



Press Release

AFEHC organizes a group participation of 17 Spanish companies at GulfHost trade show

Spanish Hospitality Equipment Manufacturers Demonstrate All Their Potential in the Middle Eastern Market

Barcelona (Spain), October 2024. The Spanish Exporting Manufacturers Association for the Hospitality Industry (AFEHC) is ending this year's international promotion in Dubai (United Arab Emirates).

AFEHC is organizing a group participation of Spanish companies in GulfHost, a trade show specialized in hotel and catering equipment that will take place from 5 to 7 November at the Dubai World Trade Centre.

The United Arab Emirates, especially Dubai, is a strategic regional hub that serves as a bridge and gateway to the countries of the Middle East and North Africa (MENA). Likewise, GulfHost is a key trade show that provides access to a growing market driven by tourism development.

Group Participation of 17 Spanish Manufacturers

In search of business opportunities to expand their presence in the MENA region, a group of 17 hospitality equipment manufacturers will exhibit their products under the umbrella sector brand *Horeca Equipment from Spain*. These firms are: Araven, Braher, Caff, Coreco, Docriluc, Fagor Professional, Fainca HR, Fricosmos, Frucosol, García de Pou, Infrico, ITV Ice Makers, Lacor, Pujadas, Salva, Sammic and Zumoval.

At GulfHost 2024, Spanish manufacturers will display their latest solutions in catering and hospitality equipment, which feature a focus on operational efficiency, digitalization, food safety and sustainability.

The Spanish group's presence at GulfHost 2024 will be promoted through the AFEHC stand (Za'abeel Hall 5, stand Z5-J15), by printing a brochure with information on the exhibiting companies and distributing it at the show, and implementing an email marketing campaign targeting potential buyers.

ASOCIACIÓN DE FABRICANTES ESPAÑOLES EXPORTADORES DE EQUIPAMIENTOS PARA HOSTELERÍA Y COLECTIVIDADES
SPANISH EXPORTING MANUFACTURERS ASSOCIATION FOR THE HOSPITALITY INDUSTRY

Avda. Diagonal, 534, Entresuelo Izquierda
08006 Barcelona (España)
T+ 34 93 609 98 92

afehc@afehc.com

www.afehc.com
www.horecafromspain.com



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This group participation of Spanish companies at the GulfHost trade show is included in the *Industry Plan for International Promotion of Equipment for the Restaurant and Catering Industry 2024*, designed by AFEHC in collaboration with ICEX Spain Trade and Investment.

Throughout this year's programme, the association has organized other group participations in the Ambiente (Frankfurt, Germany), NRA Show (Chicago, USA) and EquipHotel (Paris, France) trade shows, as well as a trade mission to Senegal and a reverse mission to the Guext trade show (Madrid, Spain).

About AFEHC

Made up of 75 companies, AFEHC is a non-profit organization whose aim is to increase the internationalization of Spanish manufacturers of equipment for the hotel, restaurant and catering industry. AFEHC was also responsible for creating *Horeca Equipment from Spain*, the umbrella brand for international promotion of the Spanish sector of equipment for the hotel, restaurant and catering industry.

www.afehc.com **www.horecafromspain.com**

Media contact: Mónica Bernabé

Phone: +34 93 609 98 92 / Mobile phone: +34 664 49 20 56

mbernabe@afehc.com

