 2022, more than 210 students from both genders (female/male) have completed the training course successfully, with a percentage of 75% of which were employed.



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# BARISTA COMPETITION JUDGES

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## **ALI AQRABAWI**

Managing Partner  
Evoke Café and Roastery  
Jordan

With over a decade of experience in the coffee industry, I have established myself as a distinguished coffee connoisseur and entrepreneur. As the owner and operator of Evoke Café and Roastery in Jordan and Social Café & Roastery in Saudi Arabia, I have successfully managed and grown these establishments, earning recognition for their exceptional quality. My passion for specialty coffee led my team to win 1st place in HoReCa in Riyadh in 2023 and 1st place in latte art in Jordan in 2023, a testament to their dedication and expertise.

With extensive experience in the coffee industry, I possess a comprehensive understanding of roasting, cupping, and various processing methods and fermentation techniques. My expertise includes cupping over 20,000 different types of coffee, which has honed my palate and deepened my knowledge of coffee's intricacies. My commitment to the craft has led me to travel globally, gaining valuable insights from esteemed roasteries worldwide.



## MAHMOUD IZHIMAN

Chief Operations Officer  
Izhiman's Coffee Co  
Palestine

Chief Operations Officer at Izhiman's Coffee Co, currently operating in several locations as well as a roasting and distribution facility in Palestine.

After graduating university, Mahmoud went into studying roasting, brewing and marketing coffee, while also experimenting with different blends and combinations to further expand his knowledge and understanding of coffee, both on an individual level and for the company as well.

He was able to do so by completing several SCAA and SCAE programs, including Introduction to Coffee Course, Cupping Skills, Roasting Skills 2 Levels, Barista skills 2 Levels. As well as Barista Skills 2 Levels, Coffee Roasting and Blending 2 Levels and Introduction to Coffee from the IBCA (International Barista and Coffee School of Arizona). In addition to a Coffee Science Certificate Level One and Two from Coffee Chemistry Academy at Nova Semonelli in Italy. He also holds a Roasting Master Class certification from Coffee Mind Academy at Bloom Coffee School in Italy, and Cupping, Barista, Roasting Skills Certification from Toper Coffee Academy in Turkey.

Mahmoud hopes to reshape the coffee culture in the local market, by integrating specialty coffee methods and blends. He hopes to become a leader through which he can further expand his company's influence and success while also influencing the local market and broadening its awareness regarding the coffee culture as a whole.

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## CLEIA JUNQUEIRA

Coffee Consultant  
Brazil - Dubai

Cleia's coffee journey began in Brazil in 2005, where she devoted her time to training baristas and supporting underprivileged youth. By 2007, she had joined the Associação de Cafés de Barista do Brasil (ACBB) and served as a championship judge until 2012. During this period, her dedication and passion for coffee led her to earn the prestigious Q-Grader certification, followed by the Q-Robusta Grader certification in 2017.

From 2017 to 2019, Cleia significantly contributed as a board member of the Specialty Coffee Association - UAE Chapter. In addition, she served as a Certified Judge for the World Coffee Events (WCE) for six years, sharing her expertise on the international stage and judging in various Horeca Barista Competitions across the Middle East.

Currently, Cleia leverages her extensive experience as a coffee consultant, specializing in quality control. She also shares her valuable insights with the industry as a contributing writer for Hospitality News ME and Taste & Flavor Magazines.



# BARISTA COMPETITION JUDGES

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## ANTONIO ORRIA

Coffee and Beverage Community Expert  
at Simonelli Group Middle East,  
SCA AST Trainer and  
International Judge  
Italy - UAE

Antonio Orria is a coffee and beverage community expert at Simonelli Group Middle East. With a background in café management, consultancy and accreditation as an SCA trainer, he brings extensive expertise in multi-site operations, business development and event management to his distinguished career in the coffee industry.





# BEDMAKING COMPETITION

## bed making competition

BED MAKING COMPETITION SPONSORED BY

*Grand Sleep Mattress*

Organizers



Lawrence  
& Husseini  
Consult

**TheForum**  
Event Management  
Dubai • Riyadh



## GRAND SLEEP MATTRESS - AL SAYEGH GROUP

Contact Person Ghassan qusus- Niveem Handoumeh

Email ghassan.qusous@sayeghgroup.com  
NeveenHandoumeh@aci.jo

ACIC, a member of the Sayegh Group, was established in 2002 and is the owner of the Grand Sleep Mattress brand. Allied Conversion Industries is one of the well-known factories in the region and a recognized name in the field of manufacturing spring mattresses, sponges of all kinds, and fibers. The company always strives to meet the needs of local and foreign markets with the highest quality standards and international specifications. Grand Sleep Mattresses, crafted from the finest materials, are characterized by quality, ensuring comfort and body support. Our mission is to develop and produce high-quality, increasingly comfortable sponges and mattresses that meet our customers' needs and requirements while maintaining competitive prices. Our vision is to lead the sponge and spring mattress industries by constantly expanding our product range while maintaining high quality and affordability for everyone. We consider our values integral to every service we offer, including our commitment to quality, customer satisfaction, and credibility. The company has established distinctive showrooms where customers can try, inspect, experience spring mattresses, see all the models offered, and receive assistance from a highly trained sales team ready to answer all customer questions and inquiries regarding spring mattresses and sponges. Our employees possess exceptional skills in manufacturing high-quality mattresses, and our specialists constantly strive to acquire the best technologies and materials to provide comfortable sleep, directly from our factory to your home.

**Our Philosophy** We aspire to be the number one company in mattress and sponge manufacturing, both locally and globally. We will not compromise our commitment to quality and precision. Our dedication to our customers makes us realize that our presence should provide them with everything they need for a good night's sleep. We are committed to providing our customers with the highest quality. We provide everything our employees need to learn and develop. We listen to our customers and work to fulfill all their needs. The company, its management, and its employees form one family that grows together with our valued customers.

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# BEDMAKING COMPETITION JUDGES

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## LINA MOUASHER

DETAILS  
Founder  
Jordan

With over 20 years' experience as a consultant in sales, marketing and fundraising, Lina Mouasher has coordinated numerous events including exhibitions, bazaars, indoor markets and fashion shows. Known for her creative ideas and streamlined processes, coupled with her eye for detail and recognition of beauty, Mouasher is skilled at creating aesthetic, functional spaces and concepts. In DETAILS, Mouasher supplemented her natural talents with extensive research, training courses and workshops, to create a comprehensive curriculum that inspires individuals to maximize the efficiency and appeal of their spaces, whether at work or at home.







## OMAR AL-QUDAH

Luminus University College  
Lecturer in LTUC  
Jordan

Omar Al-Qudah is a highly experienced lecturer with a proven track record of over 17 years in the education management industry. He possesses strong skills in coaching, team building, training delivery, and employee training. With a Master's degree in Management Information Systems from the Arab Academy for Banking and Financial Sciences and a Bachelor's degree in hotel management from Al-Balqaa Applied University, he is a proficient operations professional.

Currently, Omar holds the responsibility for overseeing the overall functioning and performance of the McDonalds Academy.



### OSAMA ABU SHALANFAH

Lecturer & Trainer Hotel Management  
Deputy Director of Rooms Division  
Jordan

I am a Professional Hotelier, with 15+ years of in depth experience in Hotel business and operations for various reputed companies in Jordan and other countries, always seeking an influential marketing profile in a dynamic organization to contribute accrued skills

towards mutual growth.

I gained very good experience (Administrational Skills, Communicational Skills, Public Relational Skills, Social Skills and Meeting Guest Expectation Skills).

This helped me to assist guests efficiently, courteously and professionally and Maintain high standards of Service and hospitality at all the times.

I started my career in the pre-opening as a Housekeeping Supervisor at Grand Hyatt Hotel in Amman 1998, & Four Seasons Hotel – Amman. Until 2007.

Executive Housekeeping Manager at Al Quds College and Lecturer & Trainer on the topics of Hotel Management & Housekeeping and Front Office Skills 2009.

Author the Book of Housekeeping - Ministry of education for secondary school 2011

Director of Rooms Division at Aden Hotel. Yemeni Hospitality & Hotels YHHC CO Assistant General Manager until 2013.

Libyan Ministry of Tourism Staff & Supervisors. "Tourism Classification, Inspection and Marketing 2014.

Deputy Director of Rooms Division at ORYX

Hotel Aqaba 2015.

Participated in Training program (TOT), from ILM Institute of Leadership & Management-United Kingdom 2015.

Hospitality Training Program in Manila – Philippines. 2016.

Within last 8 years, I gave many training courses (Hotel Management & Tourism).

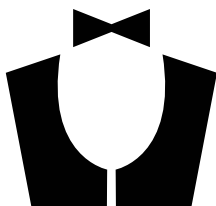
Luminus Training and Consulting & Yemen Hospitality & Jordanian for Capacity Building & Optimal Academy.

Al JHOOD Academy.

Participated in the bed making competition jury at HORECA Jordan 2019, 2021, 2022, 2023.



# ART OF SERVICE COMPETITION



## *Art* OF **SERVICE** COMPETITION

Supported by



Hygiene Sponsor



Organizers



Lawrence  
& Husseini  
Consult



TheForum  
Event Management  
Dubai • Riyadh

## ROYAL ACADEMY OF CULINARY ARTS

Contact Person Yousef Iqleim

Email [y.iqleim@raca.edu.jo](mailto:y.iqleim@raca.edu.jo)

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### **RACA at a Glance**

The Royal Academy of Culinary Arts, an Associate member of the network of EHL-Certified Schools is a technical university college which provides Bachelor and Diploma programs, founded in 2008 to fulfill the vision of his Majesty King Abdullah II of having a culinary school in Jordan operating at the highest international standards, and to introduce the Swiss experience of merging practical and hands-on training with academic education.

### **Vision**

The Royal Academy of Culinary Arts will be the market leader in the region for Culinary and Food & Beverage education. Through its commitment to quality, innovation and an industry-relevant educational program, coupled with the highest values of social integration, the Royal Academy of Culinary Arts ensures its graduates will become its finest ambassadors in this important economic sector.

### **Mission**

The aim of the Royal Academy of Culinary Arts is to provide the industry with more than just culinary graduates and to give its students more than just culinary and F&B management qualifications. The ultimate goal of the Academy is to provide the industry with future leaders, trendsetters, entrepreneurs and innovators. Furthermore, the Academy will ensure that its graduating students possess valuable transferrable skills; such as the spirit to achieve, self-discipline, respect, integrity, adaptability and motivation for lifelong learning.

## ELIA AL-NIMS AND PARTNERS - HYGEX

Contact Person Amjad Abu Shanab

Email sales@hygex.com

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HYGEX was established in 2001 with the ultimate mission of developing and introducing a new generation of professional hygiene solutions. Over the past 20 years, HYGEX has remained steadfast in its commitment to excellence, offering the finest products along with improved technical support solutions. Today, HYGEX stands as a leading provider of complete and integrated cleaning systems and infection prevention solutions. Our expertise extends to the hospitality, food service, healthcare, animal care, and food and beverage processing industries. We deliver innovative products, intelligent dispensing solutions, technical support, training, and monitoring services to ensure a cleaner, safer, and healthier work environment.

### **Mission**

Our mission is to elevate hygiene standards by providing superior products and best practices. We continuously innovate and refine our product solutions and support services to meet the evolving needs of our customers. At Hygex, we are committed to excellence, offering exceptional products, unparalleled technical support, optimized training, and rigorous monitoring services to create clean and safe environments.

### **Vision**

To lead with innovation, empower lives, and provide the knowledge to protect people.

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# ART OF SERVICE COMPETITION JUDGES

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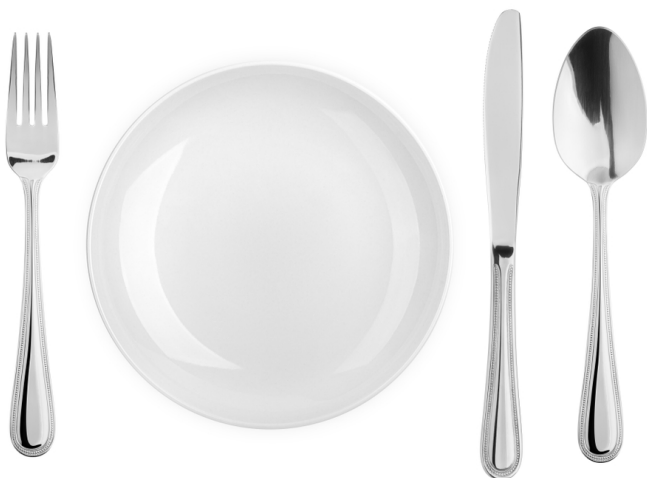
# HORECA JORDAN 2024



## ALI FRAITEKH

Head Chef for the Royal Family  
Jordan

TV Presenter Chef  
Culinary Instructor Royal Academy  
ART Of Service Diploma / Netherlands  
Culinary Consultant  
Menu & Recipes Developer  
Executive Chef Khan Al Sultan



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## DEEMA HAJJAWI

Celebrity Chef  
Jordan

Chef Deema Hajjawi is a renowned celebrity chef in the Arab culinary world known for her simplicity and passion in the kitchen. She has written three bestselling cookbooks and gained popularity through her TV appearances and vibrant social media presence. Known for her simple yet precise recipes, Chef Deema ensures culinary success for her audience.

Chef Deema is also the proud owner of Flavours Catering Company, providing comprehensive catering services since its establishment in 2000. The company specializes in catering for a wide range of events, including intimate house gatherings, large-scale occasions, as well as providing catering services for schools, universities, and corporate companies.

Since 2012, Chef Deema has been a regular fixture on Roya TV's "Roya Kitchen," captivating audiences with her live cooking segments. In 2013, she co-hosted "Matloob Chef" on Abu Dhabi TV with renowned Michelin-starred chefs. In 2014, she was recognized as one of Jordan's Top 10 Most Influential Women.

In 2017, Chef Deema was honored with Jordan's Best Celebrity Chef Award, solidifying her status in the culinary industry. She has made numerous television appearances on prestigious platforms such as al Watan TV in Kuwait and Dubai TV, where she hosted an exclusive Ramadan cook show, and also served as a Guest Judge on Seasons 1 and 3 of "TOP CHEF Arabia" on MBC, making notable contributions to the show.

Beyond her captivating TV presence, Chef Deema has built an enthusiastic and lively social media presence to share her culinary passion with her rapidly growing fan base of almost 2 million followers.

Chef Deema's dedication to excellence is evident in her collaborations with top brands. Particularly noteworthy is her latest partnership with A Spice Affair, a highly regarded Canadian purveyor renowned for its quality, innovative creations and authentic global inspirations. Through this collaboration, she developed a line of over 47 premium spices and seasonings that have gained acclaim across the Middle East and North America.

Chef Deema's ventures also include partnerships with Tamam Chicken and Bishahi Foods, creating convenient ready-to-cook recipes and frozen meals inspired by her unique dishes. Furthermore, she recently introduced her personally selected, cold-pressed extra virgin olive oil, further enriching her culinary repertoire.

To provide her fans with a convenient way to explore and enjoy her culinary offerings, Chef Deema launched her online store ([www.deemahajjawi.com](http://www.deemahajjawi.com)). The store features all of her products, collaborations, recipes, and unique items, inviting her fans to embark on a delightful culinary journey with her.

Just Recently, Chef Deema won the F&B Business Woman of the Year Award in the prestigious Saudi Food Show in Riyadh 2024 to recognize her accomplishments and unique efforts in the field.

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## JACQUES ROSSEL

Campus Director  
The Royal Academy of Culinary Arts  
Switzerland

Chef Jacques Rosset, educated and trained as a professional chef in Switzerland, worked in the hospitality industry for almost 40 years, including 25 leading five-star hotel brigades within the Middle East and Africa, before taking the leadership role of the Royal Academy of Culinary Arts (RACA) in Amman – Jordan.

RACA is a Technical University College, offering a 2-Year Diploma in Culinary Arts and a 4-Year Bachelor's Degree in Food & Beverage Management, and is an Associate Member of the Network of EHL Certified Schools.







# EXHIBITORS PROFILES

## 38 MANAGEMENT

Contact Person Ramy Ayoub

Email [ramy@38management.com](mailto:ramy@38management.com)

With a background in hospitality and F&B consultancy, 38 Management offers digital solutions that aim at improving operation management, brand standards and financial health to the F&B Industry.

Jolt digital solution is ideal for managing daily operation, maintaining consistency of product and service, and providing management with the analytical tools needed for a successful business.

DTiQ is the global leading solution for loss prevention in the QSR and retail world. Its data, vision and AI capabilities provide its users with a wide array of analytics to provide immediate ROI as well as reliable analytics of employee performance and customer experience.

The superiority of our digital solutions in the MENA region is topped with the unmatched quality of our Customer Success services. Our team of Customer Success Managers bring experience in F&B management as well as in extracting the most out of each of our solutions to the specific need of each of our customers. Americana Restaurants, Al Ameen Coffee, Independent Group, Kudu, City of NEOM and many others have trusted us in extracting value and ROI through our solutions and services.

## ABDEEN GRAND STORES

Contact Person	Lina Arnaut	
Tel	+962 6 5815494	Mob 0792950454
Email	lina.arnaut@abdeencenter.com	
website	www.abdeencenter.com	

Abdeen Grand stores was established in 1960 in the center downtown of Amman, and throughout the years it was able to flourish and open up the Main Center in mecca street - Amman. Abdeen Grand Stores is a renowned retail and wholesale company with a rich history of success and expansion. With a commitment to quality and customer satisfaction, Abdeen Grand Stores has become a trusted name in the retail and wholesale industry specialized in the bedding, kitchen, bath, luggage and home accessories.

### **Our Mission:**

Focus on Customer satisfaction. Strive to employ the critical plans required to spread the luxury lifestyle in the region

### **Our Vision :**

Being the number one supplier of its main line products in the middle east and Africa region

### **Our Goals:**

- Provide a wide range of products that satisfy different tastes.
- Provide products that meet worldwide safety and health standards. .
- Provide products of affordable prices and high quality.
- Integrate Corporate Social Responsibility in our business operations.

## ABRAZEN L.L.C.

Contact Person Gezim Hama

Email [gezim.hama@birrapeja.com](mailto:gezim.hama@birrapeja.com)

We are the one of the biggest product and distribution companies in Kosovo, also known internationally! Since 1989 Devolli Group has produced and distributed high-quality products with a wide range of brands in Kosovo. Through these years, Devolli Group has grown and expanded its operation throughout our country, and it always kept with the deals of providing quality products with a very reasonable price in the market. Devolli Group is known as one of the leading companies in Kosovo. With strong brands, outstanding customers & supply chain service and high quality products makes our company the most wanted company in the market. Strong company policies, investment in skills and inclusive working practices help us focus towards the market and our client's needs. We improve efficiency and protect our reputation by selecting our suppliers and partners who adopt standards consistent with our own. This way we can offer them qualitative products, services and distribution at the right time and the right place. Recently, Devolli Group has opened a new factory of production located in Istog. With a total area of 5 hectares, and with 15000m<sup>2</sup> buildings capacity, this is an ideal place for business development.

Devolli Group has managed to distinguish itself from its competitors by taking responsibility for many breakthroughs from 1926 to the present, from Kosovo's industrialization to globalization, and has always been the leading company in this market. Devolli Group carries out its activities at international standards with an understanding of corporate governance, customer satisfaction, sustainability and social responsibility. Today our company operates in the Kosovo market with: Vita Milk, Vita Calcium & Vitamina. Vita Yogurt, Light and Slim. Vita Ayran, Vita Schmand, Tango Life, Mia Vita, Holla Cooking Cream, Holla Barista, Holla Tomato sauce, Holla Milk Drink, Holla Djath, Holla Schmand, Holla Ajkë me Speca. Continuing with Birra Peja, Birra Peja Lager, Go +. This company will continue to create value for all its partners and customers in the future.

## ABU ODEH BROS CO. – KINZA SOFT DRINK

Contact Person Anas Abuodeh

Email [marketing@abuodehbros.com](mailto:marketing@abuodehbros.com)

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Abu Odeh Bros. Company was established in 1997, in one of the most active areas dealing with food trade in the heart of Amman, among many dealers, wholesalers, and distributors. The company specializes in the import, export, and re export of pulses, nuts, and a variety of food products.

Our company is distinguished as a leader in the region in the field of pulses, nuts, and other food products. We are keen to develop our business in accordance to fixed standards that accommodate the market and customers' needs through a variety of high quality products.

Abu Odeh Bros. Co owns several trademarks in the food industry covering different commodities (Elbasha, Alwaha, Yolla, Plantation, Dare, Mr. Child, Bent Aldayaa, Kangaroo, Mandi, Afrecano, Alaws)

## AL-AHLYIYA AMMAN UNIVERSITY

Contact Person Mariam Al Raousan

Email m.rousan@ammani.edu.jo

In terms of Al-Ahliyya Amman University's response to the needs of the economic and administrative sectors and its responsibility to prepare trained and qualified human resources capable of achieving competitiveness at the local and global level, the Hospitality Management and Culinary Arts specialization in the newly generated Faculty of Culinary Arts and Hospitality, has been developed in cooperation with Movenpick Hotels and Resorts to meet the needs of the tourism sector of leaders capable of raising standards, hospitality services and culinary arts that meet the high standard expectations of tourists and the local community, as well as providing job opportunities for young people, not only at the local level, but also at the regional and global levels.

**Program consists of 132 CREDIT HOURS over 4 years**

### Areas of knowledge

- Culinary Art
- Hospitality Management
- Food & Beverage Management and Operation
- Sales & Marketing Management
- Financial Management
- Human Resources and Leadership

### Why Hospitality and Culinary Arts

- Unique Program
- Building Career
- Students Centered
- Employment Focused
- Infield training in Jordan and in the region
- Excellent Training Simulators and Facilities

## AL AHRAM PLASTIC COMPANY

Al-Ahram Plastic Company L.T.D was established in 1995 as a leading Jordanian company in the field of manufacturing plastic products (single-use) and since that time the company has started its production directly to the market, where the company's headquarters is located in Amman - North Marka - Bilal Bin Al-Harith Street - Building No. 32, the company meets the requirements of manufacturing plastic and restaurant supplies for many commercial fields, companies , local and international restaurants for nearly 30 continuous years of seriousness and work efficiently to reach what it's on it now

## AL AMEED COFFEE CO.

Contact Person	Tala Dafesh
Email	<a href="mailto:tdafesh@alameedcoffee.com">tdafesh@alameedcoffee.com</a>
Website	<a href="http://www.alameedcoffee.com">www.alameedcoffee.com</a>

Al Ameed Coffee Company is a family owned business established in 1973 based in Amman – Jordan that is specialized in a range of coffee products under the brand Al Ameed Coffee, which became a recognized and popular brand both locally and regionally.

Products include Turkish coffee in several blends, Espresso, Arabic Coffee, French coffee, American Coffee, and instant coffee that are packed instantly after grinding in packaging that contains a one way valve to preserve the freshness and lock in the aroma; and most recently American Coffee the newest addition to our coffee family; this all takes place at our brand new state of the art production facility.

We are proud to have been awarded the ISO 22000 for Food Safety Management System standards as well as ISO 9001 certification for our high standards of management and production. This drives us to always develop and improve our standards of production in order to keep delivering on the promise of offering the highest quality coffee to our customers.



## ALAQHWAN COMPANY

Contact Person WESAM ABU JARIS

Email wesamabojreas@yahoo.com

The company was established in 2019 with the aim of providing the Jordanian market with the best Asian products that cover the needs of Asian communities residing in Jordan and other segments of society.

### **The most important products we offer:**

- All food items are canned and fresh
- Canned sweets of all kinds
- Canned and fresh fruits and vegetables

### **Our vision:**

To be distinguished as one of the best providers of these products in the Kingdom of Jordan through quality and outstanding customer performance that leads to complete customer satisfaction.

## AL-FARAH INTERNATIONAL FOR FOOD SECURITY CO

Contact Person	Ali Drraz		
Tel	+962 6 5857181	Mob,	+962 7 75674444
Email	info@alfarah.com.jo		
Website	www.alfarah.com.jo		

### **Al Farah International Food Security Company LLC**

A Jordanian company founded in the year 2008 in the Hashemite Kingdom of Jordan and it is the exclusive agent for Qualiko chicken products in Jordan, one of the products of the Ukrainian MHP company, which is one of the largest companies producing chicken in the world, and agent for Margarine product, a product of the Ukrainian SCHEDRO Company, and agent for Barts GLOBAL FRIES products, One of the major Companies for Frozen French Fries at Belgium. And other companies like Grad Oil, Bustan Misr. Its establishment came within the framework of strengthening economic cooperation and trade exchange between Jordan and Ukraine, and based on the firm belief in the importance of strengthening national efforts aimed at developing the investment environment in the Hashemite Kingdom of Jordan because of its role in stimulating the economy and creating job opportunities for our promising Jordanian youth.

## AL FOUAD PACKAGING

Contact Person Aya Fouad

Email [aya.fouad@alfouadpackaging.com](mailto:aya.fouad@alfouadpackaging.com)

Al Fouad for Trading & Industry is dedicated to manufacturing, designing & printing metal packaging with different shapes ( Round, Square, Rectangles, Octane, Heart, Trays, Coasters&, etc... that serve a wide range of industries including Confectionery, Chocolate, Dates, Tea, Coffee, Nuts, Oils, Stationary & households, & cosmetics &, etc..... We are committed to delivering designed, innovative, sustainable, highest-quality products to meet the unique needs of different markets.



## RZ – ALHADAF INTL. CO. FOR IMPORTING & INDUSTRY

Contact Person Heba Al-Ja'areem

Email marketing.manager@rz.jo

### نبذة عن الشركة

تأسست شركة الهدف الدولية عام 1998 وتعتبر واحدة من أكثر الشركات خبرة اقليميا في مجالها تتميز بخدماتها المتنوعة للقطاعين التجاري وقطاع الافراد مثل الفنادق والمطاعم وشركات الطيران والمستهلك النهائي وغيرها وشركة الهدف معروفة بجودة منتجاتها اسعارها المنافسة وادائها المميز تعتبر ثروة شركة الهدف في كفاءة الموارد البشرية والتي تضم مجلس ادارة ومهندسي التصميم ومدراء المشاريع وفنيي الخدمة ومخططي المشاريع.

### منتجات الشركة

قصدير، نايلون التغليف، صواني وصحون بلاستيكية، علب ورقية قابلة للتحلل أكواب ورقية وبلاستيكية، أكياس ورقية بلاستيكية، احتياجات وقوالب الخبز ورق زبدة وورق تغليف قناني بلاستيكية، أدوات مائدة أكسسوارات الطعام، منتجات التنظيف منتجات التغليف الصناعي، علب ورقية والامينوم والبلاستيك والفوم و الكريستال.

## AL IZDEHAR CARTOON & PLASTIC MANUFACTURING CO.

Contact Person Ahmad Abdulhadi

Email [info@izdeharfactory.com](mailto:info@izdeharfactory.com)

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We are a company that works in the manufacture, import and export of plastic and carton containers for food preservation.

## AL JAZEERA AGRICULTURE COMPANY AL THURAYA CO. FOR SUPPLY AND MARKETING POULTRY PRODUCTS

Contact Person moh.abushehab@jazeera.jo

Email moh.abushehab@jazeera.jo

### **Al Thuraya Poultry Products Company:**

It is a wholly-owned subsidiary of Al Jazeera Agricultural Company. Al Thuraya slaughterhouse is located in Mafraq, 70 km from Amman. The project, which was established by Al Thuraya Company, is an integrated slaughterhouse with high technical and processing specifications according to the latest methods, techniques and modern technology in order to obtain the highest quality products.



## AL-KHAIR CHICKEN

Contact Person Nafi Al-refai

Email [nafi@khairatpoultry.com](mailto:nafi@khairatpoultry.com)

### Our story

It all started with my father, Irshid Hamad Al-Arqan, may God have mercy on him, who was a true poultry farmer.

We took up the mantle of responsibility to be the pioneers and an integral part in protecting Jordan's food security.

In 1981, we started with proper poultry farming and 100% plant-based feed.

### Khairat Al-Shamal Poultry and Feed Company

Khairat Al-Shamal Company was established in 2006 providing the finest quality of 100% plant-based feed and advanced modern breeding in Jordan. We were among the pioneers in the Middle East in adopting the closed system in modern farming, which allows complete and automatic control of farms, reducing and limiting diseases, God forbid, and ensuring proper management of farming. This is considered one of the best farming technologies in the world.

Our products are available in the Jordanian markets through the approved Al-Khair Chicken Slaughterhouse, which holds international ISO certification and halal



## AL MAKAAAN TRADING

Contact Person Tamara Orabi

Email [info@almakaan.com](mailto:info@almakaan.com)

Al Makaan stands out as a prominent supplier specializing in Hotel and Catering Equipment & Supplies within the region. Our focus lies in a diverse range of hospitality products essential for the Catering and Hospitality Industry. With more than a decade of expertise in supplying equipment for royal weddings and events, Al Makaan has attained a level of proficiency where it leverages its field experience, tailor-made equipment provision, and innovative ideas to assist you in crafting a distinctive wedding ceremony or any event.

At the heart of Al Makaan's operations lies a variety of industry sectors, notably encompassing commercial catering and the hospitality market. This market segment involves supplies for restaurants and hotels, an exquisite selection of home ware, a line of gift items, and the distribution of promotional products.

Throughout the years, we've cultivated robust relationships between our suppliers and staff members, all of whom recognize the significance of maintaining high quality and striving for the standards we aspire to achieve.



## AL MAHMOUDIA CO. FOR COFFEE SOLUTIONS

Contact Person Saif Nofal

Email [info@al-mahmoudia.com](mailto:info@al-mahmoudia.com)

Al-Mahmoudia Co. is a leader trading company supplying ingredients and machinery for Ice cream producers, Bakeries, pastry shops and Cafes.

Today Al-Mahmoudia Co. representing more than 20 prestigious brands in semi-finished products, machinery and beverage from Europe, Turkey and US.

Beside the Ice cream and pastry lines, we are supplying the Coffee line from A to Z starting from training, Coffee machinery, coffee beans, Purees for smoothies, Syrups for cold & Hot drinks, Sauces ... etc.

### **Here below find our Coffee line partners and brands we representing:**

- Trucillo (Italy): Coffee beans & Hot chocolate
- DUMix (Italy): High quality fruit purees and sauces.
- 1883 Maison Routin (France): High quality Syrups from French Alps & Sauces.
- Almar (Italy): Frappe powder.
- Faema (Italy): High end professional Coffee machines.
- Fiamma (Portugal) : Professional coffee machines.
- Fiorenzato (Italy) : High end professional coffee grinders.
- Obel (Italy) : Professional coffee grinders.
- PulyCaff (Italy) : Cleaner products for coffee machines and grinders
- Motta (Italy) : High end coffee accessories

## AL WADI FOOD MANUFACTURING CO.

Contact Person    Mohammad Hamdan

Email                    m.hamdan@alwadifood.com

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Al-Wadi Food was Established in 1978 as a family business, Al-Wadi has been committed to producing the finest meat and bakery products with exceptional care and attention.

Our expertise goes into every step of making our products – right up until they're added to your shopping cart. That's how we make the delicious food that so many people love and enjoy today.

Al Wadi is one of the leading frozen food brands in Jordan, and more recently across the Middle East. Known for its tender, delicious, and trusted range of products, AlWadi provides high-quality and innovative products for all occasions

## AL ZANBAKA EST FOR IMPORT & EXPORT

Contact Person Mohammed Al Turshan

Email Mohammad@alzanbaka.com

A leading full-service distributor of fast-moving consumer goods products in Jordan, Al Zanbaka was established in 1971 as the Ali Diab Al Zoubi Company, and was later changed to Al Zanbaka in 1991. The company's expertise has made it a household name for the highest quality and client satisfaction throughout Jordan, offering the market renowned brands such as American Garden, Pasta Zara, Weetabix, Anjar, Dupont D'Isigny, and much more. The company is also a leader in the dried fruit and nuts sector, working with prominent global suppliers in the United States, Chile, Vietnam, Eastern Europe, among others. Today, the name Al Zanbaka has become synonymous with excellence in Jordan and the entire region.

Our success thrives on a foundation of integrity, professionalism, and dedication to excellence. As a leading distributor of fast-moving consumer goods, we cater to retail, wholesale, HoReCa, in-van sales, and speciality shops

## AMMON APPLIED UNIVERSITY COLLEGE (AAUC)

Contact Person Mustafa Kawash

Email gm@johotels.org

Ammon Applied University College (AAUC) was established in 1980. AAUC is a premier university level college in Jordan which specializes in Hospitality, Culinary Arts, and Events Business Management on Bachelor, Diploma, and training diploma levels. It also offers the Tour Guiding program.

AAUC is dedicated to provide a modern, high quality education for students intending to make Hospitality their knowledge, skills, career and marketability.

AAUC enjoys the collaboration and support of its stakeholders, who are leaders in Hospitality and Tourism industries in Jordan. AAUC was awarded the tedQual Certification from the UNWTO Themis Foundation to become the first university college in the Middle East and North Africa to obtain the Tourism Education Quality Certification in Hotel Management. AAUC also received the certificate of Women Empowerment from Centre Stage/ UNWTO, and it was the first academic institution to be listed on the Jordan National Qualification Framework (JNQF).

Also, AAUC obtained the first prize of El Hassan bin Talal Award for Scientific Excellence for its project: "Institute Success Story" AAUC is internationally recognized through its quality of education, training and its international organization membership, i.e. UNWTO, EURHODIP, I-CHRIE, and AHA. In addition, it has many collaborative agreements with universities in the USA and Europe.

## AMORIA

Contact Person Firas Kamourieh

Email [fk@amoriafoods.com](mailto:fk@amoriafoods.com)

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Amoria takes the age-old magic of fermentation and gives it a 21st century upgrade, crafting the first-ever 100% clean-label meat and cheese alternatives. Dive into taste, texture, and top-notch nutrition — all thrill, no kill, cholesterol nil.

Goodbye artificials! Welcome to the future of food! Clean, ready to cook alternatives and ready to eat meals like Taco 'beef', Shawarma and Bolognese, from pack to plate in just 2 minutes - because who's got time for nonsense?

Our secret? A unique microbial fermentation process that amps up nutrition and bioavailability, letting us craft next-level plant-based meat and dairy alternatives - no artificial ingredients needed.

## ARAB UNITED FOOD – AUF

Contact Person Mohammed Adnan

Website [www.arabunitedfood.com](http://www.arabunitedfood.com)

Established in 2005, AUF is a part of the Gourmet Hub holding which includes:

U-Group / France

U-Food / Lebanon

Benina / Qatar

Benina / Kuwait

We are specialized in importing quality products to Jordan, either directly or through U-Group our sister company in France, serving both Retail and food service channels.

We manage weekly air shipments along with regular chilled and dry sea containers. Today, we import products from over 25 countries and represent approximately 90 companies.

Our range includes dairy & canned items, cold cuts, Italian rice, Manuka honey, in addition to Australian meat.

Some of our brands are: Mutti, Boursin, Benina, Volys, Granarolo, Eru, Rangers Valley.

In the aim to remain leaders in our sector, we always strive to increase our market share through intensive marketing activities, developing new consumption methods, and regularly introducing innovative products.

We are fully committed to a policy of Total Quality, productivity, and service in line with ISO 9001:2015 standards. We ensure that this policy is implemented and maintained throughout our group by providing adequate resources and training.

## ARAMEX

Contact Person Sevan Tchakmakian

Email [SevanT@aramex.com](mailto:SevanT@aramex.com)

With our limitless desire for finding innovative ideas, global network, customer focus and technology; we constantly strive to move your business forward. From international and domestic deliveries, freight forwarding, logistics and warehousing to e-commerce solutions and online shopping and shipping solutions, there's always Aramex!



## AWG FOR TRADING CLOTHES LTD

Contact Person	Mohammed Ghanem		
Address	Amman Wadi Saqraa Street Behind Sameer Alreaii Schools		
Tel	+962 6 4615751	Fax	+962 6 4615751
Email	info@awguniform.com		
Website	www.awguniform.com		

We are AWG Garments and Uniform, world-class manufacturing company, based in the Amman, Jordan region. Established in 2005 as a garment and uniform manufacturer and trading business house, working with us means you won't have to travel overseas and struggle through a language barrier. Direct communication with the manufacturer means less gets lost in translation and you get exactly what you want. We offer a variety of services to the industry and will work closely with your company to ensure that we meet all of your expectations. Our main products offer the uniforms to the different categories such as Hotel and Restaurant, Medical, formal Shirts and Trousers, School and colleges, Flags for national events, Security and public safety, Engineering works suits, Water proof Sweaters, Polo Shirts, and Labors wear. We frequently improve our production complying with world class quality standards in the fast flourishing uniform and garment industry We assure on-time delivery with top class garments after-maintaining all steps of quality level. We're always on the lookout for new designs, so get a hold of us if you want to be part of the family! Inquiries from global wholesalers, distributors, buyers, agents are welcomed. Let's have a glance of our core departments. industry We assure on-time delivery with top class garments after-maintaining all steps of quality level. We're always on the lookout for new designs, so get a hold of us if you want to be part of the family! Inquiries from global wholesalers, distributors, buyers' agents are welcomed. Let's have a glance of our core departments. The AWG garments, cutting & Stitching units under own setup. Furthermore, we have a team of highly professional management and technical staff with standardized working system. We are in a continuous process of expansion, enhancement and incorporating the latest technological innovations in order to ensure our customers the best possible quality in garments and uniforms.



## BASHITI HARDWARE

Contact Person Samer Bashiti

Email [info@bashitihardware.com](mailto:info@bashitihardware.com)

Bashiti Hardware strives to provide superior quality product and unique ranges of items. With the numerous globally recognized brand under its roofs the company will continue Expanding strategically.

### **What we offer:**

Throughout understanding our customers needs and requirements, we are able to articulate our offered products and services to perfectly fit with specific And technical needs of customers.

Bashiti Hardware's team of expertise it to offer more Than a mere product.

The company delivers, export, maintains, repair, assembles and advises of what is best for its customer. Whether this customer is a corporate clients or retails shoppers.

Through the integrated services, Bashiti Hardware provides value to its rapidly growing niche market with synergy in a comprehensive approach.

Bashiti Hardware roofs more than 100.000 items in both its retail and wholesale units, Provide by more than 1000 suppliers from Asia, the Middle East, Europe & North America. Our distribution chain function on a strong network with full coverage of the kingdom.

In Addition to our retail and showroom, project supply also is taking a big share in our business we are having the ability to supply the construction projects & camp for all their requirements.

## BASKET JO APP

Contact Person Haya Tanbour

Email [haya.tanbour@basket.app](mailto:haya.tanbour@basket.app)

Basket is a Jordanian online grocery shopping & food delivery application that was established in 2018 in Jordan by Omar Akel. We offer users the convenience of ordering groceries, food, and various other products from their favorite stores and having them delivered to their doorsteps in as little as one hour.



## BREGA FOR PUBLIC HEALTH CONSULTANCY

Contact Person Nael Darwazeh

Email [naeldar@gmail.com](mailto:naeldar@gmail.com)

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Brega eliminates pests in high speed & without any damages. It provides first class quality services.

## CAREEM

Contact Person Odai Nasereddin

Email [odai.nasereddin@careem.com](mailto:odai.nasereddin@careem.com)

Careem is building the "Everything App" for the region, simplifying life by offering services like ride-hailing, food and grocery delivery, and payment management. Since its founding in 2012, Careem has empowered over 2.5 million Captains with flexible earning opportunities and served more than 50 million customers across 70+ cities in 10 countries, from Morocco to Pakistan. In Jordan, Careem launched in 2015 and now serves customers in Amman, Irbid, and Zarqa, offering a wide range of services including ride-hailing, food delivery, Careem DineOut, shop delivery, and on-demand corporate and customer deliveries through Careem Box & Express. Careem Plus, a subscription service, provides exclusive discounts, further enhancing convenience for Jordanian users while supporting thousands of Captains with earning opportunities.

## CHAINS TRADING COMPANY (CTC)

Contact Person Lama Haddadin

Email L.haddadin@chainstrading.com

With almost three decades of distinguished experience in the FMCG sector, Chains Trading Company (CTC) stands as a testament to unwavering trust and excellence. As a proud, family-owned enterprise rooted in Jordan, CTC, guided by the Kayyali family, has consistently upheld a legacy of delivering high-quality food products. Our commitment is reflected in every offering, blending authenticity, exceptional flavor, and uncompromising quality.

Driven by a deep passion for tradition and a genuine love for food, CTC has grown into a leading force in food production across the Middle East and North Africa (MENA) region. Our reputation as a household favorite is built on a foundation of trust and an enduring dedication to enriching the culinary experiences of our customers.

Today, our diverse product range graces the shelves of Hypermarkets, Supermarkets, Minimarkets, Wholesale Stores, and High-frequency outlets, while also being a preferred choice within the food service industry. We proudly cater to a wide array of HORECA and Industrial customers, offering a selection of premium Olives, Cheeses, Pickles, and Cold Cuts that exemplify our commitment to excellence and growth.

## CAFÉ NAJJAR PROFESSIONAL SOLUTION

Contact Person Lea Mansour

Email [lmansour@cafenajjar.com](mailto:lmansour@cafenajjar.com)

Founded in 1957 as a small artisanal roaster in Beirut, Café Najjar has evolved over 67 years into an iconic coffee brand. Today Café Najjar has become the largest coffee roasting factory in the Middle East and North Africa. Our state-of-the-art facilities are equipped with the most advanced systems and follow the highest quality and food safety standards.

### **Our vision: Crafting Moments Of Joy And Indulgence In Every Sip and Every Bite**

As a visionary company, Café Najjar blends craftsmanship, quality, passion and innovation, while putting our customers and consumers at the core of everything we do. This dedication has solidified our position as the leading coffee producer in the Middle East and North Africa, and the second largest by turnover after Nestlé. With a 67% market share in the Lebanese market, our coffee products are enjoyed in over 45 countries worldwide.

## DEFAF AL-NAHRAYN COMPANY (DNC) MATRIX COLA

Contact Person    Abed Al Moeen Abu Zaid / Marketing manager

Email                    abed.al@dnc-factory.com

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### **About US Defaf Al-Nahrayn Company.**

Defaf Al-Nahrayn Company (DNC) for Food Industries and Beverages is one of the largest producers of juices, soft drinks, energy drinks and bottled drinking water in Jordan, producing multiple types of shapes and packaging sizes. Since our establishment in 2008 in Jordan and we have been a family business that spanned many generations, our staff always strives for high quality, which is the basis of our success, making Defaf Al-Nahrayn Company one of the leading producers of juices and beverages in Jordan and the Middle East. Since the establishment of Defaf Al-Nahrayn Company for the production of juices and soft drinks, the company has been committed to the high standards of its products and the modernity of its systems, which is reflected in its overall performance and the quality of its services and products. Taking into account public health and food safety practices, Defaf Al-Nahrayn has always been keen to meet the needs of its customers for juice products that are in harmony with taste and flavor of high quality. Defaf Al-Nahrayn Company is currently considered the first leading Jordanian company in its field

## EUROPEAN RICE – GREECE

Contact Person Neveen Handoumeh

Email [niveen.handoumeh@aci.jo](mailto:niveen.handoumeh@aci.jo)

European Rice is a program entitled “Information provision and promotion measures on rice in Jordan, United Kingdom, Israel and the U.A.E”, in order to promote the European rice in these countries. It aims to spread awareness among general public and professionals in food industry, about the authenticity and unique production of European Rice. European Rice is produced under the most strict protocols of European Union of farming, which ensures a certified high quality and safety product. The program has been submitted by EASTH SA (Agricultural Business Partnership of Thessaloniki), which is the result of the vision of nine Agricultural Cooperatives of Greece, who joined together to enhance the added value of their products, by adopting European Union’s strategy for the integration of the Agricultural Production.



## FOODICS

Contact Person	Almias Musleh		
Sector	IT Services		
Tel	+962 777105070	Mob	+962 777105070
Email	a.musleh@foodics.com		
Website	www.Foodics.com		

Foodics is the leading restaurant operations and payment tech in the MENA region, powering the operations of +30,000 restaurants with an all-in-one software ecosystem to manage and scale.

We're on a mission to help restaurant operators bring their culinary visions to life with financial stability and personal satisfaction.

We envision a future where every transaction in restaurants, from customers to suppliers, flows seamlessly through our platform, bringing operational efficiency, fostering customer connections, and enabling financial success.

Join us on a mission to reimagine an industry where every F&B business can thrive.

## GENEVA CHOCOLATE FACTORY

Contact Person Tariq Alatrash

Email talatrash@genevachoco.com

### Geneva Chocolate Factory

**About Us:** Founded in 2024, Geneva Chocolate Factory is dedicated to crafting the finest chocolates. Our factory combines traditional chocolate-making techniques with modern innovations to create exceptional products that delight chocolate lovers worldwide.

**Mission:** Our mission is to produce high-quality chocolates that bring joy and satisfaction to our customers. We are committed to using ethically sourced ingredients and sustainable practices to ensure our products are not only delicious but also environmentally friendly.

**Vision:** To become a globally recognized brand known for our premium chocolates and innovative products, while maintaining our commitment to quality and sustainability.

**Our Story:** Geneva Chocolate Factory was established by a group of passionate chocolatiers who wanted to bring a fresh perspective to the chocolate industry. With a focus on quality and creativity, we have quickly become a favorite among chocolate enthusiasts.

## GRAND SLEEP MATTRESS - AL SAYEGH GROUP

Contact Person Ghassan qusus- Niveem Handoumeh

Email ghassan.qusous@sayeghgroup.com  
NeveenHandoumeh@aci.jo

ACIC, a member of the Sayegh Group, was established in 2002 and is the owner of the Grand Sleep Mattress brand. Allied Conversion Industries is one of the well-known factories in the region and a recognized name in the field of manufacturing spring mattresses, sponges of all kinds, and fibers. The company always strives to meet the needs of local and foreign markets with the highest quality standards and international specifications. Grand Sleep Mattresses, crafted from the finest materials, are characterized by quality, ensuring comfort and body support. Our mission is to develop and produce high-quality, increasingly comfortable sponges and mattresses that meet our customers' needs and requirements while maintaining competitive prices. Our vision is to lead the sponge and spring mattress industries by constantly expanding our product range while maintaining high quality and affordability for everyone. We consider our values integral to every service we offer, including our commitment to quality, customer satisfaction, and credibility. The company has established distinctive showrooms where customers can try, inspect, experience spring mattresses, see all the models offered, and receive assistance from a highly trained sales team ready to answer all customer questions and inquiries regarding spring mattresses and sponges. Our employees possess exceptional skills in manufacturing high-quality mattresses, and our specialists constantly strive to acquire the best technologies and materials to provide comfortable sleep, directly from our factory to your home.

**Our Philosophy** We aspire to be the number one company in mattress and sponge manufacturing, both locally and globally. We will not compromise our commitment to quality and precision. Our dedication to our customers makes us realize that our presence should provide them with everything they need for a good night's sleep. We are committed to providing our customers with the highest quality. We provide everything our employees need to learn and develop. We listen to our customers and work to fulfill all their needs. The company, its management, and its employees form one family that grows together with our valued customers.

## GULF FOOD PRODUCTS CO.

Contact Person Isa Al Malaika

Email isa@gulf-food.com

### Gulf Food Products Co.:

GF was established in Jordan in 1994. Today, it is one of the country's leading manufacturers of quality food products, our Products Company stands strong with its flag brand "HELLO". With a famous slogan "Say Hello to Quality" means that there is no compromise when it comes to quality of products. Our company and production facilities are FSSC, ISO 9001-2000 and HACCP certified, and we are registered with the United States Food & Drug administration USFDA.

"Hello" products profile covers a variety of food products that are popular all over the world. Mainly, we produce high quality Ketchup, Sauces (like Steak Sauce, BBQ Sauce, German Sauce, Dutch Fries Sauce, Texas Burger Sauce, Pizza Sauce, Spaghetti Sauce, Garlic Sauce...ETC) and Mayonnaise for which there is a big demand in the whole world, please find attached our catalogue and packing list.

The Catering Section of GF Co. was established in the nineties. We build our strength from our long business experience in the Jordanian & Iraqi markets and on our well-known brands reputation that enabled us to enlarge our services in HORECA (Catering in Hotel, Restaurant, and Cafe) Sector with confident steps, and we established strong business to business relationship with many sectors like Shop Owners, Hotels, Restaurants, Hospitals and others.

## HOTPACK GLOBAL CO L.L.C

Contact Person KAMAL NAJI

Email jordan@hotpackglobal.com

### Our Story

Over 29 years, we have solidified our position as the largest manufacturer in the region. Primarily operating through subsidiaries, Hotpack Packaging Industries and H-Pack Packaging, has been a trailblazer in the manufacturing and distribution of packaging products, catering to a diverse range of industries including consumer-packaged goods, food, retail, hospitality, healthcare, and pharmaceuticals

### Our Mission

Hotpack aims to be recognized as a global brand leader in the food packaging industry by 2030. We are committed to offering top-quality products at competitive prices

### Our Vision

To undergo progressive and sustainable growth in international markets, steadily increasing market share through regional and national targeted campaigns. Our in-house expertise is fully empowered to offer state-of-the-art technical manufacturing, fine-tuned sales, and precise logistics across all key market segments.

### Our Strength

As an agile organization, we focus on innovation and tailor our products to meet the specific needs of our customers. The cornerstone of our success lies in achieving and maintaining high levels of customer satisfaction, reflected in our exceptional customer retention rate.

### Our Values

We strive to supply goods to our customers that fully satisfy their expectations. Reliability in terms of quality and on-time deliverables is vital to our company ethos. We believe in generating economic wealth not only for the company but for the employees, their families, and the communities in which we operate. To encourage them to be passionate not only about the products they manufacture but also about the business.

To be recognized as a global brand leader in the food packaging industry by 2030

### Accreditations

Quality is paramount at Hotpack, right from the incoming raw material to the outgoing finished products to be shipped. Superior manufacturing units with minimal touch and human intervention ensure hygienic, safe, and best manufacturing practices. We take pride in our international accreditations that bear/stand testimony to our commitment to quality.

## JORDAN COMPUTER TRADING CO. (JOCOM)

Contact Person Abdullah Darwazeh | Assistant General Manager

Tel +962 7 9222 3733, 06 464 3896

Email markeing@jocom.jo

Website www.jocom.jo

Jordan Computer Trading Co. (JOCOM) | Technology for life  
Founded in 1978, Jordan Computer Trading Co. (JOCOM) has been a pioneer in Jordan's information technology sector. We provide the latest technological solutions to our diverse clientele, ranging from individuals and small to medium-sized enterprises to government institutions and banks.

### What Sets Us Apart:

- Extensive Experience: Over 46 years of expertise in the IT industry.
- Global Partnerships: Strong collaborations with leading global hardware and software companies.
- Comprehensive Solutions: A wide range of products and services, from hardware to custom software and enterprise resource planning systems.
- Exceptional Technical Support: A highly skilled and trained team providing pre- and post-sales technical support.
- Tailored Solutions: We work closely with you to develop technology solutions that meet your unique needs and align with your business operations.
- Our Services:
- Sales and Distribution: The latest hardware and software from top global brands.
- Installation and Maintenance: A specialized technical team for hardware and software installation and maintenance.
- Technical Support: 24/7 support lines to address all your inquiries.
- Software Solutions: Development of custom software to meet your specific requirements.
- Enterprise Resource Planning Systems: Integrated solutions for efficient business management.
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### Why Choose JOCOM?

- Reliability: Your trusted partner in the technology sector.
- Efficiency: Effective and innovative technological solutions.
- Support: A dedicated team committed to providing the best service.
- Expertise: Extensive experience in the Jordanian and regional markets.

Our strategic Partners: We are strategic partners for Diebold Nixdorf, EPSON, ViewSonic, MATICA, Dahua Technology, Zebra, Rowe, Kodak Alaris, ROTOTYPE, Odoo, PaperCut, and MyQ in Jordan.

## JORDAN DAIRY COMPANY – ALMAHA

Contact Person Mohamad Zenaty

Email [m.alzanati@jordandairy.com](mailto:m.alzanati@jordandairy.com)

Almaha is a Jordanian Dairy Company with a rich history dating back to 1968. As a leading company in the dairy industry, the company has established a strong presence in domestic and regional markets. Under the "Maha" brand, the company produces, markets, and sells a range of milk and milk products, including cheese, dairy products, and bottled drinking water.

Additionally, the company offers a variety of flavored milk and juice drinks.

It is always on the lookout for new product lines to meet the needs of households and retail outlets.

## JORDAN HOTEL ASSOCIATION

Contact Person Mustafa Kawash

Email gm@johotels.org

The Jordan Hotel Association (JHA), a non-profit organization, was founded in 1969 and is currently registered at the Ministry of Tourism and Antiquities of Jordan under article 14 of the tourism law No. (20) of year 1988, works with the Jordanian government and regulatory authorities to ensure a unified voice for the Hospitality sector and a positive operating environment for the hotel industry to thrive in, particularly during economically challenging times. JHA is a member of several national and global tourism associations and activities, such as the International Federation of Hotels & Restaurants and Arab federation of Hotels & Tourism. It is one of the official supporters of the Jordan Tourism Board and its programs and activities.

### **Our vision**

To pioneer the development of the hotel sector, improve the service standards in order for the Jordan Hotel Association to be distinguished as a leader of creativity and innovation within the tourism community at national, regional, and international levels, in addition to achieving sustainable development of the sector..

### **Our mission**

The JHA is dedicated to serving its members that represent a variety of hotel establishments, through effective communication and active participation in identifying their needs, while directing the hotel service towards greater creativity and passion through the generation of ideas that can be adapted to different tourism scenarios.



## JORDAN RESTAURANT ASSOCIATION

Contact Person Eliana Janineh

Email eliana@jra.jo

The Jordan Restaurant Association (JRA) is a mandatory not-for-profit membership association empowered by Law no (47) in 2002 and its amendments in law number (33) in 2018.

JRA represents over (1000) classified restaurants including (restaurants, entertainment cities, coffee shops, fast food, discos, bars, and cabaret of 1-5 stars). It is a member of the Jordan Tourism Board.

The association has an elected Board of Directors consisting of nine members representing the private sector, qualified staff, legal consultants, and an accounting consultant.

### **Mission**

To be the dynamic force behind the protection, development and promotion of the restaurant industry

### **Vision**

The restaurant and food service industry is a powerful and regionally competitive sector that contributes to the growth of the Jordanian tourism economy.

## JORDAN TOURISM BOARD

Contact Person Luma Khatib

Email [Luma@visitjordan.com](mailto:Luma@visitjordan.com)

The Jordan Tourism Board (JTB) was officially launched in March 1998 as an independent, public – private sector partnership committed to utilize marketing strategies to brand, position and promote the Jordan tourism product as the destination of choice in the international markets. The adopted strategies are tuned to reflect the true image of the Jordan tourism product, being a cultural, natural, religious, adventurous, leisure and MICE destination.

As part of its marketing strategies, the JTB plans and executes an integrated program of international promotional activities. This program includes the active participation in trade fairs, trade workshops, trade and consumer road shows, familiarization trips, press trips, brochure & multimedia production, and media relations. To carry out its goals, the Jordan Tourism Board utilizes the services of offices in Europe and N. America.

## VALENCIA FOR TRADING AND SERVICES L.L.C (JORDAN VENDING)

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Contact Person Lana Mohsen

Email [admin@jordanvending.com](mailto:admin@jordanvending.com)

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Valencia for Trading and Services LLC - Jordan Vending, has been a trusted provider of high-quality vending machine services in Amman, Jordan since 2013. We specialize in delivering reliable vending solutions tailored to meet the needs of our diverse clientele, including hospitals, companies, universities, shopping malls, airports, and banks.

Our product range includes a variety of vending machines, office coffee service machines, ice cream machines, Horeca Beverages for vending machines, and advanced payment solutions. We are committed to providing exceptional service and building long-lasting relationships with our clients through customized vending solutions.

Join us at Horeca Jordan to explore how our innovative vending solutions can benefit your operations.

## JORDAN YEAST TRADING CO. LLC LESAFFRE JORDAN

Contact Person Mohammed SPEER

Email [m.speer@lesaffre.com](mailto:m.speer@lesaffre.com)

Lesaffre Jordan "Astrico" has established in 1974 in Zarqa city in the middle of Jordan and known as a leading company for fresh and dry yeast in Jordan market.

Depending on our group philosophy and responsibility, we are serving around 2000 customers in Jordan directly using our own capabilities to keep us closer to our partners.

With different solutions that we are providing to the markets, Astrico is the main provider of yeast in Jordan, as well as the bread improvers, mixes and ready mixes. In 2022 Astrico enhanced the portfolio by launching a pastry range which made Astrico a unique source for different solutions that help the bakeries to grow.

We believe in our mission to work together for better nourishment and to protect the planet and based on that we prioritize human capital at the same level of our care to operations.

With our strict protocols by quality management and with the help of our baking center, we are always sure about the quality of our products that we are providing to our partners.

## JOZOR AL MALAYO

Contact Person Moayad Bushnaq

Tel +962 7 9533 5767

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Jozor Al Malayo for import and export company.. one of the leading company importing products from far east, Indonesia,Philippines, china and more . in food business and trading for more than 25 years, coffee, candy, cookies, nuts and more

## KAYLANI FOOD CENTER

Contact Person Ali Noor

Email [alinoor@kaylanifc.com](mailto:alinoor@kaylanifc.com)

Kaylani Food Center is an importer and distributor of frozen, chilled and dry foodstuffs from around the globe.

We supply the following sectors: HORECA, RETAIL, WHOLESAL, AIRLINE CATERING, and VIPs.

Our imports include Meats (Beef, Veal & Lamb), Chocolate (raw materials), Poultry (Turkey & Duck), Rice (Basmati & Fragrance Jasmine), Cheese (such as Mozzarella, Gouda, Emmental, Grana Padano, Parmigiano Reggiano, Manchego, and many more), Italian Gelato (raw materials), and many more products.

## LUMINUS TECHNICAL UNIVERSITY COLLEGE

Contact Person Sami Hattar - Mirna Nedal

Email [m.ghaben@ltuc.com](mailto:m.ghaben@ltuc.com)

With a keen eye on the future and through recognizing a crucial need in our youth today, Luminus Education was born. Over the past three decades, Luminus Education has been continually developing through its Founder's fundamental focus: providing equal education opportunities for all.

Luminus Education emphasizes the importance of vocational education and equipping its graduates with the tools they need to triumph over the challenges of today's economy. From short courses, to one and two year accredited diploma programs, a three year degree program, and professional training for organizations and individuals, Luminus Education is committed to providing training, skillsets and qualifications that provide our graduates with jobs.

Through Luminus Education, Founder and CEO Mr. Ibrahim Safadi aspires to create a holistic educational experience for students, encompassing both personal and professional development.

## MAHMOUD AL-AYYAT AND SONS .COMPANY

Contact Person    Mohammad Adnan Mahmoud Al- Ayyat

Email                    m.adnan@alayyat.com

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Live Stock and meat importer and distributor





## MAHMOUD KHADER GROUP

Contact Person Faris AlSharairi

Email [info@mkgroup.jo](mailto:info@mkgroup.jo)

With a legacy spanning more than 25 years, MK Group in Jordan has consistently delivered excellence, expertise, and high-quality products essential for the successful design of food operations and experiences. As a prominent family-operated food service distributor, we have adhered to our unwavering business principles since our establishment in 1989, demonstrating a passionate commitment to our valued clients.

### Our Vision

To be the leading provider of premium-quality raw materials in the food industry, recognized for our commitment to excellence, innovation, and sustainable practices. MK Group aspires to contribute to the success of our clients and shareholders by consistently delivering top-tier products and services, thereby establishing enduring partnerships and fostering growth within the industry.

### Our Mission

To be the leading provider of premium-quality raw materials in the food industry, recognized for our commitment to excellence, innovation, and sustainable practices. MK Group aspires to contribute to the success of our clients and shareholders by consistently delivering top-tier products and services, thereby establishing enduring partnerships and fostering growth within the industry.

## MANASEER NATURAL SOLUTIONS

Contact Person Zain Al Qanawi

Email z.alqanawi@manaseer-mns.com

### Who We Are

#### life science sector

The Life Sciences sector comprises two companies: Manaseer Natural Solutions - Europe, based in Spain, and Manaseer Natural Solutions - Middle East, based in Jordan. This entity is the result of a merger between Manaseer International Trade, established in 1999, and Manaseer Fertilizers and Chemicals, established in 2002.

#### Manaseer Natural Solutions

In 2023, MNS became a joint venture between Manaseer Trade, established in 1999, and Manaseer Fertilizers and Chemicals, established in 2002. This merger has further strengthened MNS's capabilities, allowing us to specialize in the manufacturing and trading of fertilizers, animal feed, and chemicals, as well as operating bonded warehouses.

With a rich history spanning over twenty years, MNS has been at the forefront of providing cutting-edge solutions to meet the evolving needs of the agricultural community. We have remained unwavering in our commitment to quality, sustainability, and customer satisfaction. By leveraging our extensive experience and expertise, we have developed a comprehensive range of products and services tailored to enhance agricultural productivity and sustainability. MNS has built a strong reputation for reliability, integrity, and excellence. Our team of seasoned professionals works tirelessly to deliver superior solutions that address the unique challenges faced by farmers across the globe.

## MARCHALL FOR GENERAL TRADING

Contact Person Abdul Rahman Kahhaleh / Project manager

Tel +962 6 5817907

Email sales@marchall.net

Website www.marchall.net

Marchall is the leading source for commercial and industrial kitchen equipment, supplies, and related services for hotels, hospitals, restaurants, coffee shops across the Middle East.

We put forward 20 years of experience providing equipment, supplies, and related services for our valued clients.

Marchall believes that great food and great experience bring people together. Our equipment and service solutions enable foodservice and retail professionals passionate about creating great food for great people.

We conduct business with the highest ethical standards. All of our interactions are based on trust, transparency, integrity, and collaboration. - Accountability: We earn trust through accountability. We take responsibility for our actions, own our commitments, deliver on our promises, and exceed expectations.

Marchall offers value-added equipment, supplies, and related services. We partner with premium manufacturers worldwide and provide tailor made solutions with the latest technologies to meet our clients' ongoing needs. Our purpose is to provide practical and innovative solutions for all types of food and beverage production. Our attention to detail is reflected in the scope of our extensive product line.

We integrate comprehensive planning, design, and outfitting through our partner networks for clients who need full-scope services. As a result, we can serve our clients as a one-stop solution integrator.

Whether you are planning to open a hotel, restaurant, coffee house or coffee cart, understanding the operational pitfalls of the business is crucial to the success of your operations. We have employed our expertise to develop a full range of reliable, creative, and practical solutions to facilitate the operations of your business and continue to support the success of your process to improve performance constantly. Marchall will help you complete your project efficiently with strict adherence to quality, efficiency, safety, and the environment.

## MOHAMMAD TAHSEEN AL BAALBAKI & PARTNERS CO

Contact Person Mohammed Al Baalbaki

Email gm@baalbaki.net

تأسست "شركة محمد تحسين البعلبكي وشركاه" عام 1966 م في مدينة عمان، الأردن. حيث بدأت بالأب والمؤسس محمد تحسن البعلبكي والذي ولد عام 1940 م في دمشق/ سوريا.

ومنذ تأسيسها ، حرصت شركة محمد تحسين البعلبكي وشركاه على تقديم أفضل الخدمات والمنتجات. وبخبرة تزيد عن 40 عام تعد شركة محمد تحسين البعلبكي إحدى أضخم الشركات الريادية في مجالها في الأردن والشرق الأوسط.

نختص هنا في شركة البعلبكي بتزويد وتركيب وتشغيل وصيانة معدات وآلات الفنادق والمطاعم والمطابخ الصناعية والمحلات التجارية. كما نقوم بتصنيع العديد من الآلات ومعدات غرف التبريد في مصانعنا الخاصة.

عملاؤنا أولويتنا؛ جعلنا وقتك وعملك وتوفير المال أهم أولوياتنا. ستجد لدينا كافة المعدات والآلات التي تحتاجها وبأعلى جودة وأفضل الأسعار. نتعهد بخدمتكم في أنحاء مختلفة من العالم ابتداء من الأردن وسوريا والعراق والخليج العربي وانتهاء بشمال افريقيا.

عند شرائك أحد منتجاتنا ستحصل على ضمان لمدة سنة كاملة. وفي حال حصول أي عطل في المنتج تقدم شركة البعلبكي خدمات صيانة مجانية للسنة الأولى لزبائننا في الأردن، وأما زبائننا الكرام في الدول المجاورة ومختلف أنحاء العالم فإن شركة البعلبكي على استعداد تام لتقديم قطع غيار مجانا خلال السنة الأولى للشراء، وليس على الزبون سوى تحمل تكاليف الشحن والتوصيل. ولأن زبائننا هم أولويتنا قمنا بتخصيص فريق عمل ذو كفاءة عالية للاهتمام بخدمات ما بعد البيع. فريقنا على استعداد تام لخدمتكم في أي وقت سواء خلال فترة الضمان أو بعد انتهائها.

## MOUNT NEBO FOOD INDUSTRIES COMPANY

Contact Person Dr. Abdessalam Kharbat

Email [kharbat.salam@gmail.com](mailto:kharbat.salam@gmail.com)

Mount Nebo, established in 2023 in Jordan, is a rapidly growing company that takes pride in producing high-quality products under the Nara brand. We are committed to using 100% natural ingredients sourced locally, with absolutely no harmful chemicals, artificial colorings, or flavors. Our products are crafted with care, ensuring they match global brands in taste, quality, and presentation, all while being offered at highly accessible prices. With a focus on purity, authenticity, and innovation, Mount Nebo aims to bring the best of Jordan's natural resources to the world, providing a premium experience without compromise

## NEW ZEALAND ALHALOB GLOBAL MANUFACTURING COMPANY

Contact Person Mohamed Galal

Email [newzelandaalhalob.ksa@gmail.com](mailto:newzelandaalhalob.ksa@gmail.com)

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We are the producer of Natural Cow Ghee 100% , and we specialize in producing Pure cow milk Ghee 100% & Vegetable Ghee Extracted from refined palm oil -75 % -25% & Vegetable Ghee

## PRODUCTION CHOCOLATE SEA COMPANY FOR CHOCOLATE AND SWEETS

Contact Person Marwan Alfee

Email [info@chocospecial.com](mailto:info@chocospecial.com)

**شركة بحر شوكولاته لصناعة الشوكولاتة والحلويات "Choco special"**

شركة رائدة في صناعة الشوكولاتة والحلويات بدأنا في عام 2017 لنخطو بخطوات واسعة نحو التميز في تقديم أفضل أنواع الشوكولاتة السائلة والصلبة بتشكيلة مميزة وفريدة لنصل إلى أطيّب مذاق

## **RANEEN FOOD INDUSTRIES CO. LTD – MEATLAND**

Contact Person Jack Siniora

Email [jack@siniora.com](mailto:jack@siniora.com)

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Raneen Food Industries Co. Ltd was established in Jordan in 1997 by the third generation of the Siniora Family who became famous in Jerusalem for their meat production since 1920.

The company uses its registered trade mark "Meatland" to promote and market its production which became famous in the Jordanian market since its inception based on its high quality and special taste.

Meatland is produced in a state-of-the-art factory that contains the newest and most advanced machinery and processing techniques making it competitive with European firms.



## ROYAL ACADEMY OF CULINARY ARTS

Contact Person Yousef Iqleim

Email [y.iqleim@raca.edu.jo](mailto:y.iqleim@raca.edu.jo)

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### **RACA at a Glance**

The Royal Academy of Culinary Arts, an Associate member of the network of EHL-Certified Schools is a technical university college which provides Bachelor and Diploma programs, founded in 2008 to fulfill the vision of his Majesty King Abdullah II of having a culinary school in Jordan operating at the highest international standards, and to introduce the Swiss experience of merging practical and hands-on training with academic education.

### **Vision**

The Royal Academy of Culinary Arts will be the market leader in the region for Culinary and Food & Beverage education. Through its commitment to quality, innovation and an industry-relevant educational program, coupled with the highest values of social integration, the Royal Academy of Culinary Arts ensures its graduates will become its finest ambassadors in this important economic sector.

### **Mission**

The aim of the Royal Academy of Culinary Arts is to provide the industry with more than just culinary graduates and to give its students more than just culinary and F&B management qualifications. The ultimate goal of the Academy is to provide the industry with future leaders, trendsetters, entrepreneurs and innovators. Furthermore, the Academy will ensure that its graduating students possess valuable transferrable skills; such as the spirit to achieve, self-discipline, respect, integrity, adaptability and motivation for lifelong learning.

## SAID NAZZAL TRADING COMPANY

Contact Person Alaa said nazzal

Email [alaa@saidnazzalest.com](mailto:alaa@saidnazzalest.com)

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Said Nazzal Trading Company, established in 1993, is highly experienced in all aspects of restaurant, café and hotel supplies, including packaging supplies and disposable consumables. What distinguishes us is that we combine imported assortment of goods suitable for all sectors.

We are committed to providing the highest quality FDA approved merchandise.

## SAUDI ARABIA ASAQ PLASTIC FACTORY

Contact Person Fay AlHaidari

Email [marketing@asgplastic.sa](mailto:marketing@asgplastic.sa)

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ASG Plastic Factory Co. has been established in 2005 to be one of the biggest leading.

companies in the industrial field of versatile plastic products which makes it the main source in the area nowadays. We manufacture a huge number of various plastic products which cover the needs of local markets. In this company, we have been very careful to apply all the required tests and obtain the most important certificates that guarantee the validity and safety of our products in contact with food, such as the ISO 22000 Food Safety certificate, and the Product Certificate of Conformity C O C from the Saudi Standards and Metrology and Quality Organization SASO.

When ASG Company owned a special place, it becomes one of the biggest companies in the area. We are aiming to raise the company's name to be one of the international companies, and to raise the name of our kingdom in the whole world.

## SINIORA FOOD

Contact Person Sawsan Jamous

Email Sjamous@siniorafood.com

The extraordinary success of Siniora's well-established and long-standing brand traces its heritage back to its founding in Jerusalem in 1920, the immortal city with which Siniora has been synonymous for almost a century. In 1992, and due to the growing demand for Siniora's superior-quality delicatessen meat products, a factory was established in Sahab, Jordan, under the name of Siniora Food Industries. After decades of success, in 1996, the Arab Palestinian Investment Company (APIC) acquired Siniora's two branches. Through APIC's substantial investments, Siniora witnessed an exponential increase in resources and capacities that allowed it to add new product lines and integrate the latest technologies that exceeded the highest standards of quality in food production, supplying markets beyond Jordan and Palestine into Syria, Lebanon, Saudi Arabia, the United Arab Emirates, Kuwait, Qatar, Oman, Yemen and Bahrain. Today, Siniora operates some of the most advanced factories in the world within the processed meat industry.

As part of the company's strategic vision, Siniora Trading Company was established in 2009 as a distribution company to expand into the Saudi market. Saudi Siniora has a facility in Riyadh that boasts 3,500 square feet of storage space, in addition to a branch in Jeddah and one in Dammam.

In 2011, the company bought Unium, consolidating Siniora Food Industries as the dominant market leader within Jordan and Palestine for both canned meats and cold cuts, offering its Siniora and Unium brands to every household.

In 2014, Siniora Gulf General Trading was established as a distribution centre targeting the UAE market, expanding and reinforcing the company's presence in the Gulf region.

The Siniora brand continues to evolve and advance, maintaining its place as the leading cold cut and canned meat manufacturer in the region, upholding consumer trust through its high-quality products for over a century. In 2015, production lines were upgraded to include frozen foods, which complement the company's large assortment of cold cuts and canned meat, including mortadella, roasted meats, luncheon meats, salami, sausages, canned meats, burgers, escallops, spiced fillets, pastries and kubbeh.

In 2016, Siniora acquired the Dubai-based Diamond Meat Processing Company (Al-Masa) located in UAE, a move that further increased the company's reach in the GCC market.

Siniora is a public shareholding company that has been trading on the Amman Stock Exchange market since 2012.

In 2021 Siniora acquired the Turkish company "Tarakya company for the manufacture and trade of meat and dairy products" with a nice brand called "Polonez" to add a new Milestone in its growth strategy to tackle new markets. By 2021 also Siniora proudly launched the first Gluten free and soya free plant – based brand called "Badeel" with premium raw materials, low calories and natural ingredients free of additives or preservatives.

Siniora Food Industries holds the International Standard recognized ISO 9001:2008. The Company's accreditation covers quality control procedures and processes associated with its products and training activities. In addition, Siniora holds the International Standard recognized ISO22000 and the HACCP system that cover food safety procedures and processes associated with Siniora's products.

## SOLID BASE COMPANY

Contact Person Bassam Azar

Email [bassam@solidbasejo.com](mailto:bassam@solidbasejo.com)

Solid Base Apparel and Clothing was established in May 2015 with a strong foundation in the textile industry. Building upon nearly two decades of experience in import- export and the production of uniforms, sportswear, and casual wear, we have a deep understanding of the market's needs.

Our commitment to quality, service, and craftsmanship has driven us to create products that exceed expectations. From the initial design concept to the final stitch, our skilled team ensures every piece reflects our dedication to excellence. Solid Base expanded its focus to specialize in bespoke uniforms for the hospitality sector.

We have partnered with prestigious establishments, including 5-star hotels and fine- dining restaurants throughout the region, to provide tailored solutions that enhance their brand identity. Our international design studio is dedicated to creating innovative collections that meet the unique requirements of this thriving market.

***As we look to the future, our goal is to continue developing sophisticated uniforms and apparel that cater to the evolving needs of both the regional and international markets.***

## TAL WOOD

Contact Person Heyam Abu Khalifeh

Email info@tal-wood.net

Website www.tal-wood.net

The gifts of nature and wood are endless and just like that, “Wood” products offer everyone only warmth and care, ornamenting your lives with the tune of nature and beauty of today.

Every piece from “Wood” holds a unique and personalized nature making sure every spot stays different. Whether it be a part of your décor or even a serving tool for your loved ones, or maybe your own unique cutlery that gives your table that extra beauty or even that special drinkware you want to show off! “Wood” guarantees your every feeling and emotion will be translated to life in the language of beauty.

- **Restaurant equipment & Tableware** (Serving plates, bowls, Dishes, Trays, Drinkware and Cutlery)
- **Wooden furniture** (Dining tables, Meeting tables, chairs, coffee & corner tables)
- **Accessories** (hanging lights, decorations, table lamps, vases, candles and candle Holders, decoration boxes )
- **Customized wooden products**
- **Event preparations and decorations**

Our Products are not only smoothed to perfection but are also cover coated which means you will no longer need to sanitize them, We cover with an “Anti-Bacterial and Anti-Fungal” coating to protect your delicious food. We’ll always make sure you find something you’d love and we’ll always make sure you never run out of options. With our wide variety of choices, different collections and unique choices for every taste.

With wood, love and care, we bring what we make to make your business even more beautiful.

## TAMAM FOOD MANUFACTURING CO.

Contact Person Ghassan Juma

Email [gjuma@tamamfoods.com](mailto:gjuma@tamamfoods.com)

Tamam means perfection, being complete. It is also the name we chose when we set forth our goal to provide you with the best quality poultry, by offering consistently great tasting chicken that our customers tell us is the most tender and juicy chicken out there.

Today, Tamam Chicken is the first national brand of chicken that is fed exclusively a 100% vegetable-grain diet, supervised and licensed by the Jordanian Ministry of Agriculture. The feed contains a premium blend of vegetable-grain, vitamins and minerals with no animal by-products or animal fats. The result is a leaner product that is lower in fat and higher in protein, making it a market leading, healthy choice.

Tamam is the only national poultry brand to offer a complete line of premium chicken for a variety of year-round meal occasions. The Tamam product line includes fresh and frozen whole chickens and chicken parts.

Tamam is trusted for premium poultry people take pride in serving, on both special occasions and every day of the week.

### **Certification**

We are proud to hold certification of international prominence such as the ISO and HACCP. The ISO 9001 and HACCP (Hazard Analysis Critical Control Points).

Concepts covers all types of potential food safety hazard: biological, physical, and chemical, whether they are naturally occurring in the food, contributed by the environment, or generated by a flaw in the manufacturing process. certificates.

All of this is so that the final product will come out the way our customers expect.

## TCL

Contact Person Louay abd elrahman

Email LOUAY@TCL-OVERSEAS.COM

TCL is Part of HYASSA GROUP which is a well experienced group of companies established in 1975 including TCL for the production of environmentally friendly industrial detergents and sanitizers, RAMPEX for hotel supplies, cleaning and maintenance services and SUCCESS INTERNATIONAL for hospitality training and auditing.

TCL is specialized in producing environmentally friendly biodegradable industrial detergents and sanitizers, offering stewarding, housekeeping, laundry and swimming pools products for hotels, hospitals and food service institutions.

TCL's raw materials, formulations and know how are all from Hoechst, Clariant and BASF, Germany.

TCL is proud to serve its partners the best quality while keeping in mind the environmental dimension as well as the safety and health of the staff dealing with the products, that's the reason why TCL is certified with ISO 9001, ISO 14001 and ISO 45001.

TCL has different High-Tec production facilities and regional offices around the world in three different continents as well as offices in Jordan, Saudi Arabia, Belgium, United Kingdom, the Maldives, Libya, Kuwait, Cameroun, Nigeria, Oman, Azerbaijan, Sri Lanka, and India.

TCL is backed by a team of more than 5,000 professional and skillful engineers, doctors and workers in different countries working closely with its clients on improving their sanitation and hygiene standards.

TCL did not stop there; however, it continued to develop more innovative and high-quality products to provide its valued clients the best available range of sanitation and hygiene chemicals.

TCL has established a quality control department as well as a research and development department in Frankfurt Germany to maintain and develop its products quality and safety as the company is focusing on providing best solutions to more markets around the world.

TCL makes quality a core focus for continuous improvement of management to maintain leadership in its sector and community.



## TDKAR FOR IMPORT & EXPORT

Contact Person    Mohammad Alhusaini

Email                    mod.alhusaini@gmail.com

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Since 2021, Tdkar has been a trusted source of quality products in the food and wellness industries, based in Amman, Jordan. Our goal is to become a leading distributor in these sectors, aiming to simplify our customers' lives and improve the quality of life for everyone, now and in the future.

## THE EMBASSY OF CANADA IN JORDAN

Contact Person Ahmad Barqawi - Trade Commissioner

Email Ahmad.Barqawi@international.gc.ca

The Embassy of Canada in Jordan, through its Trade Commissioner Service (TCS), is dedicated to fostering strong and prosperous economic relationships between Canada and Jordan.

The Trade Commissioner Office at the Embassy of Canada in Jordan plays a pivotal role in connecting Jordanian businesses with their Canadian counterparts.

Our mission is to strengthen the economic ties between Jordan and Canada by promoting bilateral trade, investment, and innovation.

Through our active engagement in key sectors, we aim to create sustainable business partnerships that contribute to the prosperity of both nations.

For more information on how we can support your business needs, visit us at our booth or contact the Trade Commissioner Office at the Embassy of Canada in Jordan at: AmmanTD@International.gc.ca

## THE IDEAL COMPANY – MCCAIN

Contact Person Ghadeer Al Sughair

Email [g.alsughair@theidealcompany.com](mailto:g.alsughair@theidealcompany.com)

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IDEAL-RITCO prides itself on its ability to provide complete and comprehensive distribution solutions. More specifically, it engages in the distribution of Dry, Chilled, Frozen & Nonfood. Today, it represents a multiple number of agencies, and it covers all trade channels and sub channels, thus encompassing modern trade, traditional trade, hotels, restaurants and cafés.

## THE JORDANIAN CHEFS ASSOCIATION

Contact Person	Abeer Hunity
Address	King Abdullah2 st. - Building 188
Tel	+962 6 5412682
Email	abeer.hunity25@gmail.com
Website	www.jca.jo

A non-profit association founded in 2014 by elite chefs Jordanians. Registered under the Societies Law No. 51 of 2008 within the jurisdiction of The Ministry of Tourism and Antiquities.

It operates on a voluntary basis without aiming to make profits or Sharing it or achieving any benefit for any of its members or any person specified directly or indirectly.

- The Jordanian Chefs Association is an official member International (WACS Chefs Association since 2014
- The Jordanian Chefs Association is an official member of the Association Union Islamic Chefs (Wicks) since 2019
- The Jordanian Chefs Association obtains the position of editor for all WECX member countries

### **Our goals:**

- Work to form a national team to participate in the competitions international and “regional”
- Holding training courses “Culinary Basics and Educating Food” Safe and healthy
- Developing Jordanian cuisine and teaching the art of cooking to regional standards and international
- Raising the culinary skills of Jordanian chefs
- Conducting a comprehensive survey in the Kingdom as much as possible regionally for all Workers in the production of food and drink at all levels and
- This is to meet the needs of the local market

## THEMAR AL-RABIE FOR FOOD TECHNOLOGY

Contact Person Haneen Daboor

Email haneen@themarjo.com

Our company, Themar AL-Rabie for Food Technology, sons of the brand (LETS BAKE), our experience over several years to reach the hardworking force in the cake industry, fillings, bread improvers, cakes and chocolate industry.

Our product sales are divided into wholesale sales (pastry shops and bakeries... and the sale of small boxes to serve the housewife and are quick to prepare.

### **All our products are characterized by the following:**

- Ease of use
- Diversity of use
- Excellent flavors
- Harmonious texture
- Stability in level (with development)
- Long shelf life
- Reasonable prices
- Healthy food is one of our first concerns

## TOUCH FOOD FOR FOOD INDUSTRIES

Contact Person Asmaa Yehia

Email [asmaa.yehia@touch-food.com](mailto:asmaa.yehia@touch-food.com)  
[info@touch-food.com](mailto:info@touch-food.com)

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Touch Food is a company specialized in processed meat and poultry that was established with the aim of developing the field of processed food at the level of Egypt and the Middle East in terms of product quality.

Touch Food features by its ability to manufacture the product for brands and international restaurants with a wide spread of the highest quality in Egypt and provide all the required quantities of all sizes, shapes and different specifications, thanks to the modern machines that are used for the first time in Egypt and the Middle East within the Touch Food factory.

## TREE OF LIFE

Contact Person Alaa Dahabreh

Email [Alaa@treeoflife.me](mailto:Alaa@treeoflife.me)

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Tree of Life is Jordan's premium supplier of food and beverage products, dedicated to providing exceptional flavors made from all-natural ingredients and real fruit. We partner with specialty international brands that share our commitment to quality. Whether you're crafting exotic mocktails, creating delicious cocktails, or enhancing your office coffee experience, we have the flavors you need. The majority of our products are vegan, free from artificial colors, preservatives, and genetically modified ingredients. We also offer a wide range of gluten-free and organic options to meet diverse dietary preferences.

## UNIVERSAL PROFESSIONAL FOR SERVICES & HOTEL SUPPLIES

Contact Person Eng. Mohammad Qashou

Email [info@unipro.com.jo](mailto:info@unipro.com.jo)

UNIPRO was established since 2006 and specializes in the supply, installation and maintenance of: Industrial Kitchen equipment, Bakery equipment, laundry equipment, Refrigeration equipment & cold rooms, spare parts for kitchen & laundry equipment.

UNIPRO has been working with big well known Labor camps, hotels and resorts, hospitals, universities, restaurants and airports all require the above equipment.

We can provide you -in addition to the previously said- with professional layouts concerning the requested areas, kitchen designs & laundry designs.

We have maintenance workshop & showroom placed at the company ground floor where you can easily find what you are looking for, with our guarantee of high quality, warranty, competitive prices, bestselling terms and suitable delivery time.



## USDA

Contact Person Mr Mohannad Shahwan

Email AlShahwanM@state.gov

USDA: On May 15, 1862, President Abraham Lincoln signed legislation to establish the United States Department of Agriculture and two and a half years later in his final message to Congress, Lincoln called USDA "The People's Department." Through our work on food, agriculture, economic development, science, natural resource conservation and other issues, USDA has impacted the lives of generations of Americans.

USDA provides leadership on food, agriculture, natural resources, rural development, nutrition, and related issues based on public policy, the best available science, and effective management. USDA's Foreign Agricultural Service (FAS) works to improve foreign market access for U.S. products. This USDA agency operates programs designed to build new markets and improve the competitive position of U.S. agriculture in the global marketplace.

## ZAIN BUSINESS

Contact Person Reem Damrawi

Email reem.al-damrawi@jo.zain.com

Since its establishment in 1995, Zain has revolutionized the telecommunications industry in the kingdom, by introducing the first mobile services based on GSM, since then Zain has maintained its leading position and pioneering the telecommunication market in Jordan. With the focus on digital innovation, Zain has embraced the technological revolution forming the future of communications.

During the technological and digital revolution, and as part of its strategy to accelerate digital transformation in the Kingdom, Zain established “Zain Business.” To deliver digital business solutions based on internet of Things (IOT), cloud computing, managed services, big data hosting and cybersecurity, these services and solutions cater to the diverse needs of businesses and companies of all sizes (Small- Mid & large), ensuring their data is hosted securely, and prevented from cyber breaches, and meeting the demands of the ever- changing and shifting digital landscape, “Zain Business” has enabled all sectors to keep pace with the demands of the digital era, fostering the growth and development of businesses through its exceptional and advanced infrastructure.

## ZAIT O KHAL

Contact Person Luay Darwish

Email [info@zaitokhal.com](mailto:info@zaitokhal.com)

Nestled in the heart of Jordan, a region renowned for its rich cultural and agricultural heritage, Zait o Khal celebrates the finest traditions of the Levant through its premium extra virgin olive oil and organic vinegar products.

Drawing from tree species dating back to the Roman Empire and perfected artisanal practices, Zait o Khal embodies the timeless culinary traditions that have flourished in this fertile land.

"Zait o Khal," which translates to "oil and vinegar" in Arabic, stands as a testament to the land's abundant history.

The brand is committed to delivering products that blend ancient methods with modern standards, ensuring that each jar and bottle reflects the purity, freshness, and natural flavors that characterize Levantine cuisine.

The result is a collection of exquisite delicacies, prepared with ultra-hygienic processes and packaged for convenience without compromising the integrity of the traditional methods that define them.

Indulge in the authentic taste of Zait o Khal's offerings and embark on a culinary journey that captures the essence of the Levant with every bite

# EXHIBITORS INDEX

9<sup>th</sup> Edition

# HORECA JORDAN 2024

EXHIBITOR NAME	STAND NO.
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Abdeen Grand Stores – Wilmax	C122
ABRAZEN L.L.C – Devoli Group, Kosovo	B105
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Addar Al-Arabia Food-Stuff Co	B134 B
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# SPECIAL THANKS

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Ministry of Tourism and Antiquities  
Jordan Hotels Association  
Jordan Restaurant Association  
Royal Academy of Culinary Arts  
Luminus Technical University College  
Al-Ahliyya Amman University  
Ammon Applied University College of Hospitality & Tourism Education  
Al Raya Group  
Intercontinental Jordan  
Al Amed Coffee  
Defaf Al-Nahrayn Company (DNC) - Matrix Cola  
Grand Sleep Mattress - Al Saygeh Group  
Meat & Livestock Australia - MLA  
Careem  
Zain  
AWJ Uniform  
Elia Al Nims & Partners Co. Hygex  
Roya TV  
Pikasso Jordan  
European Rice  
Tal Wood  
Grand Hyatt Amman  
Le Royal Amman  
Landmark Amman  
Hilton Amman  
Crown Plaza Amman  
Regency Palace Hotel  
Mövenpick Hotel Amman  
Romero Group  
Aramex  
Robina  
Mohammad Tahseen Al Baalbaki & Partners Co.  
Universal Professional for Services & Hotel Supplies LLC - UNIPRO  
World Chefs Association (WACS)  
Royal Jordanian  
Hospitality News Middle East Magazine  
Jordan International Exhibition Center  
Centro Mada Hotel  
Abu Shakra  
Time Center  
Pandora  
Swatch  
Al Makaan  
Irfan Sores  
Tradervics Restaurant  
Jordan Dairy Company – Almaha  
Bulos Y. Zumot  
Kebab Express  
Chili House  
Shawerma Al Daya'a

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