

INSIGHTS

SHOW
PREVIEW

The largest food & beverage processing & packaging show in Middle East, Asia and Africa

29-31 Oct 2019 | Dubai World Trade Centre

Opening hours: Tuesday 29th & Wednesday 30th October, 10am-6pm; Thursday 31st October, 10am-5pm

gulfoodmanufacturing.com



The digital revolution is driving unprecedented change across the food and beverage manufacturing industry. With an increasing demand for faster, more efficient processes across the supply chain, a growing need to address regional and global food security, and a consumer focus on more ethical, environmentally sound practices, the sector must keep pace with the fast-evolving market.

As manufacturers and producers strive to stay relevant, Gulfood Manufacturing 2019, the region's largest event for food and beverage processing and packaging, will be uniting the regional and global F&B manufacturing industry to shine the spotlight on this year's theme, 'Food Production, Reinvented'.

Now in its sixth year, the show will be taking place at Dubai World Trade Centre (DWTC) between 29th and 31st October. The three-day event will be a platform for industry professionals to share their knowledge, foster new regional and global ties and develop a food and beverage manufacturing ecosystem that encourages growth, collaboration, opportunity and learning.

As the Middle East, Africa and South Asia (MEASA) region's largest event of its kind for the F&B manufacturing sector, more than 36,000 food and beverage manufacturers from over 60 countries will be able to connect with more than 1,600 leading suppliers from every section of the industry. Exhibitors and visitors alike will be able to discover how the latest ingredient innovations, processing solutions, packaging systems and state-of-the-art technology can potentially increase efficiency across their supply chain, reduce waste, improve sustainability and reduce overheads.

Embracing the digital revolution can give businesses that all-important edge in this highly competitive market, explains Abdelghany Eladib, Chief

GULFOOD MANUFACTURING 2019: HOW DIGITAL TECHNOLOGY HAS USHERED IN A NEW ERA FOR F&B PRODUCTION

This year's food manufacturing trade show shines a light on the theme 'Food Production, Reinvented' to keep pace with changing market and consumer demands, higher productivity levels and more sustainable practices

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Operating Officer, Middle East & Africa at SIG Combibloc Obeikan FCZO. A key exhibitor at this year's show, the company is a joint venture between SIG Combibloc and the Obeikan Investment Group, and is one of the world's leading systems and solutions provider for aseptic packaging and filling machines for food and beverages.

"Digital technology is reshaping every sector, and companies are driving the productivity of their assets to succeed," says Eladib. "SIG Combibloc Obeikan has established itself as a leader in the transformation of food and beverage packaging and is digitalising its operations while being at the forefront of implementing smart factories and the internet of packaging. Consumers are seeking differentiated convenience products that are sustainable, healthy

and at the same time affordable. Producers must quickly identify and act on changing consumer and market demands, while facing supply chain complexities and ever-shorter production cycles."

Demonstrating the power of strength through collaboration, SIG Combibloc Obeikan recently joined forces with GE Digital to power digital innovation and new levels of efficiency in food and beverage packaging. By combining GE Digital's Predix Asset Performance Management and ServiceMax industrial applications, the partnership has resulted in an "end-to-end digital platform that brings a new level of insight and data-driven intelligence to our customers, as well as improves reliability and uptime of their filling lines," adds Eladib.

Food safety, security and waste have become a key concern for governments across the MENA region. The UAE, which accounts for approximately 40 percent of the region's food processing sector, is leading the way, aiming to more than double food manufacturing's

food waste management. With the long-term goal of cutting food waste by up to 50 percent by 2030, the three parties pledged to save three million meals per year by 2020. Winnow's cutting-edge technology uses a camera, smart scales and machine learning to

"CONSUMERS MUST QUICKLY IDENTIFY AND ACT ON CHANGING CONSUMER AND MARKET DEMANDS, WHILE FACING EVER-SHORTER PRODUCTION CYCLES"

contribution to the overall GDP between now and 2025, from today's 11 percent to 25 percent. According to figures published in October 2019 by the United Nation's World Food Programme, annual food wastage in the UAE is estimated at 197 kg per person - nearly double that of Europe and North America, which average around 95 to 115 kg per person. With food waste alone costing the UAE economy an estimated AED 13 billion each year, the UAE leadership has already pledged to reduce waste production, targeting 75 percent recycling of municipal solid waste over the next ten years.

recognise different foods when they are thrown in the bin in order to calculate the financial and environmental cost of the discarded items. By alerting chefs and businesses to these losses, they are then able to adjust their food purchasing accordingly.

"With kitchens around the world struggling, food waste is not just an issue in the UAE," explains Marc Zornes, CEO of Winnow. "Without visibility into what is being wasted, we know that up to 20 percent of all food purchased ends up in the bin. By understanding and reporting food waste's real costs - to the bottom line and the environment - Winnow Vision empowers chefs to act. Using technology that learns and improves with each use, Winnow Vision has the ability to tackle food waste on a global scale."

Gulfood Manufacturing 2019 will be open from 10am to 6pm on 29th and 30th October, and 10am to 5pm on 31st October. The show is open to food and beverage industry professionals and visitor attendance is free of charge. For more information, visit www.gulfoodmanufacturing.com.



Echoing regional calls to reduce food waste, many of the exhibitors at Gulfood Manufacturing 2019 have made the issue their primary focus. Winnow Vision, a London-based start-up, will be joining an interactive panel discussion at the Foodtech Summit, entitled "AI Talks: leveraging AI to enter a new era in the F&B industry" on 31st October. Earlier this year, Winnow joined forces with the UAE Ministry of Climate Change and Environment and Emaar Hospitality Group to launch a new AI-enabled product to revolutionise



THE FOODTECH SUMMIT – WELCOME TO THE FUTURE OF FOOD PRODUCTION

The ground-breaking conference series is bringing together the industry's thought-leaders and innovators

After the success of last year's inaugural edition, the Foodtech Summit is back for a second year to set the agenda for the future of regional and global food production. Running as part of the Gulfood Manufacturing schedule, the conference will take place on 30th and 31st October at DWTC's Al Mutaqqa Ballroom (Hall 4A).

"The second edition of this eagerly anticipated and crucial summit will take the industry into the future with the introduction of next-gen technologies including blockchain, AI and robotics which are transforming F&B manufacturing facilities into smart factories," says Trixie LohMirmand, Senior Vice President, Exhibitions & Events, DWTC. "With food security an ever more pressing growing concern, the summit programme will address how we can make food safe for the

"AS FOOD SECURITY BECOMES AN INCREASING CONCERN FOR GLOBAL GOVERNMENTS, THE CONFERENCE WILL EXAMINE HOW SMART TECHNOLOGY CAN STRENGTHEN AND PROTECT SUPPLY CHAINS"

future and to what extent the industry can innovate and create alternative food supply and resources."

With Suzanne Radford as the Master of Ceremony, the two-day conference will be bringing together eminent experts from across the global food production industry to discuss the latest innovations in food production technology, global market developments and solutions for increased productivity, quality, sustainability and efficiency.

As the impact of the Fourth Industrial Revolution (4IR) is felt across the F&B sector, this year's conference programme will take an in-depth look at the ways in which this new technology can be harnessed - from new ingredient processing technologies, to the way innovations such as digital twins and increasing automation can potentially change current practices. As food security becomes an increasing concern for global governments, the conference will examine how smart and

4IR technologies can strengthen and protect supply chains, as well as the ways in which the F&B manufacturing sector can work together to create alternative food resources to boost supply. Other key themes include advances in F&B processing machinery and ingredients, packaging innovations, and the future of distribution and warehousing. The 2019 edition of the Foodtech Summit will include a fascinating programme of talks, panel discussions and networking sessions. On Day One of the summit, Brad Barbera, Director of Innovation and Senior Advisor at The Good Food Institute, will be looking at the evolution of food production in the morning session, 'Food Production, Reinvented: the Paradigm Shift in F&B Industry'. A panel discussion featuring representatives from Yellow Door Energy, Nielsen, IFFCO, Kerry and ADM Nutrition will focus on the global investment market for F&B manufacturing, and how to attract more investment via innovative products and solutions.

Tetra Pak's President and CEO, Adolfo Orive, will be discussing the changing rules of the sector, in terms of digitalisation and a drive for more sustainable practices, while Givaudan's Regional Innovation Head, Doruk Ongan, will lead a session on innovating around the future of food.

Exhibition News

The afternoon sessions will include 'Automating Processes to accelerate transformation' with Eletic80, and a discussion on 'Digital Twin: Connecting Virtual and Real World' with Siemens' Executive Vice President, Athar Siddiqui. The afternoon of Day One will also include the Startup Innovation Stage, which is a unique platform for new businesses to showcase their innovations and highlight the new, disruptive technology that drives consumer trends. This showcase will be followed by a panel discussion which will highlight how the industry can create its own ecosystem to support the adoption of the latest food production technology and foster collaboration between established corporations and new startups.

Day Two of the summit will feature the 'AI Tech Talks, Powered by AI Everything', which invite organisations to share their experiences of how they adopted artificial intelligence and their

thoughts on how this technology will transform the industry. Case studies include Analytical Flavor Systems, Lineage Logistics and Winnow, and will cover a diverse array of topics including using AI to predict consumer flavour preferences, AI in cold chain and the kitchen of the future.

Other highlights of Day Two include the use of Smart F&B packaging with SIG Combibloc Obeikan's COO Abdelghany Eladib, and a panel discussion on Transforming Food Safety and Quality Standards, featuring representatives from Mars and Leonidas, and chaired by Kantha Shelke, a Senior Lecturer in Regulatory Science and Food Safety Regulation at Johns Hopkins University.

The FoodTech Summit is free to attend. To register & reserve a seat at one of the sessions in the AI Multaqua Ballroom (Hall 4A), go to www.gulfoodmanufacturing.com/register



"THE SUMMIT WILL TAKE THE INDUSTRY INTO THE FUTURE WITH THE INTRODUCTION OF NEXT-GEN TECHNOLOGIES INCLUDING BLOCKCHAIN, AI AND ROBOTICS WHICH ARE TRANSFORMING F&B MANUFACTURING FACILITIES INTO SMART FACTORIES"



The Startup Innovation Stage

This year's Foodtech Summit will also include a dedicated Startup Innovation Stage. It will be a platform for the region's most dynamic and disruptive new businesses to share their insights and expertise as well as to network with long-established corporations. This year's topics will include up-and-coming industry trends such as urban farming, plant-based proteins and farm management software.

The line-up for 2019 includes a selection of the region's most exciting new startups:

Alesca Life, a World Economic Forum Technology Pioneer, empowers local communities to grow fresh food through smart technologies.

AgShift is a deep learning based solution to digitise the food supply chain, for more transparency, better quality control and less wastage.

Repeat is an app-based loyalty programme that rewards customers for returning to their favourite dining venues.

STIMULATE YOUR SENSES AT INGREDIENTS LAB

Introducing an immersive journey through taste, aroma and sound



with sensory elements including sound, aroma and taste.

A range of incredible experiences await, including the chance to sample the foods of the future through IFF Ingredient Lab and an introduction to plant-based sugar alternative Stevia, courtesy of Tate & Lyle. Dairy innovator KMC will be showcasing the latest great-tasting and cost effective spreadable cheese alternatives for the cheese industry, with taste and texture tests and a presentation on KMC's various concepts.

This year, delegates and visitors at Gulfood Manufacturing are invited to embark on a sensory journey of discovery at the Ingredients Lab. Key exhibitors will be hosting a range of masterclasses and interactive demonstrations throughout the week, creating a unique holistic experience that combines fascinating narration

For more information about the Ingredients Lab and the exhibitors involved in this year's show, visit www.gulfoodmanufacturing.com/features/ingredients-lab

EXCLUSIVE BUSINESS TRAVELLER PACKAGE

Download the Gulfood Events mobile app today

Make the most of your Gulfood Manufacturing experience by downloading the show's exclusive mobile app. At the touch of a button, the free Business Traveller Package is the best way to have an unforgettable time in the UAE.

Enjoy 2-4-1 dining and entertainment offers courtesy of the Entertainer and great savings at The Dubai Mall. Explore the city with a 30% on the hop-on, hop-off City Sightseeing Dubai bus. Enjoy up to 25% off souvenirs from XDubai, or fuel your adrenaline with up to 30% off the world's longest urban zipline. You'll also get a 10% discount on selected Emirates Airline flights, and up to 37% off Dubz convenient door to door baggage service.

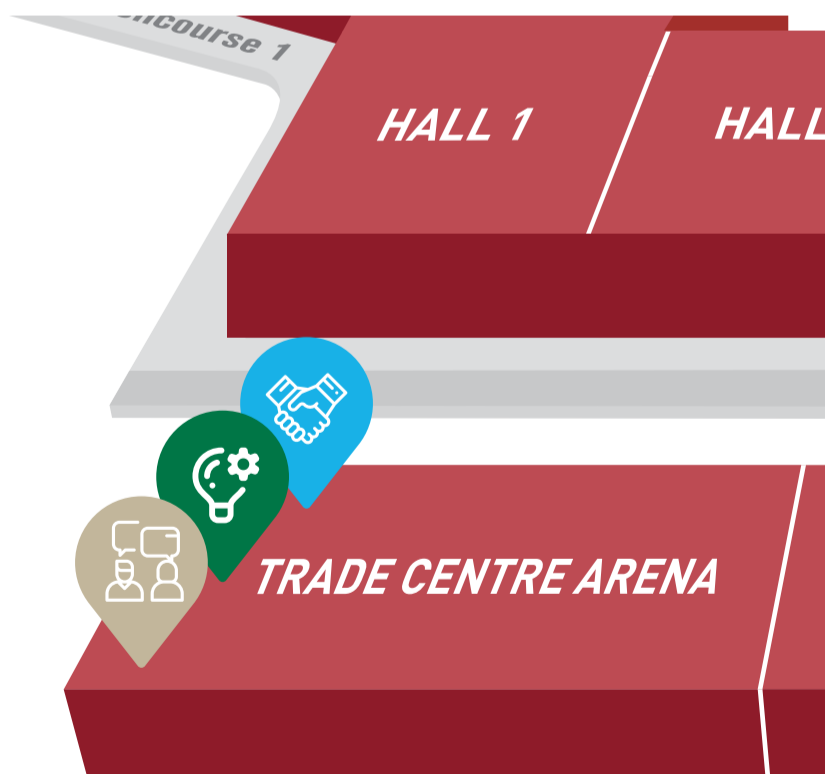


Download the Gulfood Events App on Google Play or the App Store.



TAKE A STEP INTO TOMORROW

Want to discover the future? Take your place on a Gulfood Manufacturing Innovation Tour



For a unique glimpse into the future of food production, this year Gulfood Manufacturing will be running a series of exclusive guided Innovation Tours around the world's most cutting-edge food producers. Get ready to experience first-hand some of the region's most progressive innovators, and sample the latest products, fresh from the production line. This one-of-a-kind tour is a memorable opportunity to discover the businesses which are disrupting the industry and setting a new standard for the uptake of new and revolutionary technology. The guided tours will take

in Gulfood Manufacturing's seven main sectors, including: ingredients, processing, packaging, automation & controls, supply chain solutions, printing & labelling, and warehouse management solutions.

Tour timings: 11am, 1pm, 3pm daily

Meeting point: Trade Centre Arena, by the Hosted Buyers Lounge

For more information, visit www.gulfoodmanufacturing.com/features/innovation-tours



INNOVATION AND EXCELLENCE

The Gulfood Manufacturing Industry Excellence Awards recognise the sector's movers and shakers

The votes are now being counted for the 2019 Gulfood Manufacturing Industry Excellence Awards. Now in its third year, the awards will celebrate best practice and innovations across the F&B manufacturing sector's value chain. Nominations for the competition were open across all confirmed exhibitors at this year's Gulfood Manufacturing show - the entries are being judged by an international panel of experts, who represent the full spectrum of the food manufacturing industry, including production and processing, graphics and packaging, equipment, academics, the industry press, and government, trade and environmental organisations.

This year, the categories include: Most Innovative Food Ingredient (General); Most Innovative Processing Solution; Top Futuristic Technology; Top Packaging Innovation; Most Innovative Health Ingredient; and Environmental Award of the Year.

Discover the full list of the shortlisted entrants for this year's awards at www.gulfoodmanufacturing.com/features/gulfood-manufacturing-awards. The winners will be announced during a Gala Ceremony on the evening of Day One of Gulfood Manufacturing on 29th October.



THIS YEAR'S FINALISTS

Most Innovative Food Ingredient (General)

- Novozymes, Optiva®
- ADM Wild Flavors Middle East FZE, Fresh Up for Bakery!
- Polypan Group S.A., Flavomix AX 200
- friedrich ingredients gmbh, RoMaxx MB [liquid]

Most Innovative Processing Solution

- Tomra Sorting Solutions, TOMRA 3C
- DC Norris & Company Ltd, Jet Processing System - Gen 4
- Mecatherm SA, M-TA Oven
- GEA Middle East FZE, GEA MultiJector 2mm

Top Futuristic Technology

- GEA Middle East FZE, GEA CookStar with SuperHeatSmoke
- Flexomed, Falcons Catering

Top Packaging Innovation

- Greatview Aseptic Packaging Service GmbH, Greatview® Discovery
- Tetra Pak, Tetra Classic® Aseptic 65ml Cube
- Serac, Combox Blow-Fill-Cap Block Solution
- Amber Packaging Industries LLC, Printed Specialize High Strength film

Most Innovative Health Ingredient

- Kerry Taste & Nutrition, Wellmune
- Ingredion, NOVATION® Indulge 2920 starch
- Dohler Middle East, Multifruit Mix
- Bunge Loders Croklaan, Couva 806NH, Couva Butter Replacer

Environmental Award of the Year

- Elopak, The aseptic Pure-Pak® Sense carton with Natural Brown Board
- VITO AG, VITO oil filter system
- Multivac Middle East FZE, Multivac Paperboard
- SIG Combibloc Obeikan FZCO, U-shaped Paper Straws



GET CONNECTED

The Gulfood Manufacturing Connexions Meetings Programme is the ideal way to network during this year's show

As the region's biggest meeting place for the food and beverage manufacturing sector, Gulfood Manufacturing is the ideal place to network with regional and international exhibitors and visitors from across the industry. The Connexions Meetings Programme is Gulfood Manufacturing's official one-to-one networking platform, and is free for all registered delegates and exhibitors.

This unique matchmaking tool enables you to search through thousands of industry contacts in the Gulfood Manufacturing database and arrange

meetings during the show. Simply register your visitor badge to gain access, then log in and update your profile using your registered email address. You can then send and receive meeting requests, either at exhibitor stands or at our dedicated on-site meetings lounge. The platform also has a downloadable PDF schedule, SMS reminders and access to our on-site concierge team.

For more information and to register, visit www.gulfoodmanufacturing.com/features/MeetingsProgramme



VISIT US @ HALL 3, BOOTH #A3-52

Innovations that deliver superior equipment and performance.

Heat and Control is the leading single source supplier of complete processing and packaging systems for the food processing industry. Every machine features innovative technology developed through years of experience in delivering snack food systems around the world. From raw product preparation to frying, seasoning and conveying, Heat and Control provides all the equipment and services required to make the highest quality snack food product.

With manufacturing facilities and sales offices worldwide, Heat and Control supports manufacturers with experience, expertise and resources to develop the most value driven and efficient solutions for any food production challenge.

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TAILOR-MADE SOLUTIONS FROM A SINGLE SOURCE

Germany's ZIEMANN HOLVRIEKA group is making its debut at Gulfood Manufacturing 2019

For the first time, German processing and storage technology pioneer, ZIEMANN HOLVRIEKA, will be hosting a stand at Gulfood Manufacturing. Established in 1852, the group provides individual and tailor-made solutions for the beverage and liquid food industries from a single source. With a global customer base, the company is one of the largest international suppliers for tanks and process technologies, and is renowned for providing a high quality, reliable service. From engineering and

"THE COMPANY IS ONE OF THE LARGEST INTERNATIONAL SUPPLIERS FOR TANKS AND PROCESS TECHNOLOGIES, AND IS RENOWNED FOR PROVIDING A HIGH QUALITY, RELIABLE SERVICE"

installation to automation, it offers a one-stop, comprehensive package to clients across the world.

Thanks to its state-of-the-art production methods, ZIEMANN HOLVRIEKA's fermentation and storage tanks feature

particularly smooth surfaces, which ensures that stored products both maintain a more reliable quality and require less cleaning. The group has many years of experience in achieving the highest quality requirements of the food and beverage industry and supports clients in meeting the strictest of standards. Through modern production processes, consistently hygienic design and a deep level of process know-how, it provides clients with the exact storage or process tanks to meet their needs.

To maximise raw material flexibility, ZIEMANN HOLVRIEKA is the world's only supplier of a separation and extraction device that can process any kind of starch source in a dynamic process. The NESSIE by ZIEMANN can also be used as part of malt extract or glucose syrup plants to reduce costs through the use of alternative or local starch sources and significantly shorter process times.

Since the company's inception more than 150 years ago, its comprehensive turn-key expertise has been utilised many times around the world. The world's biggest brewery, built in Piedras Negras, Mexico, is one of the most prominent examples. Even in such a large-scale operation, ZIEMANN HOLVRIEKA's experienced project managers ensure the site's safe implementation within cost and on schedule. Its project monitoring and on-site coordination result in the brewery's compliance with all guaranteed values and contractual requirements.

The company's reliable support services are on hand to avoid any unplanned production down-time. Furthermore, it optimises production efficiency, maintenance costs, spare parts inventory and the overall lifetime of the equipment. ZIEMANN HOLVRIEKA helps manufacturers to ensure that their facilities are a safe working environment, meeting the latest safety insights and regulations.

Find out more about ZIEMANN HOLVRIEKA at Stand E2-58 in the German Pavilion in Hall 2.



ISHIDA ADDRESSES CHANGING CUSTOMER DEMANDS

World-leading solutions provider will be showcasing its latest weighing, packing and inspection innovations during this year's show



Ishida is the world leader in the design, manufacture and installation of weighing, packing and inspection solutions for the food industry, from single machines to wall-to-wall solutions. Established in Japan in 1893, the company's expertise helps manufacturers reduce costs and downtime, increase efficiencies and maximise profits. Today, Ishida provides products and services to customers in over 100 countries worldwide.

Back in Dubai for this year's edition of Gulfood Manufacturing 2019, the company will be exhibiting a selection of its product portfolio, which includes snacks solutions, multi-head weighers, X-ray inspection systems, leak detection and checkweighers, as well as its Sentinel line monitoring software, which enables the remote optimisation of production lines and prevent faults from occurring.

After a successful show experience at Gulfood Manufacturing 2018, the company is hoping to generate a similar number of leads this year, with a higher level of confirmed investments. It is also targeting countries beyond the Gulf, including Turkey, Egypt, Africa, India and Pakistan, as well as visitors from Central and Eastern Europe.

Ahead of Gulfood Manufacturing 2019, Ishida's Torsten Giese explains more:

What are your investment plans in the region?

We already have a strong base in the UAE, Egypt and South Africa which allows us to support our existing and

packaging solutions. Ishida is the world leader in the design and manufacture of multi-head weighers, offering also a wide range of bagging, sealing, inspection, grading and quality control

"ANY MANUFACTURER WANTING TO STAY COMPETITIVE SHOULD BE WORKING TO BUILD UP A SMART FACTORY AND MAKING USE OF 'BIG DATA' SOLUTIONS"

potential customers as well as offering tests and demonstrations in our dedicated showrooms. Our recently strengthened alliance between Ishida and Heat and Control will provide snack food industry customers with full, end-to-end processing and

equipment to deliver total packing line solutions. Heat and Control is one of the world's leading manufacturers of food processing, seasoning, conveying, packaging and inspection equipment systems. The combination of both businesses' complementary experience



and expertise, which spans almost 200 years, represents a compelling offering to food manufacturers for whom a single supplier solution will help to deliver maximum efficiencies and throughput.

How has consumer demand evolved, and how are you meeting their needs?

Consumers are becoming more quality-conscious, expecting products of the highest standards in terms of freshness, taste and consistency. Effective quality control and inspection systems are therefore vital to ensure that only correctly-packed products reach the end consumer. This helps to enhance and protect brand reputation.

Ishida's solutions at Gulfood Manufacturing 2019 include: checkweighers to guarantee accurate final pack weight; X-ray inspection systems, which can not only identify a wide range of foreign bodies in packs but also check for other quality issues such as missing items or mis-formed products; and leak detectors that ensure the integrity of sealed packs for maximum product freshness and shelf-life.

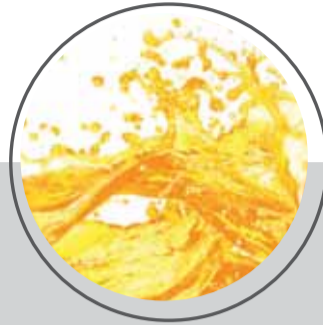
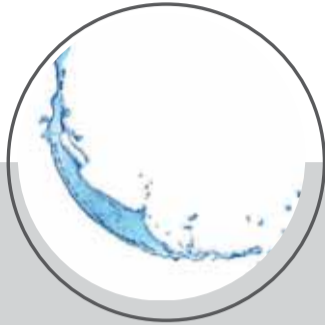
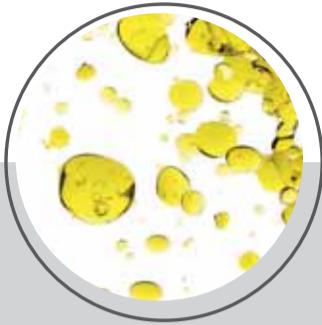
How is the role of F&B manufacturers changing?

We are seeing a regional rise in demand for convenience and ready-to-eat foods. For manufacturers to remain competitive and maximise the opportunities offered by this growth, it is important to automate processes in order to reduce costs, minimise product waste and giveaway, and increase packing speeds and overall line efficiencies. This has long been one of our areas of specialisation - our stand at Gulfood Manufacturing will feature the latest developments in how we help our customers with their food packing automation.

The food industry is globally under enormous pressure to be more efficient. The need for faster and more cost-effective production means that any loss of output or any unscheduled downtime can have very negative consequences.

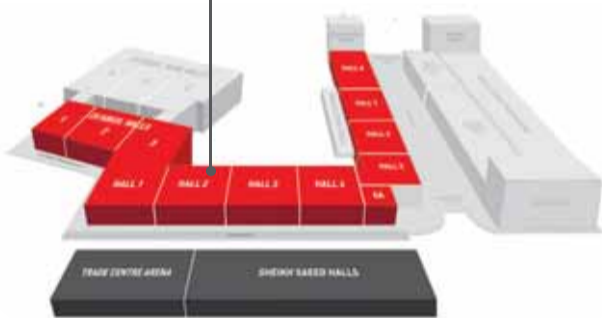
Any manufacturer wanting to stay competitive should be working to build up a smart factory and making use of 'big data' solutions. Our Sentinel web-based software analyses food manufacturers' or food packers' data in real time, making it possible to optimise production lines remotely and prevent faults from occurring in the first place.

Meet the team from Ishida at Stand A3-36 in Hall 3.



We are experienced partners for the liquid food industry in hygienic design for high-quality process and storage tanks, including cooling, cleaning and automation. For every application, we offer first class quality vessels with particularly smooth surfaces and in all sizes. Because good taste is a matter of quality. Meet us at stand E2-58 in the German Pavilion, hall 2.

TANKS & PROCESS TECHNOLOGY FOR YOUR FOOD & BEVERAGE INDUSTRY





FIRST-TIME EXHIBITOR FIRMENICH SHOWCASES A FEAST OF FLAVOURS

Innovative solutions meet changing consumer trends for great-tasting, healthier alternatives



Driven by its mantra, 'For Good, Naturally', Firmenich, the world's largest, privately-owned fragrance and flavour company, is making its Gulfood Manufacturing debut at this year's show. "As first-time participants in Gulfood Manufacturing, we're excited to showcase our unique capabilities in sugar, fat, and salt reduction, MSG replacers and mouthfeel enhancers for Food and Beverages, as well as our extended capabilities in alternative protein solutions," says Thoger Larsen, VP Flavors IMA, Firmenich.

As well as offering delegates the opportunity to experience Firmenich's renowned flavours and fragrances, innovative proprietary technologies and alternative protein solutions, the company will also invite visitors on a multi-sensorial experience that stimulates all the senses to showcase its vast portfolio of products and expertise. According to Firmenich, today's discerning consumers are demanding more natural products, reduced sugars, clean label or organic products and healthier, better tasting products, and

have an increasing interest in alternative proteins. In order to meet this demand, the company has developed a range of breakthrough innovations to address changing global needs, with a portfolio of flavour solutions that is considered one of the most advanced in the world. Making healthier food and beverages taste great, the company seeks and develops market-leading technologies and ingredients for tailored flavour solutions.

As a family business, Firmenich puts its scientific knowledge and years of expertise to work to make healthier foods and drinks taste delicious. For example, TastePRINT, one of its latest innovations, can reduce up to 100 percent of added sugar naturally while maintaining an equal taste experience. Through its taste modulation technologies, this year alone the company has removed 215 tonnes of sugar from products that consumers love, taking 870 billion calories out of their diets.

Firmenich currently has a presence in the IMA (India, Middle East and Africa) region, including offices and laboratories with commercial, technical, marketing and supporting functions in South Africa, Nigeria, Dubai and India. "We believe our expertise in local consumer preference and commitment to innovation complements the Gulfood Manufacturing focus in these areas, showcasing companies with a strong commitment to serving customers in the Middle East," adds Larsen.

Find out more about Firmenich's product range by visiting Stand S2-F32 in the Sheikh Saeed Halls. Imad Farhat, Firmenich's Global VP of Taste will be discussing 'Taste for Good - The Role of Flavours in Sugar Reduction' on Day 1 of the Foodtech Summit at 13.05-13.30.

"WE'RE EXCITED TO SHOWCASE OUR UNIQUE CAPABILITIES IN SUGAR, FAT, AND SALT REDUCTION, MSG REPLACERS AND MOUTHFEEL ENHANCERS FOR FOOD AND BEVERAGES"

MEETING THE DEMAND FOR A GREENER ALTERNATIVE

Sustainability is driving industry change in the MEASA region, says Palsgaard



An increasing demand for sustainably-produced F&B products is driving the regional manufacturing industry, says emulsifier specialist, Palsgaard. The company, which is showcasing its range of sustainably-produced emulsifiers at this year's Gulfood Manufacturing, is the world's only commercial source of fully sustainable emulsifiers, which are based on RSPO SG-certified palm oil and produced in CO₂-neutral factories. Earlier this year, it achieved the ambitious goal of completely carbon neutral production, reducing net carbon emissions from 12,029 tonnes in 2010 to zero in 2018.

"As markets in the MEASA region develop, and concern about climate change grows, demand for sustainability will rise," says Cai Christensen, Director Sales - MEA at Palsgaard.

"Consumers will increasingly evaluate brands on their ethical credentials and choose products produced by companies who demonstrate real concern for the environment. Manufacturers who are able to anticipate and meet this demand will gain a competitive edge."

Visitors to the Palsgaard stand will be introduced to the company's portfolio of products and solutions, including powdered whipping-active cake emulsifiers for baking, as well as plant-based emulsifiers for dairy, confectionery, margarine and condiments.

For more information and to meet the Palsgaard team, visit Stand S2-E5 in Sheikh Saeed 2.



KMC REVEALS EXTENSIVE DAIRY-FREE RANGE OF CHEESE ALTERNATIVES

Harnessing the fast-growing plant-based food trend

Ingredients innovator KMC is showcasing its on-trend vegan 'cheese' at this year's show, as part of its dairy-free CheeseMaker range. Promising an improved texture and excellent meltability, the product has been developed specifically for the sliced cheese sector - and aims to offer consumers a flexible, user-friendly alternative to dairy products.

The dairy-free CheeseMaker CF series contains minimal ingredients, and are halal-certified, non-GMO and non-allergenic. Replacing dairy proteins with CheeseMaker's speciality starches will also offer a significant saving on ingredient costs.

"We look forward to presenting our vegan solution at Gulfood Manufacturing", says Lata Menon, Regional Director for Middle East, India and Africa. "We are happy to take part in this event where we have the opportunity to present our innovative and cost-effective potato-based ingredients to the global food industry." KMC's product portfolio includes application-specific solutions, modified starches, native potato starch and potato granules and flakes.

Find out more about KMC at Stand S3-B5 in Sheikh Saeed 3. Visit KMC at Ingredients Lab at 2pm on 30th October in Sheikh Saeed Hall 3, Stand S3-B5.



SPECIALISING IN EXCELLENCE

One of the region's leading technology suppliers for food processing and packaging will highlight its range of innovative solutions

Processing and packaging experts GEA will be inviting visitors to discover how they offer 'Excellence at Every Stage' during this year's show. As well as highlighting the latest solutions for food processing and packaging, as well as butter making, baking, pasta extrusion and milling, guests will also be able to experience a unique virtual reality journey inside the GEA CookStar.

Customers and interested parties are invited to book a VIP time slot at the GEA stand, choosing from 15 different technology topics which will be presented by GEA's experts, which allows them to set the agenda for a personalised, in-depth knowledge session.

Technology highlights presented by GEA for Gulfood Manufacturing 2019 include the GEA MultiJector 2mm, a new multi-purpose brine injector



with flexible needles, and the GEA MaxiFormer for the effective production of drum formed meat. The EA Lab Homogenizer TwinPanda 600 is a small table-top unit designed for continuous operation at high pressure and is the perfect machine for laboratory-scale, high pressure processing of dairy products, fruit juices, liquid food, food additives and ingredients.

The GEA CookStar has evolved into a three-phase cooking concept, with the ability to cook any product in virtually any style. Combining the double spiral oven technology with the SuperHeatSmoke, it enables food processors to produce and brand their products with a CleanSmoke label.

Discover more about GEA's products and solutions at Stands D1-64 and A1-64 in Hall 1.

TASTE THE DIFFERENCE WITH TATE & LYLE

Will you take part in the Stevia Challenge?

Did you know that new product launches that claim to have 'low or reduced sugar' have increased by 41 percent in the MENASA region over the past five years? Tate & Lyle will be demonstrating its leading expertise in sugar and calorie reduction at Gulfood Manufacturing this year. The company will showcase an innovative range of prototypes for the application and formulation of its ingredients and flavour solutions.



It will also be inviting visitors to take part in the 'Stevia Challenge' taste test, asking testers if they can taste the difference between full-calorie sweetened beverages and Tate & Lyle's low-calorie alternatives. With over 160 years of industry experi-

ence, the company understands that successful sugar reduction is more than simply removing sugar, as it also provides functionality such as mouthfeel and texture. Fibre can be used in conjunction with sugar reduction to bring back some of sugar's functionality and help in reducing calories. Tate & Lyle is an expert at developing combinations of bulk and sweetness with fibre to improve the overall quality of the carbohydrate component within the finished product.

For more information on how Tate & Lyle's ingredient solutions can help your products meet consumer demand, visit Sheikh Saeed Hall 2, S2-B22. Visit Tate & Lyle at Ingredients Lab at 12pm on 30th October in Sheikh Saeed Hall 2, Stand S2-B22





GIVAUDAN MAKES GULFOOD MANUFACTURING SHOW DEBUT

Fragrance and flavour experts harness nearly two decades of regional experience to create on-trend flavour sensations

Operational in the MENA region since the year 2000, Givaudan is a global leader in flavours and fragrances. Exhibiting at Gulfood Manufacturing for the first time, the company will be showcasing its latest technologies and consumer insight tools, which enables it to co-create and innovate alongside its partners and customers.

"Givaudan, the leading taste solution partner is proud to be an active participant in Gulfood Manufacturing 2019," says Antoine Khalil, Commercial Head - Flavours, Africa & Middle East. "Gulfood Manufacturing is the best platform in AME, and creates a dynamic ecosystem connecting international and regional suppliers and manufacturers in F&B under one roof."

A comprehensive knowledge of local flavours, extensive global footprint and strategic insights enable Givaudan

to nurture close partnerships with customers across the region. With a customised approach to product creation, the company's Flavour Division is a powerhouse of knowledge, innovation and creativity equipped to surprise customers and consumers with fresh, unique ideas and solutions. Givaudan creates lasting flavour and taste experiences that touch emotions across key segments including beverages, sweet goods, savoury and snacks. Regardless of product category its passion is to make food and beverage products taste delicious.

As consumer demands have changed, the company has seen a major evolution in consumer attitudes toward food ingredients and origin, health and wellness, natural products, and sustainability, to name but a few.

Consider, for example, consumer attitudes toward sugar: consumer interest in less sweet products is driven by health concerns as well as a desire for lighter, more refreshing taste experiences. As such, Givaudan is focusing on sweetness in a more holistic way that is more about building

satisfaction with flavours, even when sugar and sweetness are reduced.

As digital tools are increasingly integrated into all aspects of daily life, this constant connectivity changes consumer expectations. Companies are operating amidst a changing regulatory landscape and ever-increasing competitive pressure to get new innovative products to market faster.

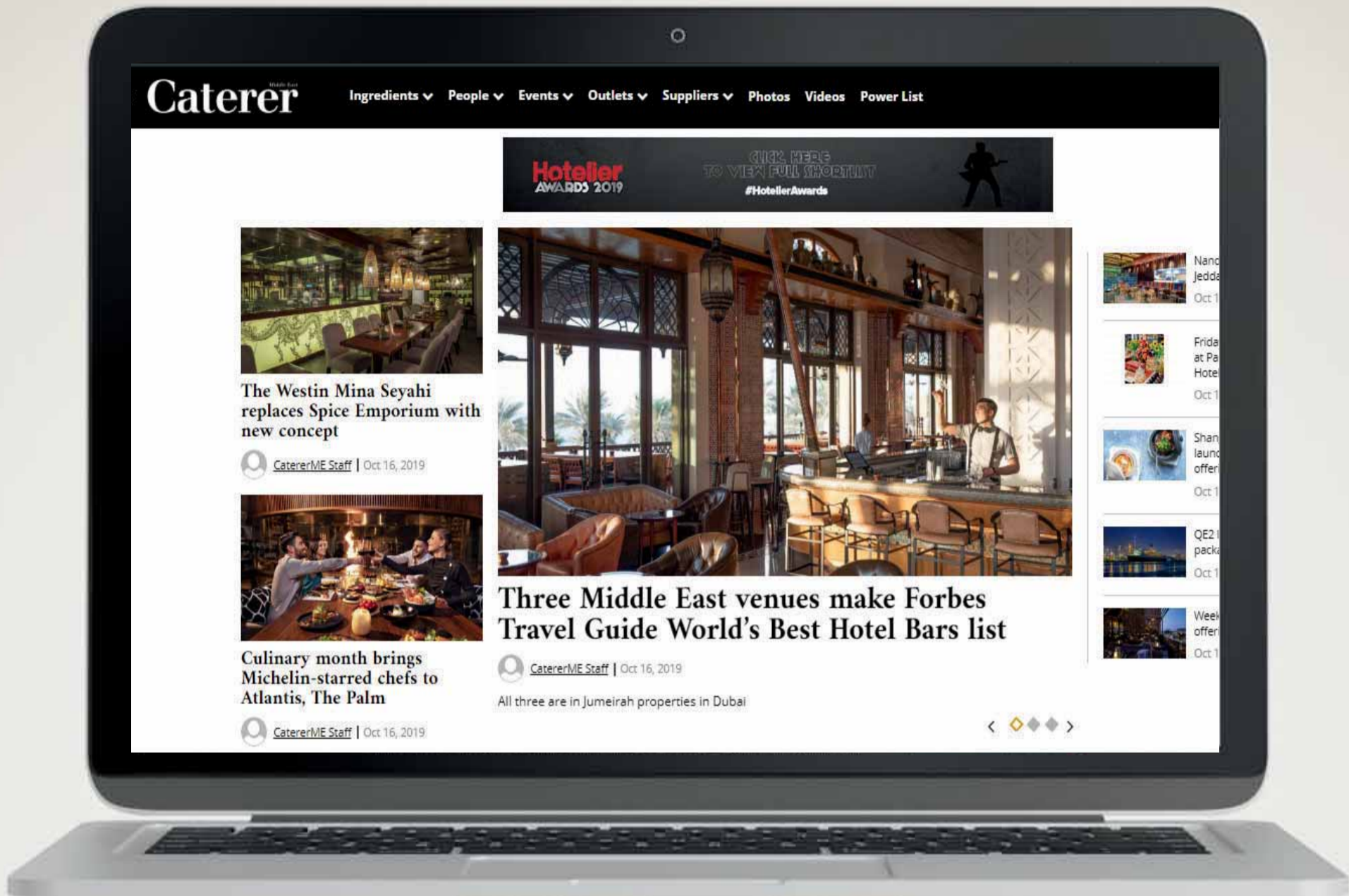
Givaudan is taking a collaborative approach to tackling these challenges as part of a global innovation ecosystem, while leveraging its market-leading knowledge and expertise for scalability and using all of this to drive speed, efficiency and new solutions.

To find out more about Givaudan's flavour and fragrance solutions, visit Stand S3-E6 in Sheikh Saeed Hall 3.

Doruk Ongan, Regional Innovation Head, Europe Africa Middle East at Givaudan will discuss 'Co-creating and innovating around the future of food' on Day 1 of the Foodtech Summit at 11.50-12.10.

"CONSUMER INTEREST IN LESS SWEET PRODUCTS IS DRIVEN BY HEALTH CONCERNS AS WELL AS A DESIRE FOR LIGHTER, MORE REFRESHING TASTE EXPERIENCES"

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EXPERIENCE IFF FUTURES AT GULFOOD MANUFACTURING 2019

IFF is taking a 360-degree approach to market innovation

Why not innovate tomorrow's technology before there is even a demand for it? So asks IFF, the global flavours giant which is returning to the UAE for Gulfood Manufacturing 2019. With the rapid pace of change in today's global markets, businesses must constantly innovate to stay relevant. IFF Futures offers a panoptic approach to address these challenges, consistently keeping both its business and customers ahead of the market.

Through social media listening, consumer research and insights from leading experts, IFF tracks and anticipates signals of change to make critical strategic decisions. While there are no future certainties, macro trends and long-term drivers

of change in society help shape future operating environments.

Current and future shifts are pivotal to the development of long-term strategic decision-making. Futures is a tool for embracing 'Uncommon Sense', one that helps IFF see the world from a new perspective while challenging them to create what's next. This year, IFF is bringing a taste of IFF Futures to Gulfood Manufacturing,

giving attendees a closer look at the company's strategic approach to the future of food and beverage innovation. During the exciting and interactive Futures experience, IFF is inviting attendees to adventure through the uncommon in three lifestyle territories: Transformative Nature, Fluid Living and Experience Amplified. Each territory will immerse attendees in a series of Instagrammable, multi-sensorial experiences through sight, scent, and

"FUTURES IS A TOOL FOR EMBRACING 'UNCOMMON SENSE', ONE THAT HELPS IFF SEE THE WORLD FROM A NEW PERSPECTIVE WHILE CHALLENGING THEM TO CREATE WHAT'S NEXT"

taste while showcasing IFF's latest food and beverage technologies. The Futures Framework is structured into three levels - Landscape, Lifestyle and Localise - which deliver different forms of innovation development.

'Landscape' looks three to five years into the future to define innovation strategy and vision development. These macro shifts in society provide deep insights into the demographic, environmental, socio-cultural, technological, and economical changes expected to take place in the future.

'Lifestyles' bridges the connection between long-term and short-term trends with the individual values, needs and behaviours of different people. These are the consumer lifestyle shifts anticipated to shape and define the specific tools required in IFF's innovation portfolio.

'Localise' represents short-term local market trends. This view enables IFF to provide exact trends for specific categories for both current and future needs.

By understanding these dynamics, trends and insights, IFF can devise relevant concepts and ideas for categories, countries and customers, and with them uncover untapped opportunities and a detailed framework for innovation.

To discover the Futures experience, visit the IFF booth at Stand S3-D32 in Sheikh Saeed Hall 3. Visit IFF at Ingredients Lab at 2pm on 31st October in Sheikh Saeed Hall 3, Stand S3-D32.

IFF's Global Marketing & Branding Director, Karen Stanton, and Marketing Manager, Middle East & North Africa, Mamdouh Seoudy, will be discussing 'When life doesn't give you any lemons, how do you make lemonade?' on Day 1 of the Foodtech Summit at 14.30-14.50.





FOCUS ON: THE REGIONAL FOOD TRENDS SHAPING THE F&B MANUFACTURING SECTOR

Discover more about key growth areas and consumer trends from the Gulfood Global Industry Outlook Report 2019

Produced in partnership with Euromonitor International, the Gulfood Global Industry Outlook Report 2019 is a comprehensive overview of the regional and global consumer trends and market opportunities across major sectors of the F&B industry.

For the manufacturing sector, the report highlighted a number of key regional trends that are driving growth, including the increasing consumer demand for healthier, more sustainable products, and the continued demand for convenience.

The healthy option

Health and wellness is still the defining trend within the region's beverages

sector, especially considering the growing regional rates of obesity, type II diabetes and cardiovascular disease. A number of regional markets, including the UAE and Saudi Arabia, as well as international markets such as the UK, South Africa and the Philippines, have recently levied sugar taxes on carbonated drinks - boosting the market for lower-sugar alternatives.

Ready to drink

The popularity of ready-to-drink beverages has increased thanks to several high-profile tie-ins between leading brands - including Starbucks and PepsiCo, and Coca-Cola and Dunkin' Donuts. Regionally, UAE-based Al Rawabi and Saudi dairy company

Al Othman Group have both recently ventured into this growing sector.

New regulations

A new wave of regulations has affected the packaged food sector over the last year. For the first time, governments across the Gulf States imposed VAT on most commodities and services, including cooking ingredients. In the UAE and KSA, VAT is now close to five percent, which has seen consumers increasingly seeking out products which are the best value for money.

Packaged products

The marketing for packaged products is undergoing a boom in the Middle East, North Africa and Sub-Saharan Africa,

where products such as breakfast cereals are still at an early, niche stage in their development. These regions are also seeing an increased interest in international packaged foods, which is driven by the large number of foreign expats living in these markets (especially in countries such as the UAE and Saudi Arabia).

Private label

The private label and licensing sector is undergoing a regional boom, with consumers re-evaluating their spending habits and seeking better value without compromising on quality. Discount retailer Dukan opened in Saudi Arabia in 2014, while Landmark Group launched Viva in the UAE in 2018.

Hotelier

MIDDLE EAST



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STRENGTH THROUGH COOPERATION

This year's Gulfood Manufacturing 2019 is co-located with three must-visit shows: **Private Label & Licensing ME, yummex Middle East and SEAFEX Middle East**

Visitors to Gulfood Manufacturing 2019 can unlock even more potential for their business, as the event is co-located with three other must-visit trade shows: Private Label & Licensing Middle East, yummex Middle East and SEAFEX Middle East. Each event offers incredible opportunities for networking with regional and global business leaders and prospective clients, inspiration from a line-up of eminent experts, and the chance to exchange knowledge and experience with the best in the industry. Private Label & Licensing Middle East, yummex Middle East and SEAFEX Middle East will be open between 29th and 31st October, and entry is free with a valid entry badge for Gulfood Manufacturing 2019.



PRIVATE LABEL & LICENSING ME

The region's first exclusive Private Label and Licensing Exhibition



New for 2019, Private Label & Licensing Middle East is the MENA region's first and only exhibition dedicated to FMCG private label, contract manufacturing and brand licensing sectors. With private label products once regarded as 'bottom shelf fillers', this fast-growing segment of the F&B industry has emerged as a serious, high quality and good value competitor to established national and international brands - a trend that looks set to continue unabated.

The three-day exhibition will connect leading and up-and-coming private label

suppliers and contract manufacturers from across the planet with potential clients in the Middle East and beyond. More than 5,000 potential buyers are expected during the event, which will be showcasing over 130 international brands from more than 50 countries.

The show will also host the Prime Stage, which is free-to-attend for registered visitors. This will feature the Prime Summit on Day 1, a Packaging Masterclass by Tetra Pak on Day 2, and a Licensing Workshop on Day 3. The thought-provoking agenda will



bring together international experts from the private label sector, to share their knowledge and strategic insights, through panel discussions, seminars and networking.

"THIS FAST-GROWING SEGMENT HAS EMERGED AS A SERIOUS COMPETITOR TO ESTABLISHED BRANDS"

Highlights on the Prime Stage include the 'Private Label 2025' session, led by Regan Leggett, Executive Director, Thought Leadership and Foresight, Global Markets at Nielsen, the Official Knowledge Partner. The session will focus on the key drivers for change on the global private label landscape over the next five years. Global packaging giant Tetra Pak will be discussing the 'Future of Packaging', with Peter Arvidsson, MD Food Solutions, discussing the challenges and opportunities in a fast-changing and competitive market.

For a local perspective, MAF Carrefour's COO, Miguel Povedano will lead a session entitled 'When they speak, you listen', which shares the retailer's journey towards creating more value for shoppers - from harnessing new technology and using data to improve customer experience, to changing the perception of the stores' own brands.

Private Label & Licensing ME is at Za'abeel Hall 6. For more information, visit www.prime-expo.com





MIDDLE EAST

yummex MIDDLE EAST

The MENA region's number one sweets and snacks event



"DURING THE EVENT, THE YUMMEX MUNCH! STAGE WILL HOST AN UNMISSABLE SERIES OF TALKS"

Back once again for its 13th edition, yummex Middle East is the region's leading platform for the sweets, confectionery and snacks industry. Based on the world-famous ISM trade fair in Cologne, the show welcomes nearly 300 exhibitors from 43 countries, with more than 8,500 visitors expected over the three-day event. With a Who's Who from the world of sweets and snacks, the show includes chocolate products, sugar confectionery, biscuits, snack foods, savoury and ready-to-eat snacks, fruit and vegetable snacks, breakfast, ice cream and so much more!

During the event, the yummex Munch! Stage will host an unmissable series of talks and panel discussions about the sweets and snacking sector. Highlights include the 'Snacking Made Right' session, led by Mohamad El Dorr, Managing Director of Mondelez International UAE, who will focus on the potential positive impact of snacks manufacturers.

Focusing on the health aspect of snacking, the 'Protein Bars: A financial godsend' session will dissect the commercial opportunities within the healthy snack sector. Joe Katterfield, Health and Sports Nutrition Business Manager at Arla Foods Ingredients will look at the ways regional players can capitalise on this growing trend.

Other key sessions include: a fireside chat on 'Keeping up the pace' with Fadi Cachecho, GM Partnership Markets EMEA at The Hershey Company; a discussion on 'Piggy backing brand partners' with Ali El Hagar, Commercial Director of Warner Media - Boomerang in the UAE; and a fireside chat with Vox Cinemas' Head of F&B, David Owens, who will explore the value of sweets and snacks in theatres.

yummex Middle East 2019 is at Za'abeel Hall 5. For more information visit www.yummex-me.com

SEAFEX MIDDLE EAST

Gulfood's frozen, fresh and live seafood sourcing event

SEAFEX enables seafood professionals to network across the industry, make new connections, do business and focus on the key trends affecting the sector. Now in its eighth year, the show features major regional and global seafood companies trading across all seafood-related products and services. Visitors at this year's show can source the best live, chilled and frozen seafood from reputable suppliers, sample the latest seafood dishes and discover premium seafood-related gifts. They can also network with major industry players from across the world, and learn about the latest product innovations

and consumer trends which impact sustainability, price and efficiency across the supply chain.

This year's show includes the launch of the Global Seafood Landscape Whitepaper, part of the wider Gulfood Global Industry Outlook Report 2019, a comprehensive study performed by Euromonitor International.

SEAFEX Middle East is at Za'abeel Hall 4. For more information visit www.seafexme.com



GULFOOD MANUFACTURING 2019: IN BRIEF

More than 1,600 suppliers from over 60 countries across the world will be showcasing the latest ingredients, processing, packaging, logistics and materials handling solutions for the food and beverage industry at this year's Gulfood Manufacturing exhibition.

Launched in 2014, it has grown to become the region's largest event of its kind, with the annual three-day show welcoming over 36,000 food and beverage professionals across 81,000 square metres of exhibition space.

Value-added attractions during Gulfood Manufacturing 2019 include the annual Gulfood Manufacturing Industry Excellence Awards, the Foodtech Summit, the Ingredients Lab, Innovation Tours and the Big Buyers' Programme.



SHOW SECTORS

The all-new and improved 2019 edition of Gulfood Manufacturing will reveal its widest exhibition profile yet, showcasing solutions for the complete spectrum of F&B manufacturing, from ingredients formulation to end-user logistics.

Ingredients
 Discover a full range of the essential elements that improve taste, aroma, colour, texture, nutrition, production, storage, transport and shelf life. Innovative solutions at this year's show include vitamins & minerals, amino acids, plant extracts and bio-active components.

Processing
 Explore the latest technologies, find out more about the latest machines to incorporate into your production lines, or discover how to set up a complete food and beverage processing plant. Cross-industry technology features everything from bakery and beverages to seafood and meat.

Packaging
 Find out more about cutting-edge packaging solutions for a wide range of F&B products. Covering key trends including 'Smart' packaging, personalised packaging and recyclability, this fascinating sector features small-to large-scale solutions for packaging, printing, labelling, sorting and more.

Automation & Controls
 From the Internet of Things (IoT) to robotics, Automation & Controls focuses on the next generation of mechanised, systematic solutions for the food manufacturing sector. Discover the latest hardware and software and applications that optimise F&B production from some of the region's leading experts.

Supply Chain Solutions
 Experience the complete range of supply chain solutions to ensure your products reach customers faster, cheaper and fresher. This essential sector covers all those involved in materials handling, transport and commercial vehicles, warehousing, operators, facilitators and service providers.

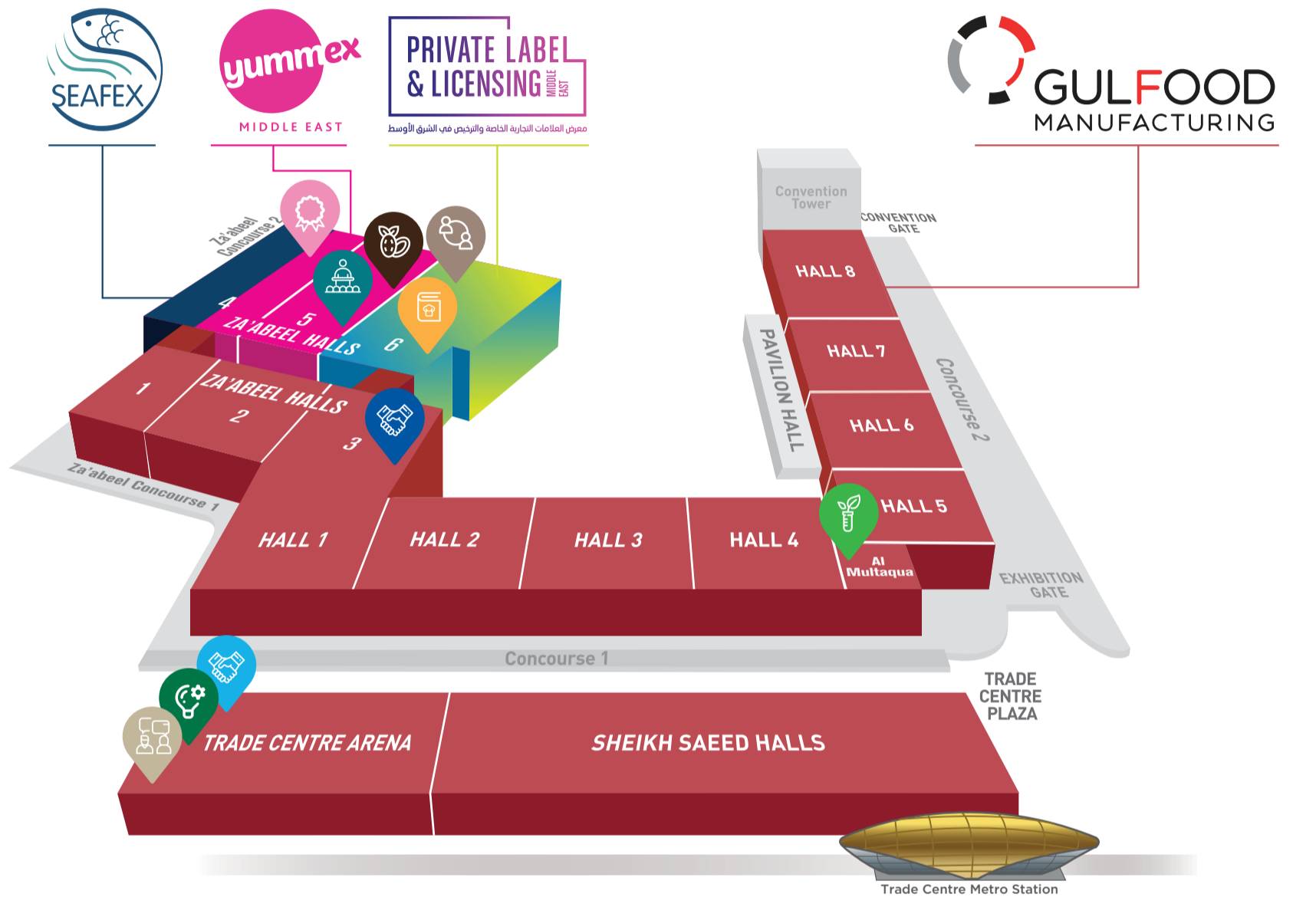
Printing & Labelling
 Give your product those all-important final touches to attract your customers. Discover a range of the best printing and labelling materials and the region's leading experts to ensure your product looks its very best on the shelf.

Warehouse Management Solutions
 Increase efficiency levels and reduce potential waste in your inventory management with the latest-to-market warehousing solutions.

For more information, visit www.gulfoodmanufacturing.com

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THE SHOW ARENA MAP & TIMINGS



- Foodtech Summit
- Manufacturing Advice Centre
- Gulfood Manufacturing Innovation Tours
- Gulfood Manufacturing Hosted Buyers Lounge
- Gulfood Manufacturing Hosted Buyers Lounge (Tetra Pak)
- MUNCH! Stage
- Innovation Award Gallery
- Global Date Market
- Prime Stage
- Prime Connect

Opening hours: Tuesday 29th & Wednesday 30th October, 10am-6pm; Thursday 31st October, 10am-5pm

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