

# *Gulfood*

[GULFOOD.COM](https://gulfood.com) #GULFOOD2022

## THE LARGEST F&B EVENT IN THE WORLD

POST SHOW REPORT 2022



# 1 MILLION

SQUARE FEET OF FOCUSED  
F&B TRADE, ACROSS 8  
DISTINCT SECTORS



BEVERAGES



DAIRY



MEAT & POULTRY



PULSES, GRAINS  
& CEREALS



HEALTH, WELLNESS  
& FREE-FROM



FATS & OILS



POWER BRANDS



WORLD FOOD

*Gulfood*

THE LARGEST  
ANNUAL F&B  
SOURCING EVENT  
IN THE WORLD



GULFOOD.COM

#GULFOOD2022

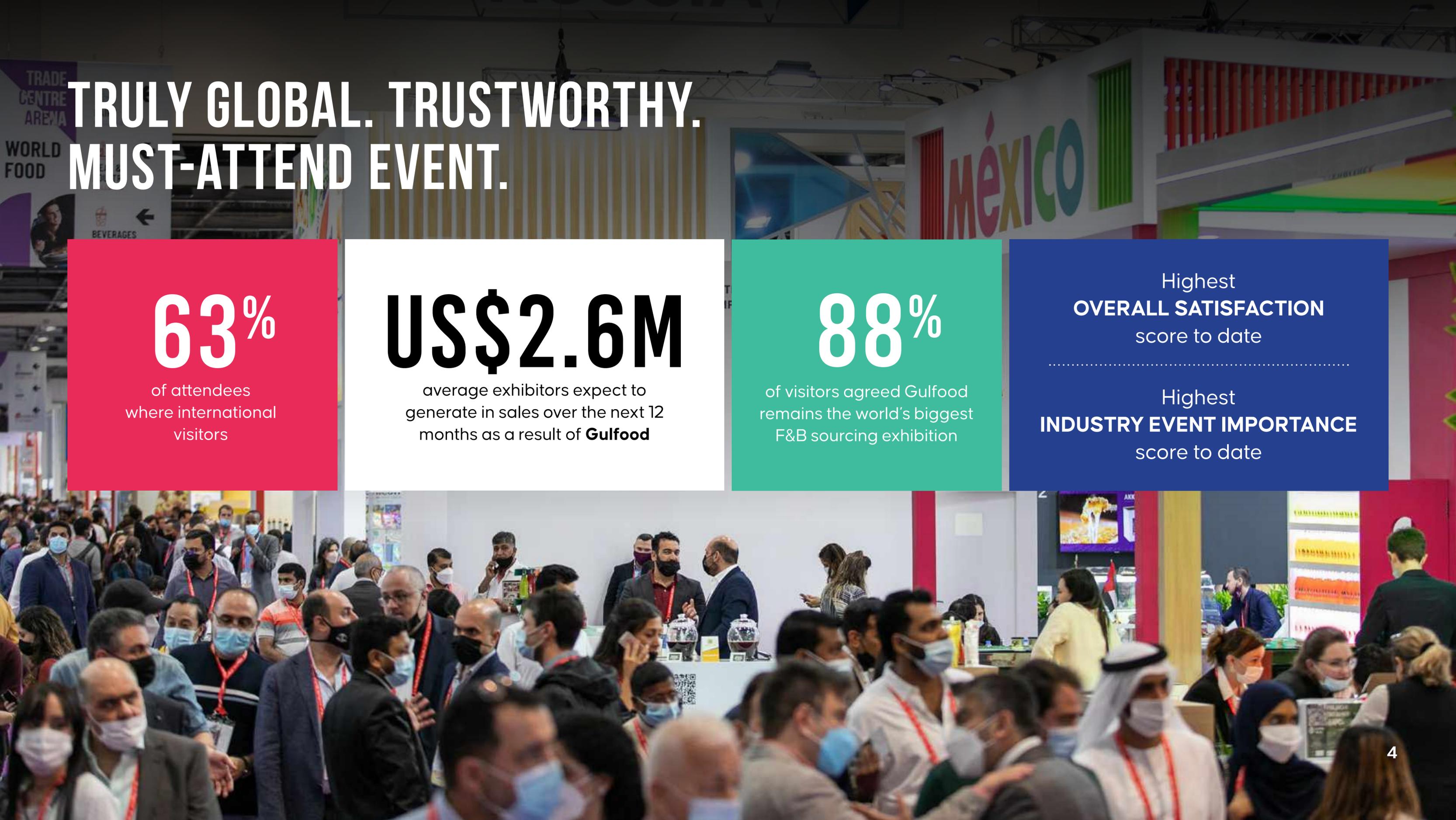
Gulfood  
connexions

Get ahead and  
start planning your  
strategy!



0:00 / 0:37





# TRULY GLOBAL. TRUSTWORTHY. MUST-ATTEND EVENT.

**63%**

of attendees  
where international  
visitors

**US\$2.6M**

average exhibitors expect to  
generate in sales over the next 12  
months as a result of **Gulfood**

**88%**

of visitors agreed Gulfood  
remains the world's biggest  
F&B sourcing exhibition

Highest  
**OVERALL SATISFACTION**  
score to date

Highest  
**INDUSTRY EVENT IMPORTANCE**  
score to date

# WHERE THE GLOBAL FOOD INDUSTRY CAME TO CONNECT, CREATE & CHANGE



**4000**

Exhibitors from  
**120 Countries**



**102K**

Visitors from  
**191 Countries**



**\$7BN<sup>+</sup>**

Food trade deals



**100K**

Chefs  
**50+ Masterclasses**

# THE YEAR'S MOST ANTICIPATED F&B EVENT PRESENTED GLOBAL DIVERSITY & RECORD-BREAKING ROI

# 87%

Exhibitors maintained or increased the volume of deals made compared to the previous edition



I have attended several international events in food sector, but Gulfood remains the best by participation of countries and companies

**MOHAMED IQBAL**

Good Livelihood  
Est for Trading

# 94%

Exhibitors find Gulfood strategically important for their business\*



Gulfood provides tremendous opportunities of business and global connectivity

**MUGHIS AHMED**

Karam Foods Industries Co. LLC



# FROM INTERNATIONAL INDUSTRY TITANS TO REGIONAL POWERHOUSES



Gulfood is the most comprehensive event of the year for people in F&B. This is the event that everyone in the food industry looks forward to from across the globe.

**SHIYAM NAGARAJAN**

Senior Manager Food Development  
Alshaya Group

## FEATURED EXHIBITORS





**4000+ COMPANIES FROM  
120 COUNTRIES POWERED  
GLOBAL FOOD TRADE**



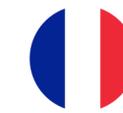
Austria



Denmark



Egypt



France



Germany



India



Italy



Jordan



Saudi Arabia



Spain



Netherlands



Turkey



Switzerland



UK



USA



Norway



Uruguay



Panama



Uzbekistan



Dominican Republic



Jordan's participation in Gulfood 2022 was successful & illustrious. The Kingdom's pavilion received a large number of visitors

HALIM ABU RAHMA  
Director General  
Jordan Exporters Association (JEA)



# AN UNMATCHED OPPORTUNITY TO DO BUSINESS WITH THE WORLD

# 95%

Exhibitors said they intend to re-book for 2023



We've been participating at Gulfood for more than 15 years. It's the perfect opportunity for us to meet customers and to talk more about our new innovations

**YOUSSEF MASHHOUR**

Channel Marketing Manager MEA  
Lamb Weston Meijer



Our company has become global only because of Gulfood. We managed to get buyers from all over the world.

**RAMNEEK SINGH**

Chairman and Managing Director  
Suppletex Industries Private Limited India



# 51% EXHIBITORS USED GULFOOD AS AN ENTRY POINT INTO THE MARKET

## FIRST TIME EXHIBITORS



Gulfood is one of the greatest platforms for doing business in the world. We were able to make connections with big buyers, distributors, importers from all over the world.

**MIGUEL GALVA**

Export Projects Specialist  
ProDominicana



Our first time at Gulfood in UAE and we've met many potential buyers from many sectors and countries. We will explore UAE and GCC markets exponentially this year.

**IMG CORPORATION CO.,LTD**

## FIRST TIME COUNTRIES



Uruguay



Panama



Uzbekistan



Dominican Republic

# A GLOBAL GATHERING GROUND

102,575 visitors from 191 countries



90%

visitors said they will return in 2023

63%

International Visitors

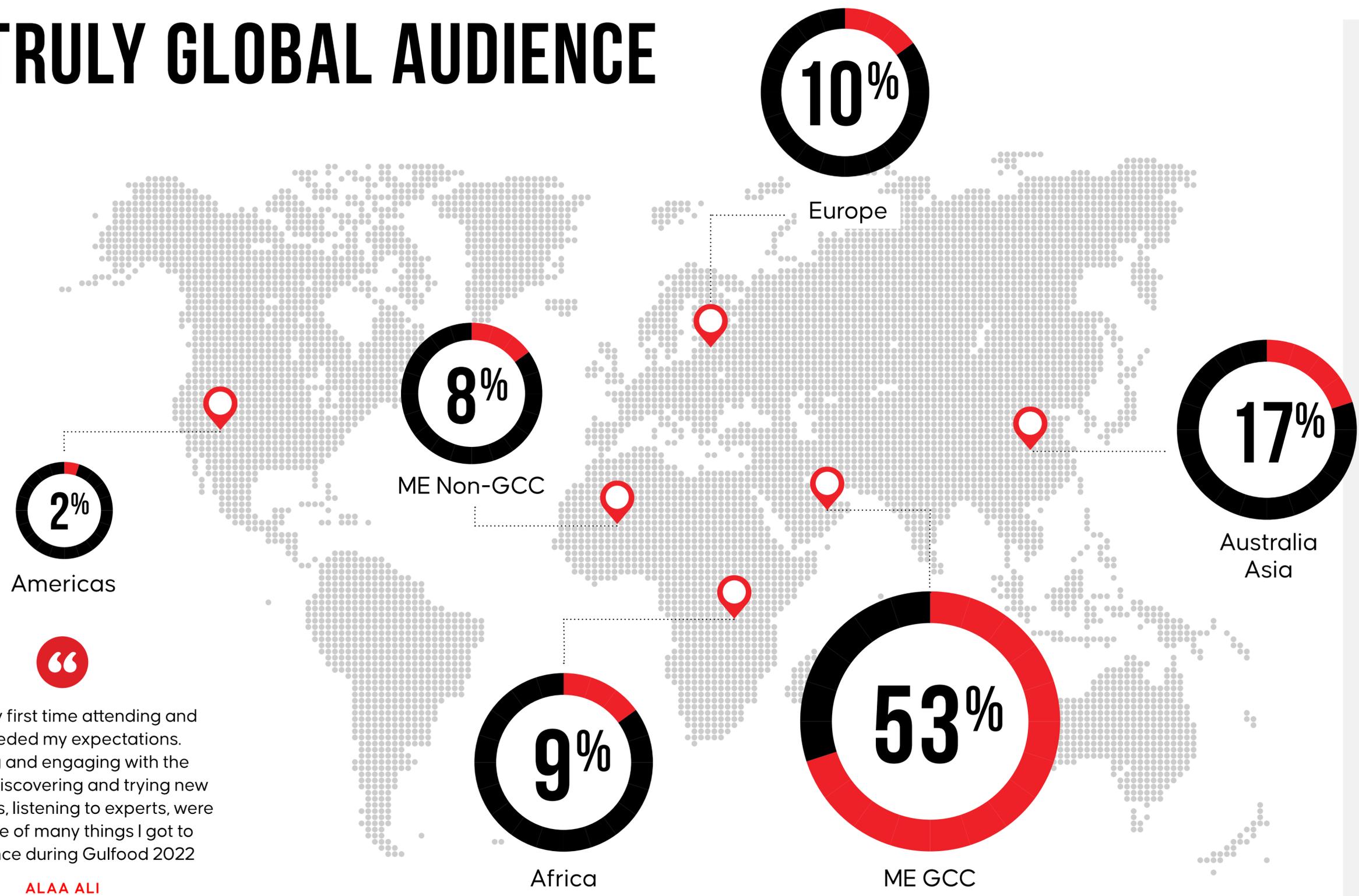
29%

First Time Attendees

## TOP VISITING COMPANIES



# A TRULY GLOBAL AUDIENCE



It was my first time attending and it exceeded my expectations. Meeting and engaging with the industry, discovering and trying new innovations, listening to experts, were just some of many things I got to experience during Gulfood 2022

**ALAA ALI**  
DAL Food

**43%**  
Distributors / Reseller  
Importer / Trader  
Wholesaler

---

**23%**  
Manufacturer  
/ Retailer

---

**23%**  
Caterer / Food Service  
HORECA

---

**4%**  
Association / Educational  
Institution / Government  
Government Agency / Media

---

**7%**  
Consultancy  
& Start-up

# A WORLD CLASS EXPERIENCE



Amazing place to discover the food and beverage industry, connect and do business with them

**DEBDOOT GHATAK**  
MH Alshaya Food



This year was highest footfall I have seen in the last 5 years

**RASHEED CHIRAKKAL**  
Al Islami Foods LLC



I don't have to go around the globe for my business, just visit Gulfood where everything is in one place

**RIMA EZZEDINE**  
SADCO



Gulfood has taken global centre stage as the premier food and beverage sourcing exhibition

**SUREN SWAMINATHAN**  
Sri Lanka Business Council



# MAJOR DEALS SIGNED AS BIG BUSINESS ROARS BACK TO LIFE



16 FEBRUARY 2022

## CAMELICIOUS & OTHAIM PHARMA SIGN MOU TO EXPAND OPERATIONS IN KSA MARKET



The signing of this Memorandum of Understanding (MoU) with Othaim Pharma, one of the leading distributors in the Kingdom of Saudi Arabia, is to take our wide range of products to market with an objective of making Camelicious the number one camel milk-based product brand in the country

**SAEED JUMA BIN SUBAIH AL FALASI**

General Manager  
Camelicious



20 FEBRUARY 2022

## OMANI COMPANIES INK CONTRACTS AND DEALS AT GULFOOD IN DUBAI



We have received greater impact at this year's version compared to the previous ones despite the conditions imposed by COVID-19 pandemic. We have signed initial contracts and MoUs with Jordanian, Syrian, Iraqi and Emirati companies.

**KHAMIS AL YARUBI**

Chairman  
Overseas Food Industries  
(From Oman)

## Over USD 23.6M in export sales reported on first 4 days of PH participation in Gulfood 2022

THE Philippines has generated a running total of \$23,634,500 in export sales in the first

four days of Gulfood held recently at Dubai World Trade Centre. Thirty-nine local food export companies showcased the country's finest tropical food selections, top Halal-certified food products, and unique local flavors in the expo



## Hunter Foods signed an agreement with DP World's National Industries Park (NIP)

Hunter Foods signed an agreement with DP World's National Industries Park (NIP)

# STRATEGIC PARTNERSHIPS MADE AT GULFOOD 2022

17 FEBRUARY 2022

## UAE FOOD BANK INKS SEVERAL DEALS AT GULFOOD 2022

The agreements, which support the UAE Food Bank initiative in ensuring the efficient distribution of surplus food, were signed with Arab India Spices, Pure Food Processing Industries, TANMIAH Food Company, Global Food Industries, International Beverage Filling Industries, LA LORRAINE BAKERY MIDDLE EAST DMCC, and Emirates Macaroni Factory

16 FEBRUARY 2022

## ASMAK FISH FARM SIGN A STRATEGIC PARTNERSHIP AT GULFOOD 2022

The Middle East's leading provider of fresh and frozen seafood, and a subsidiary of International Holding Company (IHC), today announced a new strategic distribution agreement with FISH FARM, the UAE's pioneering aquaculture company.

18 FEBRUARY 2022

## OLIVE COUNTRY ANNOUNCES THEIR LATEST PARTNERSHIP WITH SAUDI WATER BRAND BERAIN AND OMAN'S DAIRY BRAND MAZOOON

Over the years we have established several relations and signed notable deals with companies like Minerva Foods, AFFCO, JBS, Unilever, Hunter Foods at Gulfood. "Today we are pleased to announce our latest partnership"

### GHASSAN ABOUD

Chairman at Ghassan Aboud Group  
Owners of Olive Country



20 FEBRUARY 2022

## HILTON AND FRESHONTABLE ANNOUNCED A PATH BREAKING NEW PARTNERSHIP AT GULFOOD 2022

The strategic partnership cements Hiltons' commitment to source 350 tons of produce locally. 22 Hilton hotels across the country will procure 19 ingredients exclusively from UAE farms through with FreshOnTable

16 FEBRUARY 2022

## GREENER CROP MAXIMISED THE GROWING APPETITE FOR AGRIBUSINESS SOLUTIONS WITH THE SIGNING OF A PARTNERSHIP WITH TAMKEEN INVESTMENTS

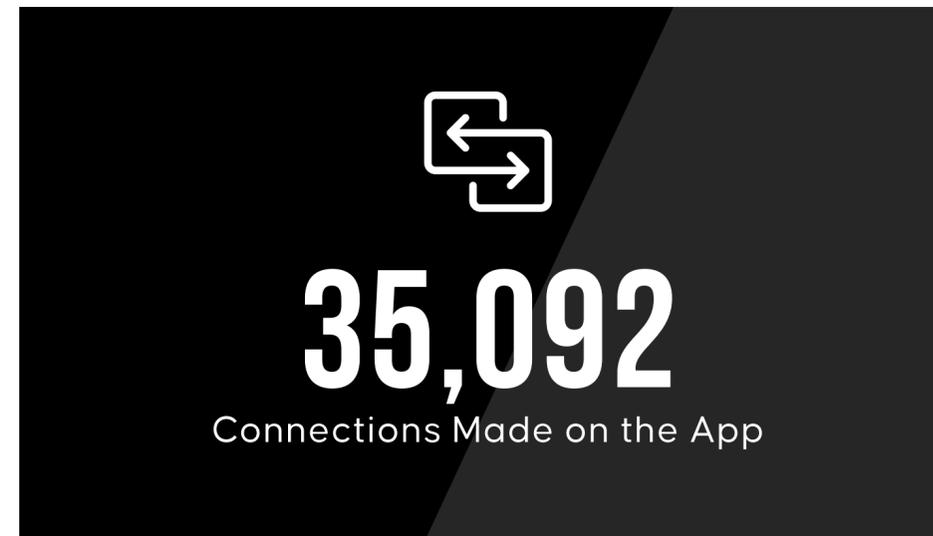
Alexander Kappes, CEO, Greener Crop and Mustafa Al Hinai, CEO, Tamkeen Investments said that their shared goal was to expand the use of advanced farming technologies in Oman





# POWERFUL CONNEXION UNMATCHED NETWORKING

VISITORS WHO USED THE APP TO CONNECT WITH EXHIBITORS  
ATTENDED AT LEAST 8 MEETINGS PER DAY.



It has been an overwhelmingly great experience. I planned in advance using the connexions App which helped me keep my days organised and focused. Due to this I achieved my sourcing goals in the first 3 days itself.

**MUHAMMAD SALMA**

Head Of Brands  
Aayz Trading Fze

GULFOOD

# INSPIRE

# 150+

Leaders On Stage Shaping  
A New Future in Food



**H.E. MARIAM  
AL MHEIRI**

Minister of Climate Change &  
Environment - UAE

**HASSAN  
AL HASHEMI**

Vice President International Relations  
Dubai Chamber of Commerce

**TATIANA  
ANTONELLI**

Found & MD  
Goumbook

**BENJAMIN CALLEJA  
WESTLING**

CEO  
Livit

# 150+

Speakers

# 40

Sessions

## 5 STREAMS

Ecommerce | ZeroWaste  
Women Leaders | Chef Talks  
Global Changemakers

# 80

Hours of Immersive  
Content

# **e** GULFOOD COMMERCE

## Thriving Digital Marketplaces Take Over



**NIKOLA CABARKAPA**

VP of Brand Partnerships & MFC  
InstaShop



**JOHN NOJA**

General Manager  
T-mart UAE  
Talabat



**MONIQUE NAVAL**

Senior Analyst  
Euromonitor International



**KIRTI MEGHNANI**

Head - Retail Procurement  
Choitrams



THE BIG LAUNCH

Our Sustainable Mission That Grew Into A Global Movement

- 30 x restaurants city-wide offered zero waste menus
- At Gulfood's Top Table, Chef's created zero waste dishes.
- Waste collected at the live cooking stations in Gulfood was recycled into compost, in collaboration with the Waste Lab.
- Excess food was collected from exhibitors and distributed to those in need in the community, in partnership with Food Bank.



We collected on average of 13 tons of food from the event, from meat to dairy and processed foods and distributed it to those in need

DR. SAYED ESSAM AL HASHMI

Head of Food Trade Control Section, Food Bank (Dubai Municipality)

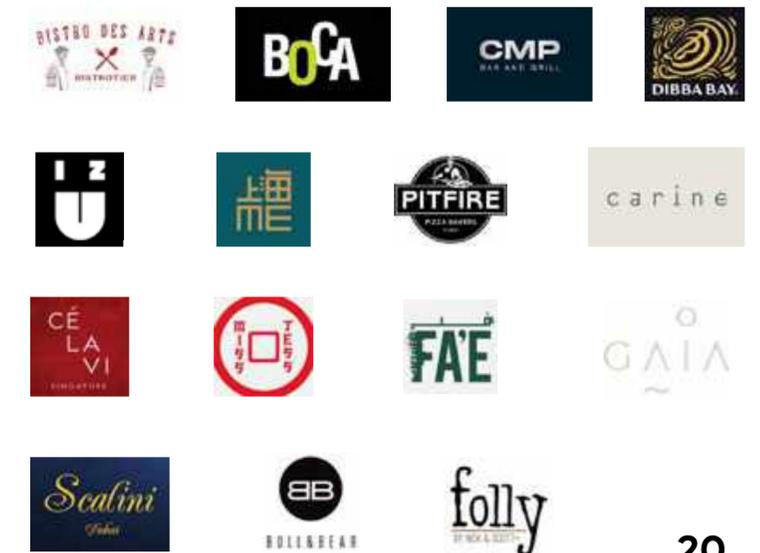
52 large trash bags of waste recycled instead of landfilled

21 tree seedlings grown for 10 years

1225 kg CO2e emission prevented

Compost Produced 420kg

Featured Restaurants



# CONTRATULATIONS TO OUR ZERO WASTE CHAMPIONS

A BIG WIN FOR THE PLANET @ GULFOOD ZERO WASTE AWARDS



Gulfood planted one Ghaf tree in honour of every winner of the Gulfood Zero Waste Awards



## ZERO WASTE HERO

Omar Shihab, Restaurateur,  
Sustainability Lead, General Manager  
Boca

## MOST IMPACTFUL INITIATIVE

THE DUBAI  
OYSTER PROJECT

## GROWING MOVEMENT AWARD

Hilton

## COMMUNITY COLLABORATION AWARD



## ZERO WASTE CHANGEMAKERS AWARD





# ZERO WASTE AND SUSTAINABILITY ADVOCATES

INSPIRATIONAL TALKS ON WASTE REDUCTION INITIATIVES AND TECHNIQUES



**EMMA SAWKO**  
Founder  
Wild & The Moon



**ATUL CHOPRA**  
Founder  
Fresh On Table



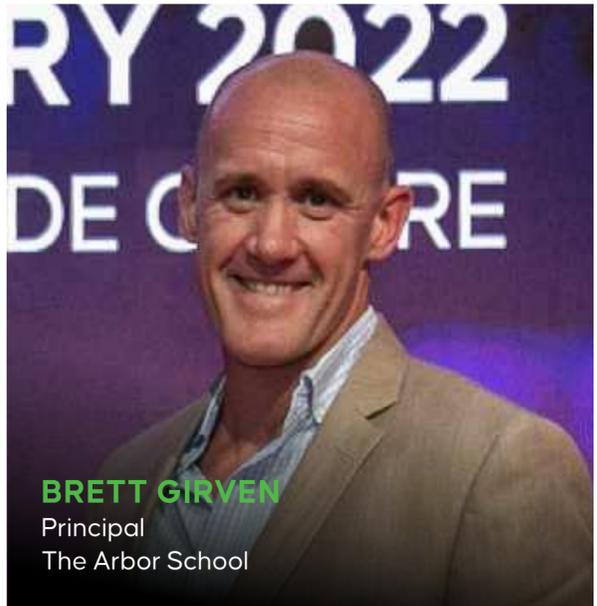
**CEYLAN UREN**  
Co-founder  
The Waste Lab



**TOM AIKENS**  
Michelin-Star Chef, renowned  
for nose-to-tail cooking



**OMAR SHIHAB**  
Founder  
Boca



**BRETT GIRVEN**  
Principal  
The Arbor School

**CHEF LUIGI VESPERO**  
Director Of Food And Beverage and Culinary,  
Waldorf Astoria DIFC

# GULFOOD TOP TABLE

BRINGING BOLD FOOD VENTURES TO LIFE

LIVE PRESENTATIONS AND COOKING DEMONSTRATIONS FROM

70+

Celebrity Chefs

50+

Masterclasses

1000+

New Dishes

## FIRST-TIME WORKSHOPS



### OYSTER SHUCKING

by Ramie Murray from  
Dibba Bay



### PICKLING, PRESERVING & FERMENTING

by Anna Maria Herreras from  
The Arbor School



### FINE ART OF BUTCHERY

by Tarik Ibrahim MLA



### TEA TASTING

by HAIYATEA



# THE WORLD'S MOST RENOWNED CHEFS ENDORSE GULFOOD



Gulfood offers a variety of culinary and live gastronomic experiences

**TOM AIKENS**

Owner  
Muse London



This is a global platform for chefs, as well as producers, entrepreneurs to portray all the new technologies, innovations and food. Everything comes together, here!

**EXECUTIVE CHEFS**

The Crossing Boys



The whole world is at Gulfood and this is the most important event in the MENA region

**DARSHAN MUNINDASA**

Ministry of Crab  
Asia 50 Best Restaurants



We see the innovation of the new ingredients we use in the kitchen & equipment and I come here every year to see what can make my life easier in the kitchen

**FAISAL NASER**

Founder of Lento

# GULFOOD YouthX

FIRST YOUTH PROGRAMME LAUNCHED  
NEXT-GENERATION TALENT



# 100+

Emirati chef  
applications

## RUNNERS UP

SARA  
MOHAMED  
ALSHEHHI

ABDULLA  
AL SHAWAB

NAZPARI  
AZARI

Received a 25% scholarship towards the Culinary Arts  
Programme at the Dubai College of Tourism



WINNER

**MEERA EISA  
ALNAQBI**



PRIZE

All-expenses paid trip to join  
Deni Srdoč, Executive Chef  
at Michelin starred restaurant  
- NEBO, Hilton Costabella  
Resort & Spa, Croatia and  
a 25% scholarship towards  
the Culinary Arts Programme  
at the Dubai College of  
Tourism

## MENTOR



**KASDI DAHARI**



**LAILA AL MANSOORI**

# 5

Semi Finalists

“

It is such an honour to be a part of  
Gulfood YouthX, empowering and  
educating a new generation of chefs  
about the importance of food and  
waste management

**CHEF SUBIN**

Hilton



*Gulfood*  
**INNOVATION**  
 AWARDS  
 2022

INNOVATIONS THAT BECAME  
 THE NEXT BIG TREND

313

Entries

39

Countries

32

Finalists

8

Winners



MOST INNOVATIVE BEVERAGE



MOST INNOVATIVE DAIRY PRODUCT



MOST INNOVATIVE FROZEN CHILLED PRODUCT



MOST INNOVATIVE HALAL PRODUCT



MOST INNOVATIVE ORGANIC PRODUCT



MOST INNOVATIVE HEALTH, WELLNESS & PLANT BASED PRODUCT



BEST PACKAGING DESIGN IMPACT



MOST IMPACTFUL SUSTAINABLE PRODUCT





# RECORD-BREAKING IMPACT

THE GULFOOD 2022 EDITION RECEIVED WIDESPREAD GLOBAL COVERAGE



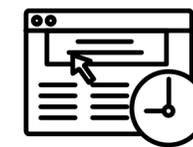
**83M**  
Digital Impressions



**55M**  
Impressions Across Social Media



**\$32,886,219**  
PR Value



**6,724,154,760**  
Circulation



**1,983**  
Total Clippings GCC



**1,958**  
Total Clippings GCC

# A BIG THANK YOU TO OUR SPONSORS & PARTNERS

PLATINUM SPONSOR



GOLD SPONSOR



SILVER SPONSOR



LANYARDS SPONSOR



VISITOR POUCHES



CARRIER BAGS



CARRIER BAGS



HYGIENE PARTNER



AMERICANA LOUNGE



OFFICIAL INNOVATION & KNOWLEDGE PARTNER



OFFICIAL RADIO PARTNER



HEADLINE MEDIA PARTNER



OFFICIAL INTERNATIONAL MEDIA PARTNER



OFFICIAL MEDIA PARTNER



MEDIA PARTNER



# Gulfood

20 - 24  
FEB 2023  
DUBAI WORLD TRADE CENTRE

BRINGING THE CULINARY WORLD  
TOGETHER AT THE WORLD'S MOST  
INFLUENTIAL F&B SHOW.

## LET'S TALK

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### SALIMA DADLA

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