



WHERE HOSPITALITY AND RESTAURANT  
PROFESSIONALS MEET  
JANUARY 21-24, 2026, ORAN CONVENTION CENTER

# HOSTEX PRESENTATION

CO-ORGANIZED BY

**MOD  
EVENT**

&



ORGANIZED UNDER THE HIGH PATRONAGE OF THE  
MINISTRY OF TOURISM AND HANDICRAFTS





## Presentation of HOSTEX Expo

HOSTEX Expo is Algeria's must-attend professional event dedicated to the hospitality, restaurant, design, wellness, gastronomy and technology sectors.

It will take place from January 21 to 24, 2026, at the Oran Convention Center, bringing together key players across the entire value chain: hoteliers, restaurateurs, architects, designers, manufacturers, distributors, startups, and institutions.





## A Future-Oriented and Transformative Trade Show

**HOSTEX** positions itself as a driving force in the modernization of the HoReCa (Hotel, Restaurant and Café) sector in Algeria, in response to major global trends:

- **Digitalization of services:** smart management solutions, AI-enhanced customer experience, and operational automation.
- **Sustainability and eco-responsibility:** energy-efficient equipment, optimized waste and resource management.
- **Personalization and branding:** new approaches to hotel design, brand storytelling, and the integration of luxury standards.
- **Well-being and immersive experiences:** spas, wellness treatments, fitness, transformational travel, and sensory architecture.
- **Training and skills development:** masterclasses, culinary competitions, professional workshops, and cross-disciplinary networking.

# HOSTEX, A PLATFORM FOR INNOVATION

The trade show will showcase the most advanced solutions to address the sector's key challenges:

SECTOR	KEY INNOVATIONS FEATURED
Hospitality	Dynamic pricing and PMS integration
Food Service	Digitalization, table management, online ordering, mobile payments
Design & Architecture	Immersive spaces, sustainable materials, sensory branding
Wellness	Spa technologies, treatments, and connected equipment
Gastronomy	Professional kitchen solutions and live culinary demonstrations





## Hotel Investment in Algeria: Current Status & Future Outlook

### Key Figures

- 113 hotel projects underway, representing 2,603 rooms (2024).
- 727 registered tourism projects, including 90 operational by 2025.
- Modernization of 38 public hotels completed.
- 1,800 existing hotels, totaling 151,000 beds.

### Continental Ranking

- 9th in Africa for hotel development.
- Featured in the Hotel.

### Outlook

- Target : 10 million tourists by 2030
- Planned : 150,000 to 200,000 new beds
- Development of Tourism Expansion Zones (ZET) in the High Plateaus and along the coastline.



## Food Service in Algeria: Trends and Innovations

### Market Evolution

- 7.6% of Algerians' food expenditure is dedicated to dining out
- Rapid growth of fast food with the arrival of international brands :
  - KFC (currently being introduced by Azadea Group, rolling out in major coastal cities)
  - Domino's Pizza (expanding through a regional master franchise)
  - Dreams Donuts (a dynamic franchise targeting young urban consumers)
  - Chicken Street (an Algerian concept inspired by US standards)
  - Ben & Florentine, among others.
- zStrong demand for home delivery and digital services.



## Digitalization of the Sector

- Interactive menus, QR codes, ordering kiosks.
- Optimizing kitchen workflows, reducing errors, personalizing orders.
- Solutions like ClickOrder for home delivery and additional hotel services.

## Upcoming Challenges

- Finding the right balance between technology and human interaction.
- Training staff to use digital tools.
- Making digitalization accessible to small businesses.



## HOSTEX Expo Objectives

- Bring together professionals from hospitality, food service, design, and wellness for a landmark event.
- Showcase the latest innovations in equipment, services, technologies, and digital solutions.
- Promote public-private partnerships and cross-sector collaboration.
- Highlight Algerian and international expertise, particularly in gastronomy, hotel design, and MICE services.
- Create a space for exchange and training through conferences, masterclasses, demonstrations, and culinary competitions.
- Support the sector's transformation in response to new market demands: sustainability, digitalization, and customer experience.



## Conclusion

**Algeria is undergoing a profound transformation of its hotel and food service sector, driven by:**

- Ambitious public and private investments.
- A strong diversification of tourism.
- Progressive digitalization of services.
- An opening up to international standards.

## Why the Oran Convention Center?

- High-end infrastructure: flexible rooms, modern audiovisual equipment, large exhibition spaces.
- Logistical capacity: thousands of visitors, professional booths, demonstration areas, VIP lounges.
- Proven reputation: hosting international forums and specialized trade shows. Strong synergy with nearby hotels and services.



## Why Oran?

- Easy international access via Ahmed Ben Bella Airport and maritime connections.
- Expanding economic ecosystem: construction, design, food service, wellness.
- Supports decentralization by promoting regional economic hubs.

## Strategic Positioning

- A cross-sectoral and multi-industry trade show, at the intersection of hospitality, food service, design, wellness, and gastronomy.
- A premium B2B platform for decision-makers, buyers, influencers, and project leaders.
- A showcase of Algerian innovation and an international springboard for local brands.
- A key event structuring the MICE sector in Algeria.





Discover hospitality's trend

Co-organized by



&



UNDER THE HIGH PATRONAGE OF  
THE MINISTRY OF TOURISM AND  
HANDICRAFTS



ORAN CONVENTION CENTER  
JANUARY 21-24, 2026



hostexpo.org  
contact@hostexpo.org  
+213 670 712 030  
+213 670 752 030