



ZWARA & HADAYA

8-10 February 2024

Kuwait International Fair – Hall 4A

(Shopping is permitted in the Exhibition)

Your Place To Be
مكانك هنا



Event Profile

For the first time in Kuwait, the grand exhibition **Zawara and Hadaya** is poised to take place. This event stands as the premier specialized exposition showcasing all that is novel in the realm of gifts, mementos, and occasions. Set against the backdrop of the Kuwait International Fairgrounds – Hall A4, this momentous affair will unfold from the 8th to the 10th of February, 2024.

In its inaugural iteration, this exhibition marks the dawn of an epochal showcase, featuring the finest and most cutting-edge manifestations of confections, sweets, vouchers, and an array of other gifts, along with innovative concepts "**Zawara and Hadaya**" is the country's largest B2C exhibition. An array of splendid workshops and an exceptional constellation of bloggers, influencers, social media culinary luminaries, confectionery artisans, will imbue the program with flavor and vibrancy over the course of the three exhibition days.



Anticipations are set high, with over 6000 attendees expected to grace the "**Zawara and Hadaya**" Exhibition, unraveling the latest trends and novel products from more than 80 participating entities. Among them are perfumeries, incense boutiques, personal accessories purveyors, timepiece and eyewear artisans, as well as home décor specialists, gift suppliers, health-conscious nutrition enterprises, confectionery manufacturers, chocolatiers, pastry aficionados, ice cream parlors, and specialists in orchestrating occasions, celebrations, and platter boutiques (featuring fruits, cheeses, and more). These entities aspire to expand their horizons within the realm of gift manufacturing and targeting their discerning clientele.

Benefits

01

Meet Kuwait's renowned talented people in person.

02

Sample and buy items at special prices.

03

Indulge in a signature concept for your reception and your gathering.

This event serves as the solitary arena where you shall be endowed with a thousand fresh ideas and perspectives on the latest evolutions in the realm of gifts and confections. It is a journey of staying attuned to the latest trends and the full spectrum of celebratory occasions, all beneath a unified roof.

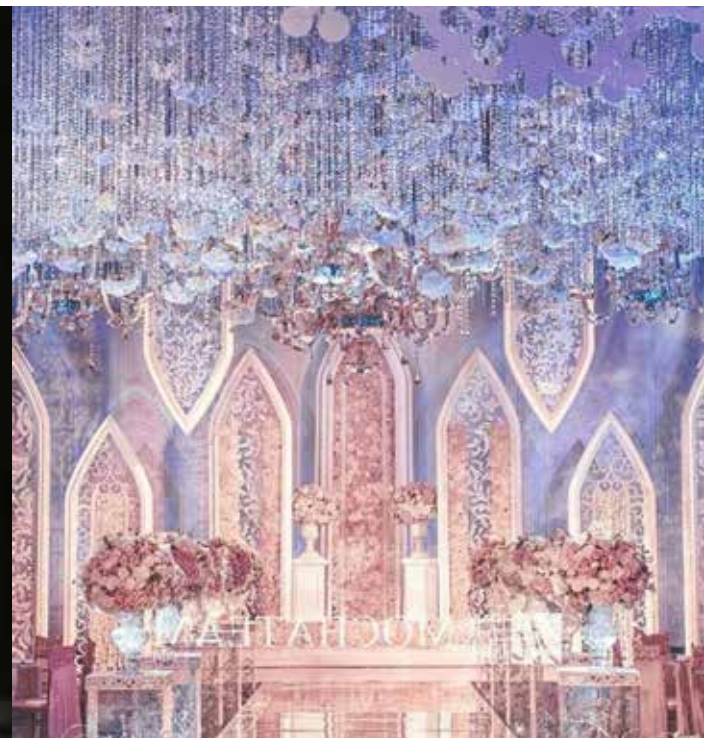
Your Place To Be

مكانك هنا



Exhibitors Profile

- Chocolate, Dates, and Bakeries
- Ice Cream Shops and Cafes
- Fruit and Cheese Shops
- Food Catering Companies



Exhibitors Profile

- Flower and Perfume Shops
- Nutritional Diet Centers
- Personal and Home Accessories
- Wedding, Reception, and Event Planners

Event Sections



Children's Activities: Our beloved young guests are warmly welcomed to enjoy playing and learning through dedicated workshops. These workshops provide them with hands-on training in various crafts, including cooking and baking, led by professionals in the field. These activities span all three days of the exhibition, creating a joyful and educational atmosphere of fun and enrichment.



Live Cooking Demonstrations: Throughout the exhibition, there will be live cooking presentations by top culinary stars, influencers, and bloggers. They will share their expertise with the audience, offering tips and insights ranging from the art of pastry and baking to the intricacies of coffee decoration. Samples will be available for tasting, allowing attendees to savor the unique flavors



Etiquette and Protocol Workshop: A specialized workshop focused on teaching table setting arrangements, tableware organization, utensil coordination, and flower arrangement etiquette. This workshop aims to add an extra touch of delight to your tables for all occasions.



Event

- 01** Table Setting and Reception Corner Arrangement
- 02** Flower Arrangement
- 03** Pastry Cooking Session
- 04** reparation of Cheese and Fruit Platters
- 05** Coffee Art
- 06** Cake & Fruit Decoration
- 07** Chocolate & Fruits carving Display
- 08** Gift Coordination and Wrapping
- 09** Kids zone

We are confident that Zwara & Hadaya Exhibition sponsorship opportunities will help you to increase your brand cognizance in addition to your media exposure.

Categories	Diamond Sponsor	Gold Sponsor	Silver Sponsor
Name and Logo in All Publications	Big	Medium	Small
Online Press Release	✓	✓	✓
Website	✓	✓	✓
Social Network Advertisement	✓	✓	✓
Logo on online Visitor Invitation Card	Big	Medium	Small
Logo on Zwara& Hadaya online Official Catalog	Big	Medium	Small
Advertisement pages in Zwara& Hadaya online Official.Catalog	2	1	—
Email Campaign	✓		
Special interview during Zwara& Hadaya exhibition	✓		
Complementary Space	18 sqm	12 sqm	9 sqm
Amount to Sponsor	8,000 KD	5,000 KD	3,000 KD

Sponsorship Packages



Organizers

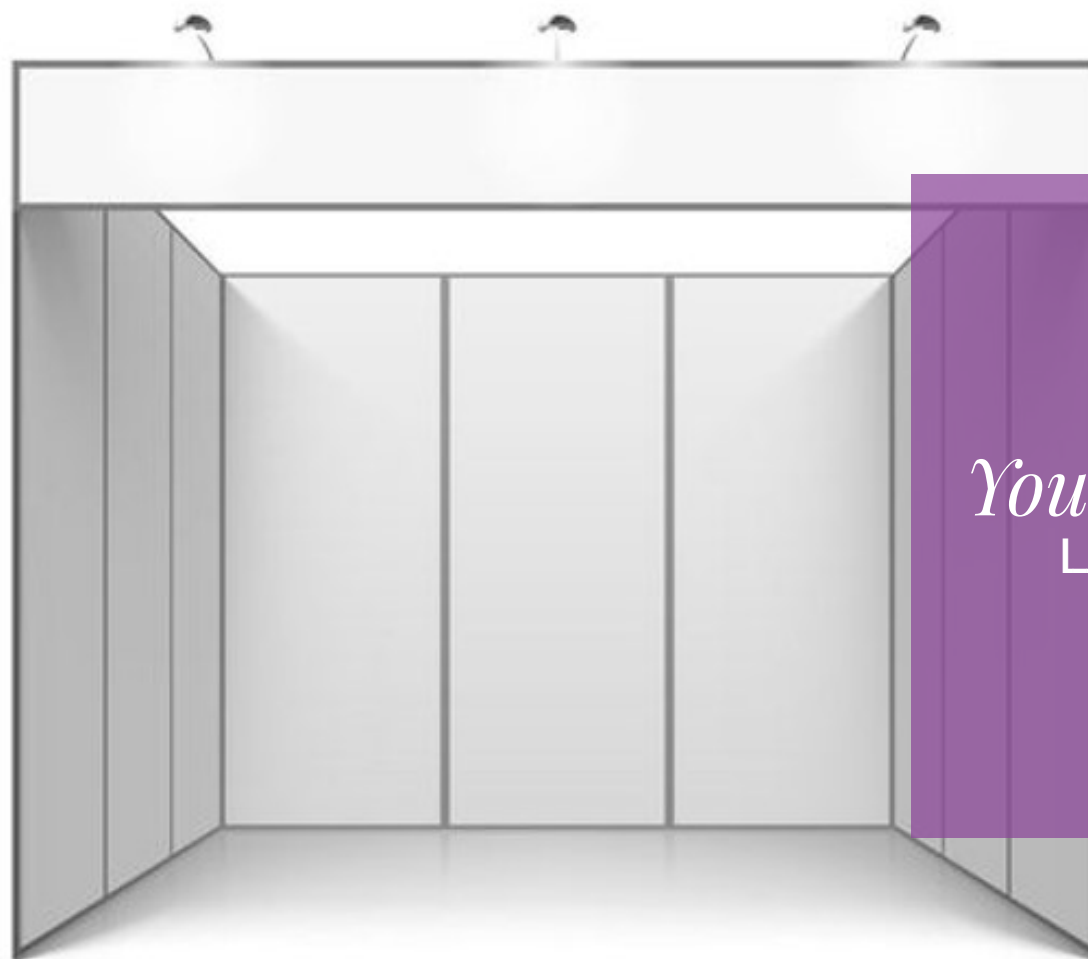


Leaders Group was established in 2007 after its founder, along with a team of business partners felt that there is an increasing market need for their specialized expertise and contribution for expert training, consultancy and strategic initiatives.

Leaders Group realized immediate success from the beginning of its establishment. It has been recognized in the field of training, event management, Public Relations, Tourism Consultancy and Management. Leaders Group presents consultancy in the tourism, media, financial and economic fields. Leaders Group also organizes conferences and exhibitions, most notably HORECA Kuwait for the Food and Hospitality Industry, and the Gulf Women's Economic Forum. Our company is also known for training courses, workshops and research studies


Leaders Group
ليدز جروب للاستشارات والتطوير
Leaders Group for Consulting & Development

 
ش.م.ك. معرض الكويت الدولي
Member **Kuwait International Fair (K.S.C.)**
The First & Largest in Kuwait الأولى والأكبر في الكويت



Your Place To Be
مكانك هنا

Complementary Space : 3×3 sqm



zwarawhadaya



zwarawhadaya.kw



zwarawhadaya.kw



zwara w hadaya



65594995



www.zwarawhadaya.com



Contact us