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زمان: ۱۵:۱۷:۵۰

پیوست: دارد-به شرح متن

## دفتر نمایندگی وزارت امور خارجه در استان خراسان رضوی - مشهد

بسمه تعالی

جناب آقای چمندی

معاون محترم هماهنگی امور اقتصادی استانداری خراسان رضوی

موضوع: اعلام زمان برگزاری نمایشگاه بین المللی غذا و مهمانداری عمان

باسلام

احتراما؛ به پیوست تصاویر نامه، بروشور تبلیغاتی و فرم های ثبت نام پانزدهمین نمایشگاه بین المللی غذا و مهمانداری عمان، واصله از دفتر هماهنگی های اقتصادی وزارت متبوع این نمایندگی به زبان انگلیسی، که با نظارت وزارت کشاورزی، شیلات و منابع آب عمان، مورخ ۲۷ لغایت ۲۹ شهریورماه سالجاری در مرکز نمایشگاه ها و کنفرانس های عمان برگزار خواهد شد، جهت ملاحظه و دستور هر گونه اقدام لازم، ایفاد می گردد.

لازم به ذکر است که اطلاعات بیشتر در پایگاه خبری [www.foodandhosoitalitvoman.com](http://www.foodandhosoitalitvoman.com) در دسترس

می باشد.

محمد بهشتی منفرد

مشاور وزیر و رئیس نمایندگی

رونوشت :

جناب آقای رجبی رئیس محترم سازمان صنعت، معدن و تجارت استان خراسان رضوی

جناب آقای شافعی رئیس محترم اتاق بازرگانی، صنایع، معادن و کشاورزی استان خراسان رضوی

جناب آقای قنبری رئیس محترم سازمان جهاد کشاورزی استان خراسان رضوی

جناب آقای شیردل رئیس محترم اتحادیه صادرکنندگان استان خراسان رضوی

دفتر هماهنگی های اقتصادی

جناب آقای توتونچی رئیس محترم اداره دوم خلیج فارس (کویت، قطر، عمان و یمن)

جناب آقای نجفی خوشرودی سفیر محترم جمهوری اسلامی ایران در مسقط

جناب آقای زمانیان کوپائی مسئول محترم هماهنگی امور نمایندگی های داخل کشور

Date: 9<sup>th</sup> April 2023

His Excellency. Ibrahim bin Ahmed Almuaini  
Embassy of the Islamic Republic of Iran

Subject: Invitation to **Irani** Embassy and **Irani** Companies to Participate at the 16<sup>th</sup> Food & Hospitality Oman exhibition

After compliments.

We are pleased to share with you that the 15th edition of the **Food & Hospitality Oman** exhibition, Oman's national food and hospitality event, will take place between **18-20 September 2023** at the Oman Convention & Exhibition Centre, Sultanate of Oman.

Food & Hospitality Oman (FHO) is the largest dedicated food and hospitality show in Oman showcasing food, beverages dairy, fats & oil, health, wellness & free-form, meat & poultry, pulses, grains & cereals, confectionery, tea & coffee, in addition to food safety, catering equipment, restaurant, café and processing & packaging, all under one roof.

FHO 2023 will also include features such as the Professional Chef's Competition, the Oman Barista Championship, the Food Safety Workshop, the Bed Making competition and the Waiter's Race.

There are confirmed participations from Belgium, France, Iran, Pakistan, Poland, Russia, Thailand, Turkey, United Arab Emirates, amongst others.

FHO is an economically important event for the Sultanate of Oman, and the event will contribute towards improving trade relations between both countries and as such, we would like to invite **Irani** companies to participate at the event and **Irani** embassy to be a valuable supporter at the event.

The brochure has been attached for you to review.

The FHO team will accordingly follow up with you with regards to your participation and the person responsible for the event from our team is Mr. Roni Barua contactable at +968 9207 9800 or [roni.barua@connectthroughus.com](mailto:roni.barua@connectthroughus.com) More information about the event can be found at [www.foodandhospitalityoman.com](http://www.foodandhospitalityoman.com)

Thank you and we look forward to welcoming you at the event.

Kind regards,



**Ashley Roberts**  
Managing Director



نظر: السيد السفير  
ارجو ان يتردد ارسال دورية مطبوعة  
شكرًا

Part of



A Member of



CONNECT is a brand of Oman Exhibitions Organizing Company LLC



معرض عمان للغذاء و الضيافة  
FOOD AND HOSPITALITY OMAN

18 - 20 September 2023  
Oman Convention & Exhibition Centre

SPACE BOOKING FORM

Exhibitor Contact Details

Company Name:		Contact Person:	
		Designation:	
Address:		Mobile:	
Website:		Email:	
Telephone:		VAT No.:	

STAND REQUIREMENTS

Please Tick	Type of Stand	Cost per Sqm	Area Required (Sqm)	Amount (USD/OMR)
	<b>Shell Scheme</b> (minimum 9 Sqm which includes rear & side dividing walls, 1 table, 2 chairs, spotlight, carpet, one 13-amp electrical socket, fascia name and catalog entry)	USD 420 / OMR 160		
	<b>Space Only</b> (minimum 18 Sqm)	USD 380 / OMR 145		
	<b>Enhanced Company Profile</b>	USD 110 / OMR 45	(Upgrade your company profile in the <b>Official Show Guide</b> (printed and digital editions) to include 100 words, full colour logo, contact details, and social media tags. Please note, free entries include 50 words and contact details only.)	
	<b>OMR Account</b>	<b>USD Account</b>		<b>Total</b>
Bank Name:	Ahli Bank	National Bank of Oman		<b>5% VAT</b>
Account Name:	Oman Exhibitions Organizing Company LLC			<b>Grand Total</b>
Account No.:	4101 051585 001	1049 -114576 002		
Swift Code:	AUBO OMRU XXX	NBO MOM RX		

**All payments made by cheque must be made on the name of Oman Exhibitions Organizing Company LLC**

**Exhibitor Declaration:** We hereby confirm our participation at Food & Hospitality Oman 2023 and that we have read and we agree to all the Exhibition Terms and Condition of Contract. The signature of this Space Booking Form and its receipt by CONNECT is deemed conclusive evidence of the Applicant's agreement to pay the full fees due.

Signatory Name:			
Designation:			
Signature:		Date:	Company Seal/Stamp

FOR CONNECT USE ONLY:

Authorization for Food & Hospitality Oman

Total Amount Due (Inclusive of 5% VAT)		Name:	
Invoice No.		Designation:	
Exhibition Code		Date:	
Space/Stand No.		Comments:	

Payment Terms:

- 50% initial payment due on signing of contract
- Balance 50% due by 1st June 2023 (All contracts signed after 1st June 2022 requires 100% settlement)

Signature & Stamp

## **Exhibition Terms and Conditions of Contract**

### **1. Definitions**

1.1 In these conditions, the term Exhibitor/ Sponsor means the signatory of space / sponsorship application and includes all participating employees or agents of such, and the term Exhibition/ Sponsor means that described on the reverse hereof "The Organiser" means CONNECT

### **2. Price and Payments**

2.1 When payments for space / sponsorship are not made when due, the organizers reserve the right to charge loss incurred by the organizer arising thereon

2.2. The charge for space / sponsorship is exclusive of any applicable local government or exchange charges and will be subject to alteration in the event of any change therein. A notice signed by the organizers and sent by recorded delivery to the address on the applications form or email address shall be sufficient notice of such amendment to the contract which shall otherwise remain binding in all respects.

2.3. Down payments should be paid within 15 days from signing the contract.

2.4. Exhibitors registering should pay net of any bank charges of the stand or space reserved or sponsorship on receipt of the corresponding invoice.

2.5. Stand / Sponsorship or any value-added services rentals/cost may be paid for in Omani Rials or USD. 2.6. No Exhibitor may setup stand or space until all dues to the Organizers have been paid.

### **3. Allocation, Reduction or Cancellation of Stands or Sponsorship**

3.1. Applications for space and sponsorship must contain details of the proposed exhibitor / sponsor. The Organizer reserves the right to refuse participation to any Exhibitor /Sponsor. The names of other companies represented by Exhibitor whose products are to be shown on or whose services are to be referred to on the stand should be shared with the organizer by email once confirmed

3.2. The charge for space / sponsorship is exclusive of any applicable local Government or exchange charges and will be subject to alteration in the event of any change therein. A notice signed by the organizers and sent by recorded delivery to the address or email address on the applications form shall be sufficient notice of such amendment to the contract which shall otherwise remain binding in all respects.

3.3. The organizers shall have full power to determine in every respect the allocation of area and position of space and they shall be entitled for any to vary the general layout or the situation and area of any particular stand even if already allotted and the exhibitor shall accept such new allotment of space in substitution of that originally allotted

3.4. However, the organizers should notify the Exhibitor prior to any change by minimum 7 days from the date of exhibition opening.

3.5. Upon the allocation of space, a contract shall arise between the organizers and the exhibitor in terms of these conditions subject to variation as mentioned in regards to space allotted.

3.6. Every exhibitor shall occupy the space allotted to them on the day prior to the opening of the exhibition

3.7. Exhibitors may not assign, sublet or grant license in respect of any part of the space allotted to them nor any advertisement of firms who are not bonafide exhibitors to be exhibited on any stand. Only those products, services and companies mentioned on the application form may be incorporated in the stand.

### **4. Indemnity & Liability**

4.1. The exhibitor is responsible for all claims, actions and/ or costs for personal injury and loss of or damage to property arising out of or resulting from its execution of this contract or occupancy of the exhibit space / sponsorship or presence at the event including but not limited to, damage to the venue (including fixtures, fittings and equipment), loss or damage to other exhibitors or any attendees or any visitors or their property caused by or arising from the erection and dismantling of the exhibitors stand and anything permitted, omitted or done on or from the exhibit space or at the venue during the period of the event or during the construction and dismantling periods, caused directly or indirectly by the exhibitor or any exhibitor representative or any permitted sharer or the act, omission or neglect of the exhibitor representative or any permitted sharer or by any exhibit, product or other article belonging to, or in the possession of, or used by, the exhibitor or any exhibitor representative or any permitted share.

4.2. The exhibitor shall indemnify and hold harmless the organiser in respect of all claims, losses, damages, actions, proceedings, costs (including legal costs and expenses) and demands in respect thereof.

4.3. The exhibitor shall indemnify and hold harmless the organiser in respect of all claims, losses, damages, actions, proceedings, costs (including legal costs and expenses) and demands arising out of or resulting from the exhibitors; infringement of the intellectual property rights of any third party, whether knowingly or unknowingly and whether internally or unintentionally (including but not limited to, the sale or distribution of pirated goods and counterfeits); use of music, audio visual recording or live performance; breach of any legal and/or regulatory requirements; service of judicial/administrative order on another exhibitor.

4.4. Exhibitors will be totally responsible for the cost of restoring to its original condition any part of land or structure occupied by them which has been altered or damaged in any way.

4.5. Exhibitors shall be totally responsible for the obtaining of visas as may be required to enable them, their servants, agents, representatives, invitees or others to attend the exhibition and in no event shall there be any claim for damages or otherwise against the organizers of any loss or expense relation thereto.

### **5. Non Force Majeure Changes to Dates, Venue or Exhibit Space**

5.1. In no event shall the exhibitor have any claim for damages of any kind against the organizers in respect of any loss or damage, consequential upon the prevention, or postponement, or abandonment of the exhibition, by reason of happening or any of the events referred to in this contract or otherwise, or of the exhibition building becoming wholly or partially unavailable for the holding of the exhibition for reasons beyond the organiser's control. If, in the opinion of the organizers, by re-arranging or postponement of the period of the exhibition, or by substitution of another hall, or building or any other reasonable manner, the exhibition can be carried through, the contracts for space shall be binding upon the parties, except as to the size and position necessary shall be determined by the organizers. The organizer may retain any portion of the Exhibitors Service Charge and VAT charges paid and such the amount shall be applied as though no change in date, venue or exhibit space relocation had occurred.

5.2. Force Majeure - If the Venue shall become, in the sole discretion of the Organiser acting reasonably, unfit for occupancy or the holding of the Event or if the performance of the Organiser's obligations under this Contract is interfered with by virtue of a Force Majeure (as defined

below), this Contract and/or the Event (or any part thereof) will be terminated by the Organiser or postponed and/or relocated by the Organiser. The Organiser shall not be responsible for delays, damage, loss, increased costs or other unfavourable conditions arising by virtue of Force Majeure. Force Majeure shall include, but not be limited to: fire; casualty; flood; epidemic; pandemic; World Health Organisation travel advisory or travel alert; government and / or local authority restraints, regulations or orders, earthquake; communicable disease; explosion or accident; blockade embargo; inclement weather; governmental restraints; restraints or orders of civil defence or military authorities; act of public enemy; riot or civil disturbance; act or threatened act of terrorism, strike, lockout, boycott or other labour disturbance; Venue cancellation; inability to secure sufficient labour; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, condemnation, requisition, or commandeering of necessary supplies or equipment; general fuel or energy shortages, local, state or federal laws, ordinances, rules, orders, decrees or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or acts of God or any other cause or causes not reasonably within the control of the Organiser.

**6. Termination of Contract and/or Event**

6.1. If the Organiser terminates this Contract and/or the Event (or any part thereof) as a result of Force Majeure, the Organiser may retain 20% plus the prevailing VAT of any exhibition space or sponsorship monies paid, shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred and there shall be no further liability on the part of either party. The Organiser shall not be liable for any costs, damages, fees or expenses of the Exhibitor as a result of such termination.

**7. Postponement; Relocation**

7.1. If the Organiser postpones and/or relocates the Event (or any part thereof) as a result of Force Majeure, the Organiser shall be entitled to transfer the contract to the new event dates or alternative events and to retain 20% of any monies paid with balance monies due by the exhibitor as per terms and conditions. Any remaining payments from the Exhibitor shall be due in accordance with this Contract. If the Exhibitor cancels participation because the Organiser postpones and/or relocates the Event, the Exhibitor shall be subject to standard cancellation terms as stated below. Further, the Organiser shall not be liable for any costs, damages, fees or expenses of the Exhibitor as a result of such postponement and/or re location.

**8. VAT**

8.1. All exhibitors and sponsors are subject to 5% VAT on the total contract value regardless of their country of origin.

**9. Cancellation**

9.1. Breach of contract and withdrawal by the exhibitor – without prejudice to the rights and remedies of the organizers in respect of any breach of the contract on the part of the exhibitor, the organizers may at their discretion allow the exhibitor to withdraw from the exhibition subject to the following conditions:

9.2. The exhibitor must give a written notice to the organizers that he desires to withdraw

9.3. Any such notification by the organizers to the exhibitor will constitute a cancellation of the contract subject to the payment by the exhibitor to the organizers of a consideration for release from the contract

9.4. The amount of such payment will be specified in the organiser’s notification to the exhibitor and will be that proportion of the space rental/sponsorship payable under the contract specified in the second column below which appears the period date in the first column below upon which the organizers receive the notification from the exhibitor.

Date of Receipt by Organizers of Notice of Withdrawals	Proportion of Space Rental Payable %
More than 6 months prior to the opening of the exhibition	25%
6 months to 4 months prior to the opening of the exhibition	50%
4 months to 2 months prior to the opening of the exhibition	75%
Less than 2 months prior to the opening of the exhibition	100%

9.5. Upon payment of such amount to the organizers by the exhibitor (credit being given by the organizers for all rental already paid by the exhibitor), the contract shall be cancelled and neither party shall have any further claim against each other.

9.6. In the event of any exhibitor / sponsor committing an act of bankruptcy or if a limited company being wind up, the contract with them shall be determined and all monies already paid shall be retained by the organizers.

10. Particular attention is drawn to the relevant safety standards which must be strictly observed for any exhibits involving lasers or radioactive materials, or materials which might provide noxious fumes, or which make use of or display any other materials which may involve danger to the health or safety of any person. No such materials may be brought into the exhibition without prior agreement in writing of the organizers and also the exhibitor or person arising from the use or display of such materials. An exhibitor’s manual will be issued to the exhibitor containing detailed instructions for the organization of the exhibition.

**11. General**

11.1. Stands must be properly manned, and exhibits displayed during all the time that the exhibition is open to trade visitors and the public. No exhibits may be removed before the end of the exhibition without the written permission of the organizers, which will only be given in exceptional circumstances.

11.2. Claims: The organizers cannot accept any complaint or claim against them unless it is submitted in writing to the address given on the previous page within two weeks of the closing date of the exhibition. All claims and disputed shall be settled in Muscat in accordance with the law and customs of the Sultanate of Oman.

11.3 All communications should be addressed to: PO Box 20, PC 117, Muscat, Sultanate of Oman; Tel: +968 24660124; Email: [info@connectthroughus.com](mailto:info@connectthroughus.com) Website: [www.connectthroughus.com](http://www.connectthroughus.com)

Signature:	Date:	Company Stamp:



معرض عمان للغذاء و الضيافة  
FOOD AND HOSPITALITY OMAN

Host Organisation



شركة الاستثمار الغذائي العماني  
Omani Food Investment Holding Co

Supported by



Under the patronage of



وزارة الثروة الزراعية والسمكية وموارد المياه



# OMAN'S BIGGEST EVENT FOR THE FOOD AND HOSPITALITY INDUSTRY



**18 - 20**

**SEPT 2023**

OCEC, MUSCAT, OMAN

[foodandhospitalityoman.com](http://foodandhospitalityoman.com)

The 15<sup>th</sup> edition of FHO is the country's largest exhibition for the growing food and hospitality sectors.

FHO connects thousands of regional and international buyers, sellers and service providers in a market forecast to be worth \$ 2.6bn by 2026.





## 2022 Event Statistics

**120+**  
Exhibitors from  
20 countries



**2,600**  
Gross exhibition  
space



**5,500**  
Visitors from  
22 countries



**400+**  
Conference  
delegates



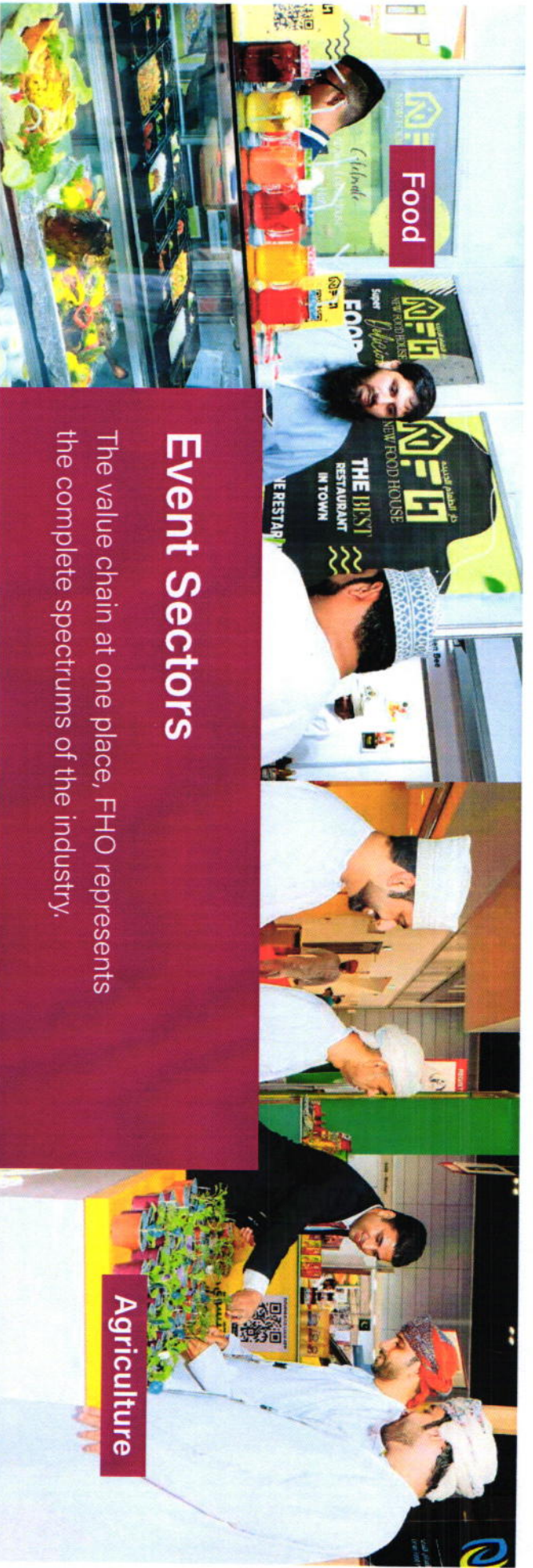
## Market Statistics

MARKET  
STATISTICS

حياة أطل  
Taste for life

- Hospitality industry revenues in the GCC is expected to record a 74.8% y-o-y growth in 2022; It is forecasted to further grow at 6.6% CAGR between 2022 and 2026 to reach US\$ 34.0 billion

- Food consumption in the GCC is expected to grow at a CAGR of 2.3% to reach 52.4 million MT in 2025 from 46.8 million MT in 2020



Food

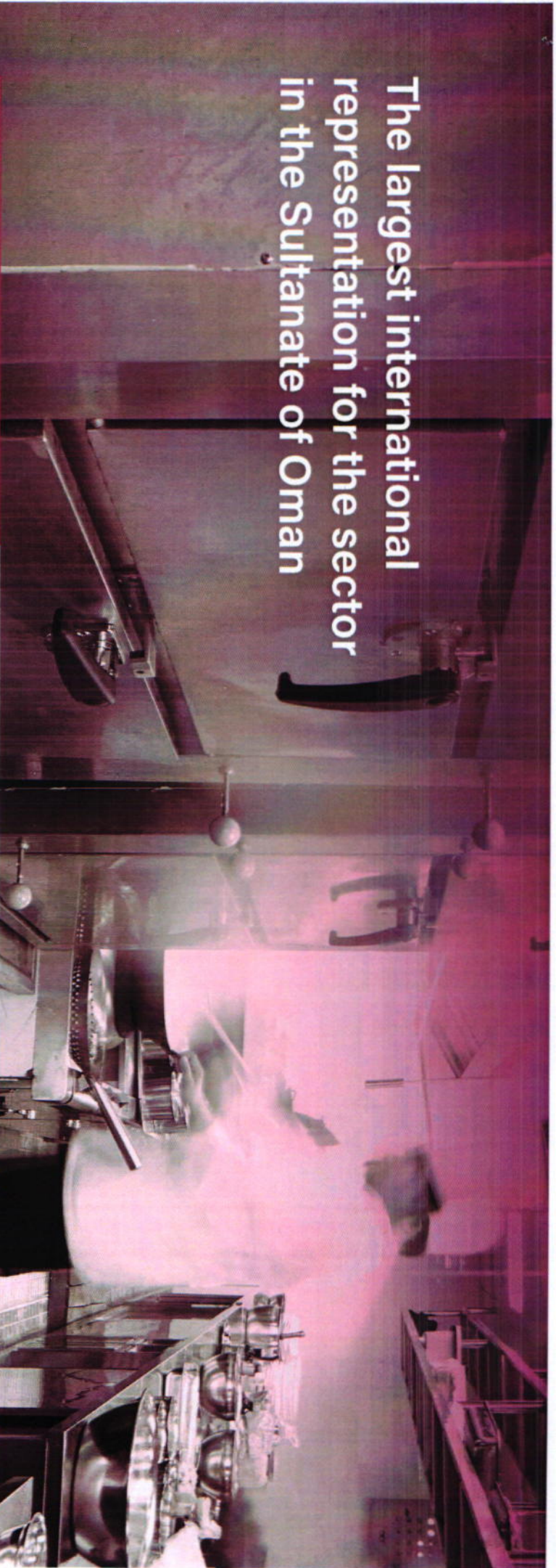
## Event Sectors

The value chain at one place, FHO represents the complete spectrums of the industry.

Aqua culture

Agriculture

Packaging



The largest international representation for the sector in the Sultanate of Oman

**87**  
Exhibitor's numbers by country



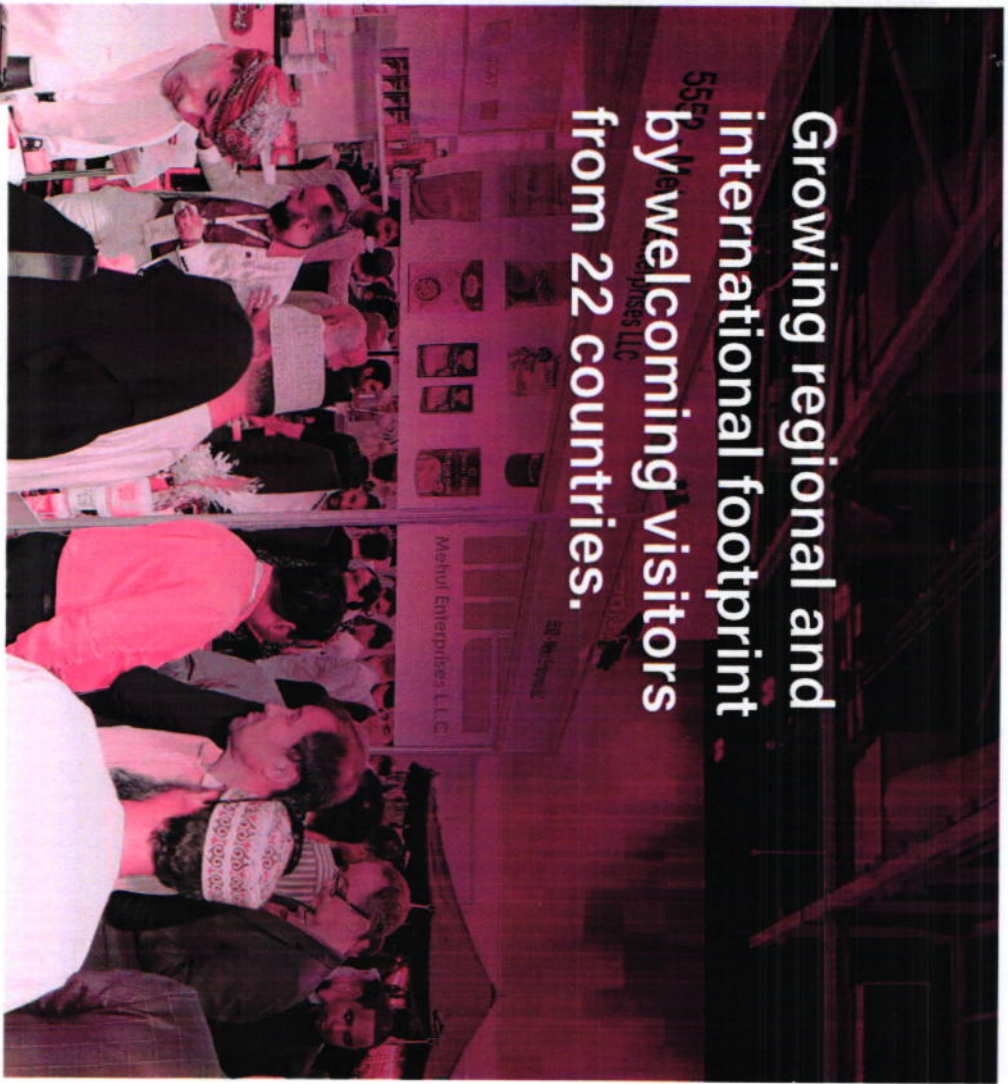
“It's been a great three days at FHO. We've been partnered with FHO for several years, and we've had a great opportunity to display our students' talents through a series of chef competitions.”

**Robert Maclean**  
Principal  
National Hospitality Institute  
Oman

**10**  
Country pavilions



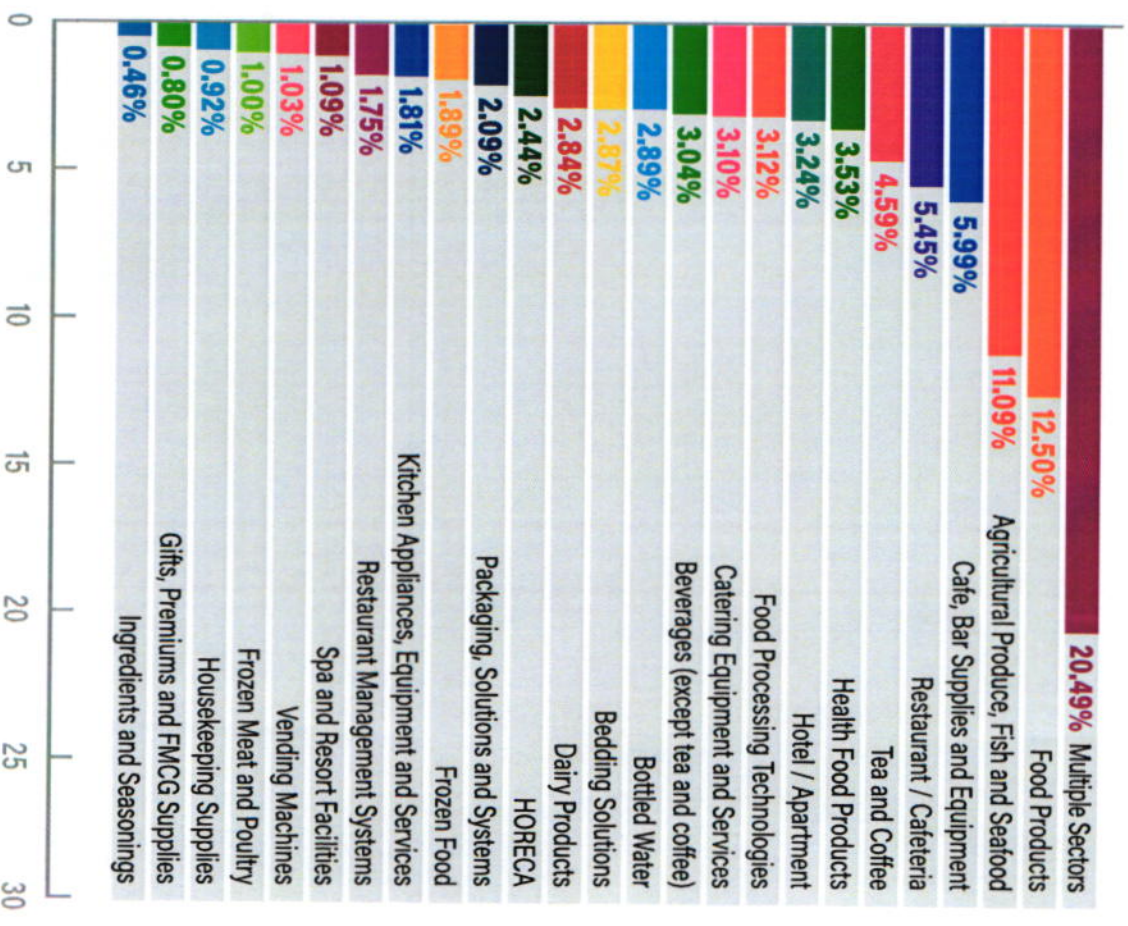
# Growing regional and international footprint by welcoming visitors from 22 countries.



**“** It's been a great three days at FHO. We've been partnered with FHO for several years, and we've had a great opportunity to display our students' talents through a series of chef competitions. **”**

**Robert Maclean**  
Principal, National Hospitality Institute Oman

## Visitors profile by industry, job function and by country



# Marketing Reach Statistics



**25**

Direct emails sent to industry professionals



**4**

Rounds of SMS sent across the region



**2 million+**

impressions on social media and Google



**1 million+**

Total emailer reach



**1,857,248**

SMS reach



**5**

Press Releases issued to mainline and trade media



**6**

Trade media partners

## Media Partners



Show Guide Partner



Research Partner





## Grow your market share and brand awareness to thousands of highly interested audiences

To maximize the impact of your participation, Food & Hospitality Oman presents sponsorship opportunities that will ensure an edge over your competitors and further boost your company's presence in the local, regional and global markets.

### THE SPONSORSHIP OPTIONS INCLUDE:

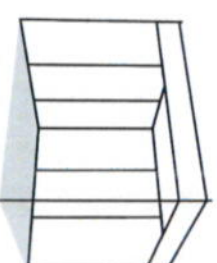
- Platinum
- Gold
- Silver
- Bronze
- Registration Area
- Floor Plan
- Lanyard

### BOOTH OPTIONS



#### SPACE ONLY:

US\$ 380 / RO 145  
(per square meter)



#### SHELL SCHEME:

US\$ 420/RO 160  
(per square meter)



CONFIRM YOUR PARTICIPATION FOR FHO 2023 TODAY!

Join Oman's Biggest Event for the Food and Hospitality Industry



معرض عمان للغذاء و الضيافة  
FOOD AND HOSPITALITY OMAN

18 - 20 SEPTEMBER 2023

Oman Convention & Exhibition Centre  
Muscat, Oman

For more information, Contact:

**RONI BARUA**

Event Director - Food & Hospitality Oman

+968 92079800

+968 24660124

roni.barua@connectthroughus.com

**BHAGYA HALGOLLA**

Events Executive - Food & Hospitality Oman

+968 98203074

+968 24660124

bhagya.halgolla@connectthroughus.com

Follow us on #FHO



The Organizer

**CONNECT**

CONNECT is a part of



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معرض عمان للغذاء و الضيافة  
FOOD AND HOSPITALITY OMAN

18 - 20  
SEPTEMBER

Oman Convention & Exhibition Centre

Under the patronage of



وزارة الثروة الزراعية والسمكية وموارد المياه

