



 diyafa 2009

From **1- 3 December 2009** | The fourth edition of the International Hotel,  
Doha Exhibition Centre | Restaurant and Food Exhibition

Diamond Sponsor:



Salon Culinaire  
Gold Sponsor:



Training  
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Official  
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## DIYAFA 2009... THE FOURTH EDITION OF THE INTERNATIONAL HOTEL, RESTAURANT AND FOOD EXHIBITION

DIYAFA 2009 will showcase all that is exciting about this rapidly increasing industry, at the heart of one of the world's fastest-growing and most affluent economies.

DIYAFA 2009 is the only trade show aimed exclusively at the country's booming hospitality sector. International and local suppliers will combine to ensure that DIYAFA 2009 satisfies the increasingly sophisticated requirements of Qatar's hotels, restaurants and other hospitality organisations.

With more interactive and visitor entertainment than any previous show, this is to be an unmissable event for all those involved in the industry.



### SALON CULINAIRE 2009...

## PROMISES TO BE THE SPECTACULAR CENTERPIECE OF CULINARY ENTERTAINMENT AT THIS YEAR'S DIYAFA 2009 EXHIBITION.

This world class feature will include competitions, live cookery shows, carving demonstrations and will be a glorious celebration of food. Gold Sponsor Nestlé Professional are once again supporting this year's Salon Culinaire, which will be judged by a panel of international chefs and food experts.

Categories for display and competition will also include exciting features such as ice and fruit carvings, artistic pastry and confectionery work as well as live cooking displays throughout the show.

Salon Culinaire also provides a relaxed and enjoyable atmosphere for hospitality and catering professionals to meet and discuss business while admiring the expertise of those literally at the cutting edge of the industry.



## OUR FEATURES

### The Table Art

Diyafa 2009 also invites all service teams of our Salon Culinaire to participate in The Table Art Competition!! A fun, glamorous and exciting competition getting all hotel and restaurant service teams to pull together and design a table setting that is elegant, beautiful, modern and exceptionally stylish! It's simple, all the team needs to do is select a theme and display one place setting, including table coverings, dishes, glassware, silverware, centerpiece and menu etc.

Get yourselves sponsored and get competitive! The games have only just begun....

The Table Art event will be judged by a panel of international experts and renowned chefs.



## DIYAFA MATCHMAKING IS AN EVENT DESIGNED TO FACILITATE MEETINGS BETWEEN ALL KEY PLAYERS IN THE HOSPITALITY INDUSTRY.



The event intends to provide a platform to spur regional and international economic development by introducing buyers to local and international suppliers, distributors and service providers.

This event will offer participants the potential to meet with business contacts from different countries with the purpose of generating business relationships for the short, medium and long term. This matchmaking event offers an excellent occasion to identify suppliers, potential clients and partners, introduce new products, establish alliances and network with international peers in the hospitality sector expanding current business and market circumstances.

## DIYAFA TRAINING

Boecker, the region's largest Pest Management, Food Safety and Professional Disinfecting services, provides world class services for the most demanding commercial, food services and residential sectors.

During DIYAFA, Boecker have put together a FREE special workshop for all food handlers in the country. Providing an equal opportunity for everyone to get trained, Boecker is offering 3-hour educational sessions in both Hygiene Awareness and Introduction to HACCP where participants will learn the appropriate practices of food hygiene, HACCP prerequisites and principles. Seats are limited to 150 participants and are offered on a first-come first-served basis. Therefore, make sure you reserve your places as much in advance as possible!

Boecker courses are highly interactive with informative workshops and case studies and are suitable for all staff coming from all backgrounds, from front-line employees to high-level executives.

Boecker Food Safety provides food hygiene training recognized by the leading regulatory bodies worldwide. Boecker is a registered training center with the Royal Society for



Public Health, UK and the Chartered Institute of Environmental Health, UK and it is also a member of the Society of Food Hygiene Technology and the International Food Protection Association.

Boecker consultants and trainers are all Certified Professional Trainers from the Chartered Institute of Environmental Health, UK and have relevant degrees in Nutrition, Food Technology, and Agriculture and are all holders of the Advanced Diploma in Food Safety.



## EXCITING OPPORTUNITIES FOR THE QATAR HOSPITALITY SECTOR

In March 2009 a report from Capital Intelligence (CI) confirmed that the global slowdown poses only a limited threat to Qatar's economy. Against most other national trends, Qatar has been forecasted to grow by up to 9% by the end of 2009.

The Qatari government has pledged to invest over \$17bn to develop tourism over the next five years. Hotel occupancy rates are some of the highest in the region. The expansion in Qatar's hotel and hospitality sector is breathtaking. A major hotel building programme already underway will soon bring a massive increase in the number of premium rooms available in Qatar. Up to 14,000 new hotel rooms are under construction and will be available in the next 3 years. This will bring a total of nearly 30,000 rooms on-stream by the end of 2012.

The Restaurant sector has not been left behind and is fast becoming as diverse as any other international capital. The marina districts of The Pearl and, in the future Lusail, will provide ample opportunities for new stylish casual and fine dining restaurants to flourish.



The fast food market, like the rest of the world, has experienced huge growth here. The presence of familiar brands like McDonalds and Burger King has increased dramatically under local franchise operators.

DIYAFA 2009 provides a unique opportunity for hotel and restaurant suppliers and operators. The exhibition allows the worldwide hospitality business a chance to meet the people behind Qatar's amazing boom – marketing their products, reinforcing relationships with existing clients and coming face-to-face with key industry leaders.

As the world grapples with harsh economic realities, Qatar is one of the brightest hopes worldwide for the hospitality business to produce substantial growth over the next few years.

## QATAR'S VISION FOR ITS TOURISM SECTOR



Qatar's ambitions for its tourism sector extend well beyond making it a weekend break or attractive stopover destination for those traveling to the Far East and beyond – the usual fate of Gulf countries. Doha wants affluent and high spending customers to extend their stay, currently at an average of 1.5 days, to 4 days or more.

There are 5 key areas of focus, five-star luxury tourism, Meetings, Conference and Exhibition business (MICE), Sports tourism, Education and Medical Health. The sports tourism in particular stems from the hugely successful 2006 Asian Games which propelled Qatar onto the international sporting map, bringing Doha worldwide recognition and a host of impressive new sporting venues. The country already stages world-class annual tennis and golf tournaments. Now it is launching an ambitious bid for the 2022 FIFA World Cup, having already secured the 2011 AFC Asian Football World Cup.

DIYAFA 2009 offers the global hospitality sector a great opportunity to learn more about this exciting market and to meet the people driving this remarkable expansion.

## QATAR'S MEGA PROJECTS

Qatar's fast-growing economy has allowed the tiny Gulf State to dream big when it comes to mega-projects for the future. Its ambitions for residential and tourism development are demonstrated most clearly by two dramatic city developments which are rising from the sand.

The Pearl and Lusail are enormous mixed use projects being built to the north of Doha.

The Pearl, with a projected budget of \$13.8bn, is a man-made peninsula. It features two marinas and will provide luxury homes for over 41,000 people, as well as three five-star resorts, boutique hotels and restaurants.

Lusail can already boast the title of the largest construction project in the world – a brand new self-contained city with a population of 200,000 extending along the coast and using existing islands to build luxury waterfront resorts and marinas. Leisure is at the heart of Lusail, with an Entertainment City Zone, two golf courses and a tennis academy planned.

To support this increase in resident and visitor numbers, Qatar has had to move fast to upgrade its international and domestic transport systems, particularly in a city where daily traffic is already a problem. Construction is well underway on the \$5.5bn New

Doha Airport. The first phase, due for completion in 2011 should increase the capacity of the airport to 24 million passengers per year. Phase Two will ultimately bring that total to 50 million passengers per year. It will be the first airport in the world specifically built to accommodate the new A380 Super Jumbo.

The \$3bn 45 km Bahrain bridge due for completion in 2013 will be the world's longest causeway and will bring Qatar its first rail link.

Exciting high profile new city developments like The Pearl and Lusail have placed hotels and hospitality at the core of their master plans and the new improved transport links will bring an influx of new visitors to the country.

Development on this scale, and a time when most worlds' economies are mothballing big projects, Qatar provides huge opportunities and potential profits for food, hotel and leisure service providers.



## DIAMOND SPONSOR



We are honoured and thrilled to introduce the Diamond Sponsor of Diyafa 2009, Al Raed Trading. Established in 2004 by the same family which owns and manages it today descending from Abu Khalifa Trading Establishment, Al Raed Trading has grown from a small wholesale markets-based operator to a national wholesaler supplying supermarkets, catering companies, hotels and restaurants. Now officially one of the largest operators in the country, Al Raed Trading is an example for all businesses in the hospitality sector showcasing the potential growth in Qatar.

Al Raed Trading is specialised in importing, distributing and retailing fresh fruits and vegetables at all levels. Through their links to first class suppliers from all over the globe, they have led the way in bringing some of the world's best practice and produce ideas to Doha - Qatar, and now are in a position to offer all requirements of fresh fruits and vegetables through the whole year of every item you require.

Al Raed Trading is focused on being a national class player who provides state of the art facilities blended with world class practices. These practices are what makes them what they are today. Their staff is customer orientated and specialises in research and development, food safety and quality assurance, re-packing and packaging, logistics, finance, administration, sales, export services and impeccable customer service.

## SALON CULINAIRE GOLD SPONSOR

NESTLÉ PROFESSIONAL  
CREATIVE FOOD AND  
BEVERAGE SOLUTIONS



With the increase of out of home consumption, the customers need for innovations and partnerships and the consumers demand for nutrition, health and wellness products, Nestlé Professional is totally dedicated to responding to the needs of the out of home professionals.

Nestlé Professional, as a world wide leader strive to be an inspiring growth partner for their customers by delivering creative branded food and beverage solutions, enabling the operators to innovate and delight their consumers.

As a nutrition, health and wellness company, with a strong commitment to science and research, in the Middle East they offer great brands such as: NESCAFÉ®, NESTEA®, NESQUIK®, MILO®, MAGGI®, CHEF®, NESTLÉ® and NESTLÉ COFFEE-MATE®. They provide operators with value-added solutions suited to the specific in and out of home like full service and quick service restaurants, hotels, cafes, convenience stores, canteens, hospitals, offices, schools, leisure, travel and transportation.

## OFFICIAL HOTEL W HOTEL

W Doha Hotel & Residence is proud to be the official hotel partner of DIYAFA, the leading hospitality forum in the region.

W Doha is a leading-edge, contemporary lifestyle experience with a complete service offering, including 291 guest rooms, 31 suites, and 154 W branded Residences where dreams become reality. To experience W's approach to B&F (Beverage and Food), W Doha features three stylish bars for guests to mix and mingle including the signature W Living Room experience, Wahm, a modern poolside Arabic lounge, and Crystal Lounge, a sleek, fashionable spot where guests can sip cool cocktails and groove to the latest world beats. In addition, W Doha boasts three signature restaurants, including modern cuisine at Spice Market and Market by Jean-Georges, both concepts created by three star Michelin Chef Jean-Georges Vongerichten, complemented by the sophisticated fare of La Maison du Caviar.

Examples of exclusive experiences that are only offered at W Doha include, the region's first Bliss Spa; SWEAT®, a state-of-the-art fitness facility; and WET®, a glamorous temperature-controlled pool with underwater music, multi-color fiber-optic lighting and dramatic black mosaic tile. All of these experiences are supported by the brand's signature Whatever/Whenever® concierge service, providing guests whatever they want – from a private hot air balloon trip over the desert to a flower bouquet delivered at 2 a.m. – whenever they want it (as long as it's legal!). With nearly 1,000 square metres of ultra-modern meeting and event space, W Doha is able to host

## OUR SPONSORS



business and social gatherings of up to 500 people. High speed WiFi internet access, plasma screen TVs and state-of-the-art AV equipment are available for use at the click of a button. The Sensory Set Up™ of the meeting rooms, a unique W concept, stimulates all five senses with mood music and aromatherapy scents, thought-provoking place cards, creative catering, retro candies and inspiring games.

## OFFICIAL RENT A CAR ALMUFTAH

Almuftah Rent-A-Car, a name that is synonymous with excellent customer service, reliability and an unmatched goodwill. With decades to its credit, Almuftah strives to provide customers with competitive rates and an excellent service. Almuftah is once again the official rent a car service for Diyafa 2009.



## MEET THE TEAM OF SOLID IFP TALENTS THAT ARE DEDICATED TO PROMOTING, EXPANDING AND ENHANCING THE HOSPITALITY INDUSTRY AS A WHOLE

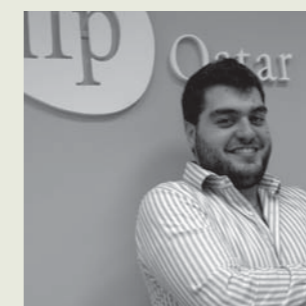
## THE DIYAFA TEAM



**George Ayache**  
General Manager



**Sarah Mroueh**  
Project Manager



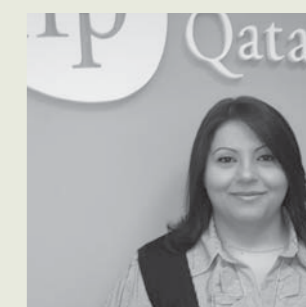
**Nour Chaar**  
Project Co-ordinator



**Christene Moller**  
Operations Manager



**Francoise Nehme,**  
International Sales & Marketing  
Manager



**Rabab Shaddad**  
Administrative Assistant

# DIYAFA 2009 PROMISES TO BE THE MOST DYNAMIC HOSPITALITY TRADE FAIR EVER SEEN IN QATAR.

Diyafa will be a high profile platform that will attract the industry's top suppliers and bring together the country's most significant professionals under one roof.

To become an exhibitor or a visitor, please contact any member of the Diyafa team on: [info@ifpqatar.com](mailto:info@ifpqatar.com) and we will be more than happy to assist you.

Taking part in DIYAFA this year could not be easier!!

## THE ORGANISERS

Over the last 27 years, IFP has organised over 340 international trade fairs representing every economic sector and has established a client base of over 35 governments and hundreds of international companies and trade associations. In both trade fair conception and implementation, the IFP signature is a seal of professionalism.

IFP's international trade fairs are designed to be ideal platforms for foreign and local companies doing business in the Middle East and seeking exposure to top regional buyers and decision-makers.

IFP offers a comprehensive range of trade fair services executed to the highest international standards. These include full international and local logistical support, on-site stand builders, furniture hire, signs, lettering, and graphics.

Organised by:



t +974 432 9900

f +974 443 2891

Ibn Seena Street, Al Muntazah Area

P O Box 22376 Doha-Qatar

[info@ifpqatar.com](mailto:info@ifpqatar.com)

[www.ifpqatar.com](http://www.ifpqatar.com)

