



GIRCS 2024

GULF INTERNATIONAL RESTAURANT & CAFÉ SHOW
معرض الخليج الدولي للمطاعم والمقاهي

www.gircs.com

The Inaugural
GULF INTERNATIONAL RESTAURANT & CAFÉ SHOW
The foremost event for restaurant and café industry
in the Gulf region and beyond

February 29 to March 2 , 2024
Gulf Convention Centre | Gulf Hotel
Manama, Kingdom of Bahrain

A cordial invitation to the **GULF INTERNATIONAL RESTAURANT & CAFÉ SHOW!**

We are delighted to extend a unique invitation to your esteemed company for the inaugural Gulf International Restaurant & Café Show. A remarkable opportunity awaits in the Kingdom of Bahrain, and your participation can make it truly extraordinary.

The Gulf International Restaurant & Café Show transcends the ordinary exhibition experience; it's a grand culinary and coffee extravaganza. We've assembled the industry's most talented minds in the restaurant, café, and coffee sector to create a dynamic, innovative, and delightful event. We're not just pursuing success; we're striving for excellence.

This event is your exceptional platform to showcase your brand's excellence. Our attendees are not merely visitors. They are discerning decision-makers, experts, and passionate enthusiasts who understand and appreciate quality. It's a unique opportunity to captivate this audience, connect with industry leaders, and stay at the forefront of culinary and coffee trends.

Whether you're a seasoned restaurateur or a dedicated coffee artisan, our show is your canvas to paint your vision of success. Join us at the Gulf International Restaurant & Café Show, and together, let's craft an exceptional journey through the world of culinary and coffee.

We eagerly anticipate your presence at the inaugural Gulf International Restaurant & Café Show.



Warm regards,

Ahmed Al Hujairy
CEO

Worksmart for Events Management

Welcome to the heart of Bahrain's culinary and coffee excellence: the inaugural GULF INTERNATIONAL RESTAURANT & CAFÉ SHOW!

Get ready to embark on a unique culinary and coffee journey as the inaugural Gulf International Restaurant & Café Show (GIRCS) opens its doors to trade professionals and the public. This event serves as a gateway to a world of culinary innovations, coffee wonders, and unprecedented business opportunities in the thriving Gulf region.

GIRCS is where gastronomy and the art of coffee brewing come together, making it a must-attend event. Here's why being part of this groundbreaking occasion is essential:

-  **Culinary Collaboration:** GIRCS brings together restaurant owners, cafe managers, baristas, culinary experts, coffee enthusiasts, and industry leaders, fostering collaboration and the exchange of groundbreaking ideas.
-  **Stay Ahead in Trends:** Stay at the forefront of culinary and coffee trends as GIRCS spotlights the latest products, technologies, and concepts in the food and beverage industry, ensuring your business remains innovative.
-  **Coffee Excellence:** Coffee lovers, rejoice! GIRCS places coffee at its core, focusing on specialty beans, brewing techniques, and the art of coffee-making. It's where coffee professionals in Bahrain can truly shine.
-  **Education and Inspiration:** Whether you're a newcomer or a seasoned pro, GIRCS offers invaluable insights and inspiration, catering to culinary and coffee enthusiasts.
-  **Bahrain's Culinary Tapestry:** We proudly showcase Bahrain's rich culinary and coffee scene, reflecting its growth, diversity, and global significance.

GIRCS is not just an event; it's a dynamic platform celebrating the fusion of flavors, innovation, and entrepreneurship in the culinary and coffee worlds. It's where businesses thrive, professionals excel, and visitors indulge in the finest these industries can provide.

Be part of the inaugural Gulf International Restaurant & Café Show, the future of culinary and coffee excellence in Bahrain, the Gulf region, and beyond.



UNLOCKING THE CULINARY AND COFFEE BOOM IN BAHRAIN AND THE GCC MARKET



Bahrain's Thriving Coffee Market

Bahrain's coffee market is set for significant expansion, with a projected growth rate of 3.87% expected between 2023 and 2028. By 2028, the market is poised to reach a remarkable 6.9 million kilograms. This growth mirrors evolving coffee preferences and heightened patronage of coffee establishments.

Bahrain's Flourishing Food and Beverage Landscape

Bahrain boasts a vibrant food and beverage sector, featuring over 2,000 licensed establishments, including restaurants and cafes. In the past five years alone, the sector has grown by an impressive 10%, reflecting the surging demand for diverse dining experiences.



Economic Prosperity and Culinary Delights

Bahrain's food and beverage industry thrives in a favourable economic environment, with an estimated household disposable income of US\$24.80 billion in 2023. This robust outlook coupled with the sector's continued growth, positions Bahrain as a culinary destination par excellence. It offers a delightful culinary journey for residents and visitors alike, highlighting the integral role of restaurants and cafes in the cultural and economic landscape of the GCC region.



Hot Drinks Market Revenue

The Hot Drinks market in Bahrain is poised for continued growth, with a projected milestone of reaching an impressive US\$157.6 million in 2023. Cafes serve as vibrant epicenters for social interaction and relaxation, catering to a diverse audience of locals, expatriates, and tourists. These underscore the robust market demand for a diverse array of hot beverages.



Tourism and Economic Impact

In 2022, Bahrain welcomed a staggering 11.1 million visitors, with 1.3 million of them enjoying overnight stays. Notably, the food and beverage sector played a pivotal role in Bahrain's economy, contributing over 3% to the nation's GDP and providing livelihoods for more than 20,000 individuals.

WHO EXHIBITS?



COFFEE EQUIPMENT & BREWING ACCESSORIES

including espresso machines, coffee grinders, brewing equipment, and coffee roasting machines that elevate the coffee-making experience.

CAFÉ AND RESTAURANT

Design and Décor including Interior Design Services, Furniture and Seating, Lighting Solutions, Decorative Items, Wall Art and Signage, and Tableware and Serveware

BAKERS

Bakery, Sweets, and Pastry Suppliers including Fresh Baked Goods, Pastry Ingredients, Dessert Decorations, Cake and Pastry Displays, Baking Equipment, and Artisanal Breads

BEVERAGE INDUSTRY

Beverage and Syrup Manufacturers including Beverage Concentrates, Syrups and Flavors, Fruit Juices, Drink Mixes, Beverage Dispensing Equipment, and Non-Alcoholic Beverages

PACKAGING & BRANDING

Packaging & Branding Solutions including Custom Packaging, Branding and Labeling Services, Takeout Containers, Eco-Friendly Packaging, Marketing and Branding Materials, and Printing Services

SUSTAINABILITY SOLUTIONS

including Eco-Friendly Packaging, Sustainable Sourcing, Waste Management Solutions, Energy-Efficient Equipment, and Sustainable Practices Consultation

TRAINING AND EDUCATION

Providers including Barista Training, Culinary Training, Beverage Preparation Workshops, Staff Training Programs, Coffee Brewing Classes, and Food Safety Training

TECHNOLOGY AND POS SYSTEMS

including Payment Processing Solutions, Inventory Management Software, Digital Menu Boards, Restaurant Management Software, Customer Engagement Tools

FINANCIAL AND INVESTMENT

Firms including Investment Services, Business Financing, Financial Consultation, Loan Services, Investment Opportunities, and Insurance Services

COFFEE ARTISANS AND SPECIALTY BRANDS

including Specialty Coffee Brands, Unique Coffee Blends, Artisanal Coffee Products, Signature Coffee Beverages, Handcrafted Coffee Accessories, and Limited-Edition Coffee Offerings

ARTISANAL AND SPECIALTY FOODS

including Gourmet Foods, Local and International Delicacies, Handcrafted Chocolates, Specialty Snacks, Premium Ingredients, and Artisanal Food Products

WHY EXHIBIT?

Connect with Key Players: GIRCS



Connect with Key Players: GIRCS brings together industry professionals, decision-makers, and enthusiasts from Bahrain, GCC countries, and the MENA region. It's your chance to engage with potential partners and clients.

Market Insights & Networking



Gain valuable market insights and build connections with clients, investors, and collaborators, helping you stay competitive in a rapidly evolving industry.

Showcase Your Innovations



Present your latest products and services to a receptive audience, elevating your brand as an industry leader.

Strategic Location



Bahrain's central location connects you to diverse markets in the GCC and Middle East, ensuring broad exposure for your exhibition.

Shape the Future



Join an innovative community that's shaping the future of the HORECA industry in Bahrain, the Gulf region, and beyond. Collaborate with experts, explore growth opportunities, and position your brand at the forefront of industry transformation.

Who will you meet?

The inaugural Gulf International Restaurant & Café Show promises a welcoming and diverse gathering of professionals and enthusiasts from Bahrain, neighboring GCC countries and a host of other nations across the MENA region, including Iraq, Egypt, Lebanon, Tunisia, Morocco, Jordan, and Yemen. The exhibition aims to connect with attendees spanning various sectors of the HORECA industry and beyond.

- CEOs / Managing Directors / Company Directors
- Delivery Directors / Heads of Delivery
- Heads of Innovation / Heads of Development
- Marketing Directors
- Heads of Restaurant Services / Heads of Operations
- Heads of Marketing / Heads of Business Development
- Heads of Food
- Heads of Purchasing
- Heads of IT / Innovation Leaders
- Owners / Investors
- Food Enthusiasts / Coffee Aficionados
- Manufacturers
- Bakery & Café Owners
- Representatives from Restaurants, Hotels & Resorts
- Airline & Cruise Operators
- Franchisors
- Property Management Professionals
- Entrepreneurs and Investors
- Importers, Wholesalers & Distributors
- Hyper/Supermarkets & C-Stores
- Culinary & Hospitality Professionals
- Members of Industry Associations
- Researchers and Educators

Don't miss out on this opportunity. Exhibit at the Gulf International Restaurant & Café Show and secure your place among industry leaders and innovators. Reserve your space today!

SHOWFEATURES

GULF BARISTA CHAMPIONSHIP - BAHRAIN

Prepare to be enthralled at the Gulf International Restaurant & Café Show as the inaugural Gulf Barista Championship - Bahrain takes center stage. This thrilling competition, driven by skill and passion, is poised to captivate coffee consumers, enthusiasts, and industry professionals alike. The Gulf Barista Championship - Bahrain adds a layer of excitement and energy, making the Gulf International Restaurant & Café Show a must-see event for all attendees.

Don't miss this chance to witness the birth of a coffee champion and be part of the coffee revolution in Bahrain and beyond. Join us at the Gulf Barista Championship - Bahrain, where every sip tells a story, and every pour is a work of art.

BAHRAIN FOOD SHOPPER

The Bahrain Food Shopper is an unparalleled platform for companies to showcase their culinary prowess, innovation, and products to a discerning audience. Open to Bahraini companies only, participating establishment at the Bahrain Food Shopper gains opportunity to engage directly with industry professionals, culinary enthusiasts, and food lovers.

Whether you specialize in delectable dishes, artisanal treats, cutting-edge kitchen equipment, or sustainable dining solutions, the Bahrain Food Shopper provides the ideal stage to captivate your audience and elevate your brand.

Don't miss this remarkable opportunity to shine in the culinary spotlight, expand your reach, and drive your business forward. Be part of the Bahrain Food Shopper and let your culinary innovation take center stage.



STAND OPTIONS

EFFORTLESS EXHIBITION SUCCESS

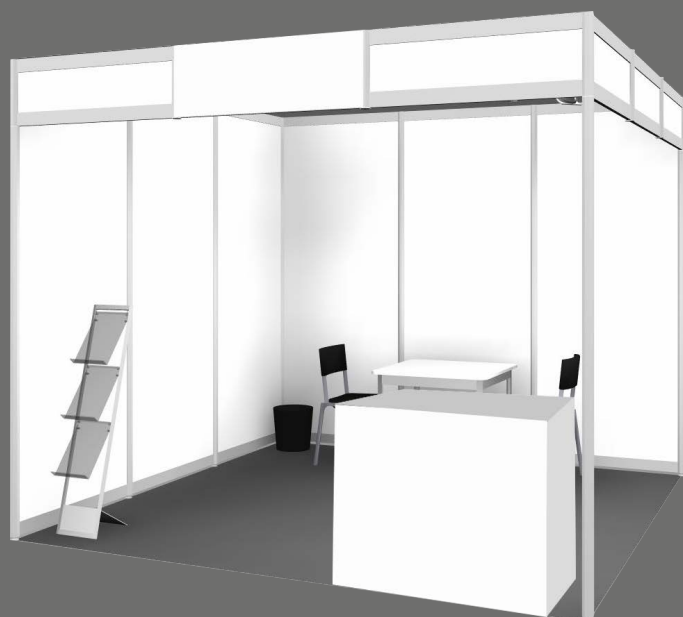
When it comes to the Gulf International Restaurant & Café Show, we've simplified the process to make your participation a breeze. Secure the perfect stand package that aligns seamlessly with your business objectives and goals, ensuring you maximize your return on investment.

With our exhibition floorplan filling up rapidly, we encourage you to act promptly. Reach out to us now to secure your ideal stand before it's no longer available. Your success at the event starts here!



SPACE ONLY

Bare floor space for you to design and build your own stand if you want that corporate identity. Stand design and construction by an organizer-approved contractor.






UPGRADED SHELLS SCHEME

Constructed by the organizer. Upgraded design and cost-effective. Internal design flexible. Inclusive of Basic Furniture, Electrical Outlet, Electricity, Lockable Counter, and Fascia.



UNLOCK OPPORTUNITIES WITH BRANDING AND SPONSORSHIP

At the Gulf International Restaurant & Café Show, we invite you to elevate your brand's presence and seize unmatched opportunities through our dynamic range of branding and sponsorship options. Unleash your brand's potential with our comprehensive branding and sponsorship opportunities. Let's work together to achieve your brand's objectives at the Gulf International Restaurant & Café Show!

-  **Lead the Conversation:** Position your brand as a thought leader and gain valuable recognition as an industry trailblazer. Be at the forefront of discussions, as your brand becomes synonymous with innovation and excellence.
-  **Maximize Visibility:** Stand out in the bustling culinary and coffee landscape, capturing the attention of a diverse and influential audience. Our diverse sponsorship packages offer unparalleled visibility and reach, providing your brand with a platform to shine.
-  **Tailored Solutions:** We understand that every brand is unique. That's why we offer customizable sponsorship packages to cater to your specific objectives and budget. Craft a sponsorship that aligns perfectly with your brand's identity and goals.



The Venue: Gulf Convention Centre

The Gulf Hotel's renowned Gulf Convention Centre, a trailblazing presence in Bahrain's meetings and events arena since its establishment in May 1997, remains a thriving and adaptable hub. Following a comprehensive renovation in 2018, the Convention Centre now boasts striking chandeliers that can seamlessly adjust to match any theme with their color-changing capabilities, a state-of-the-art integrated sound system, and five massive 4-meter wide by 3-meter high high-definition screens. Featuring 33 versatile venues and over 4,780 square meters of space, it accommodates a wide range of events, from intimate corporate meetings to large theater-style conferences hosting up to 3,000 attendees.


This appealing blend of natural charm and elegance has solidified the Gulf Convention Centre's position as the ultimate destination for creating exquisite and unforgettable events, ensuring it remains the crown jewel of Bahrain's dynamic business landscape.



WORKSMART: YOUR EVENT MANAGEMENT PARTNER

At WorkSmart, we specialize in developing and managing diverse event activities, catering to clients on local, regional, and international scales. Our journey began in 2002 when we embarked on a mission to create exceptional business events under the Gulf Future Business Brand. A significant milestone arrived in 2007 when we proudly established the Bahrain Pavilion at a leading international information and technology exhibition, solidifying our reputation as a pioneering organization based in Bahrain.

Fast forward to the present, after more than a decade of experience in the field, we are thrilled to introduce WorkSmart as a dedicated entity exclusively committed to planning, developing, managing, and organizing business events. This transition underscores our unwavering strengths and capabilities, ensuring our clients receive top-notch event solutions and service excellence.



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