

House of Hospitality, market leader in crewing and support services for the catering and events sector in Belgium, joins forces with KeBeK Private Equity to accelerate its growth ambitions, both through organic growth and strategic acquisitions

Antwerp (Belgium), 10 June 2026

KeBeK Private Equity has acquired a majority stake in House of Hospitality, Belgium's leading full-service provider of crewing and logistics services for the catering and events sector. Co-founders Rakki Amghar (CEO) and Wout Janssen (COO) are substantially reinvesting in the new structure, alongside the management team. Dovesco will also remain on board as a minority shareholder.



House of Hospitality is a Belgian full-service provider that offers crewing and supporting logistics services to the catering and events sector in Belgium through a 'house-of-brands' model.

The group was founded in 2004 with the establishment of Flying Service in Leuven as an employment agency with a specific focus on the catering sector. It grew – both organically and through strategic acquisitions – to become the market leader in Belgium within the broader catering and events sector. In 2022, the umbrella brand House of Hospitality was launched.

The group operates with 10 offices in Flanders, Brussels and Wallonia, has approximately 60 employees, and manages a workforce of more than 3,500 specifically trained profiles. It acts as a one-stop-shop with a tailored range of specialized services to business clients.

The core of the activities consists of two pillars:

(1) Crewing by recruiting, training and deploying flexible staff for corporate caterers, B2B events, sports venues and events, theme parks and festivals. This is done through the 'house-of-brands' model with **Flying Service, Kitchenstaff, Mira, SKWD** and **PSP-Services**, each with its own specialty.

(2) End-to-end logistics services and support for large events, including set-up, dismantling, storage and transport with **Hels** and menu engineering and kitchen consultancy with **Blackfish**.

House of Hospitality is strongly committed to providing professional, high-quality and fast services with a focus on the regulatory framework and supported by efficient business processes. This results in solid growth figures and a loyal and growing customer base, including many blue-chip catering companies and organisers of large events.

With this new partnership with KeBeK Private Equity, House of Hospitality aims to accelerate its growth ambitions, including in neighbouring regions and in the field of additional services, both organically and through acquisitions in Belgium and eventually possibly in surrounding countries.

Meer informatie over House of Hospitality: www.houseofhospitality.be of [House of Hospitality Instagram](#).

House of Hospitality is the third investment of the KeBeK IV fund.



Rakki Amghar, co-founder and CEO of House of Hospitality: "Wout and I strongly believe in what we have built. By substantially reinvesting, we show that we are fully committed to this new chapter. KeBeK is the ideal partner to further propagate our vision of hospitality and to grow to the next scale."

Wout Janssen, co-founder and COO of House of Hospitality: "With the entry of KeBeK, we want to continue to focus on service, quality and technology to unburden our customers. We want to accelerate the growth of recent years and further grow into the absolute reference in Belgium."

Gerd Smeets and Edouard Verhoustraeten of KeBeK Private Equity: "We are impressed by the team's track record and drive and ambition. House of Hospitality has proven that there is room in Belgium for an ambitious, quality-driven and professional player in staffing solutions for hospitality and events. Together with Rakki, Wout and the entire team, we want to realize that growth ambition in the coming years. The commitment of the management team and the continuity that Dovesco offers are a strong signal for us."

For more information:

Over House of Hospitality – www.houseofhospitality.be – [House of Hospitality Instagram](#)

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About KeBeK Private Equity – www.kebek.be – [KeBeK Private Equity LinkedIn](#)

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KeBeK Private Equity is an independent private equity firm. It was founded in 2012 by 4 partners who have been working together for 20+ years since their time at KBC Private Equity.

We invest in healthy SMEs that want to grow to their next phase. Companies are based in the Benelux, often operating in attractive niche segments and have significant potential for value enhancement. We focus on partnerships with families and entrepreneurs in 'primary' deals. In addition to supporting companies, transactions with KeBeK are often a solution for the transition of capital and management, and an attractive alternative to keep independence.

When supporting companies and management teams, we focus on value creation strategies that combine (i) organic growth, (ii) strengthening of organization and processes, and (iii) buy-and-build or consolidation plays. With around 30 completed acquisitions and over 30 realized add-ons since 2012, KeBeK has a demonstrated track record in investing and creating (operational) value for its portfolio companies.

KeBeK is backed by a broad investor base, consisting of Belgian, Dutch and international institutional investors, family offices and wealthy individuals who are mainly entrepreneurs.

House of Hospitality is the third investment of the KeBeK IV fund. Previous investments by KeBeK funds include Flexfurn (flexible furniture for the events industry – 2024), Capenti – Schelstraete Delacourt (Executive search and interim management services – 2021) and Borek (outdoor and garden furniture – 2020).