

Converge at the new Meeting Point...

Comprised of the Experts Corner and Recruitment Zone, the Meeting Point is one of many sections where HORECA gives back to the industry

EXPERTS CORNER

Making its debut at HORECA this year is the Experts Corner. By popping into this area, trade professionals will rub elbows with hospitality and foodservice industry experts and consultants who will convey their invaluable advice so that entrepreneurs can develop their concepts and propel their businesses towards success.

"Hospitality is an industry that's exhibiting demand for experts in all activities... As techniques



are becoming complex and specific, from defining the concept to developing and financing it, it is best that an expert tracks these steps," says **Raja G Nasri**, managing partner, **Nasri for Tourist Consultancy (N4TC)**. Against this backdrop, the need for experts is becoming compulsory to ensure

the continuity and sustainability of the business." That's why we've formed the Hospitality Consultants Association (HCA) in Lebanon of which I am treasurer." The association was founded in 2012. "HCA, of which hodema is co-founder and active member, aims to be a national benchmark



in providing hospitality sector regulations, and it will be thrust into attention at the Experts Corner this year," says **Nagi Morkos**, managing partner, **hodema**.

Morkos has over 20 years of experience in the hospitality and retail industries in the Gulf and the Middle East. He describes the Experts Corner as a platform for consultants to promote the industry by engaging the public with tips and tools for their businesses. "Hodema will



interact with key players and hospitality trade professionals in a casual, one-on-one atmosphere to exchange valuable ideas, views and more," says Morkos. "[Industry professionals] will have access to an excellent resource, which provides them with expertise that has been developed through several years of field experience and research. For beginners, the Experts Corner signifies a strong reference foundation upon which to further build their business. hodema has participated in HORECA for the past seven years

and has the skills and knowledge to provide effective solutions."

According to Nasri, who's also the chairman and general manager of Turnkey Ventures, "the experts are professionals who are assisting through their studies and experiences those who would like to venture in something new, audit their operations or expand in different activities. We should be able to assist where we add value and not pretend we know everything; this is where experts excel."

RECRUITMENT ZONE

The Middle East's number one job site, Bayt.com, is HORECA's strategic career partner this year and will be managing the Recruitment Zone area.

With over 13 years of experience in the recruitment field and a database of more than 10,500,000 job seekers and over 40,000 employers from across the MENA region, Bayt.com will be offering HORECA visitors a wide array of services to help them better understand the market's needs and recruitment processes.

CV clinic Jobseekers can increase their CV success rate and secure more interviews by interacting with Bayt.com experts, who will offer jobseekers a free CV consultancy highlighting the strengths, weaknesses and structure of their CVs. A Bayt.com Career Services presentation on CV writing and interview techniques will also be conducted.

Career booth Career experts from Bayt.com will be on hand to offer career advice and recommendations on major aspects of a successful job search to help professionals optimize their job-search strategy for best results. Bayt.com will also highlight the efficiency of online recruitment and guide visitors through the registration process and online CV building on the site.

Employer presentation and discussion As a part of the job site's mission to empower individuals with the tools and information to build their lifestyle and career of choice, Bayt.com experts will share and discuss the latest findings and insights in the MENA job market with top companies and decision makers, as well as examine local HR trends and developments. Practical advice and solutions to the key challenges of running a successful business in Lebanon will also be presented.

... and chat with authors at the library

The cozy *Librairie Gourmande* corner at HORECA will whet your appetite for gastronomy knowledge. You can pop in for hot off the press books as well as the latest releases from the world of culinary publishing. This area will also feature guest appearances by celebrated authors, such as journalist and wine writer Michael Karam, who will sign copies of his latest publication *Michael Karam's Lebanese Wines: An Independent Guide, Second Edition* published by Turning Point.

The illustrated reference book contains indispensable information about Lebanon's major wines and wineries as well as its wine heritage. The guide, which appeals to wine professionals and enthusiast alike, lists and explains all locally grown wine grapes while offering useful tasting terminology and a wine glossary.



The first edition of the book, when published in 2010 was described by British wine celebrity, **Tim Atkin**, as "invaluable"

for anyone wanting to get an overview of the modern Lebanese wine industry. The second edition is even more comprehensive, featuring more producers, both top-end and lesser known. It is vividly illustrated with photos by Norbert Schiller, who collaborated with Karam on the award-winning book *Wines of Lebanon*.

Karam's newest guide ultimately reflects the energy of Lebanon's burgeoning wine industry, while demonstrating the maturing quality of the wines.