

# Gulfood

**17-21 Feb 2019**

Dubai World Trade Centre

[www.gulfood.com](http://www.gulfood.com)

Save the date  
2020 February  
16-20

## Show Sectors



BEVERAGES



DAIRY



MEAT  
& POULTRY



PULSES,  
GRAINS  
& CEREALS



WORLD  
FOOD



FATS  
& OILS



POWER  
BRANDS



HEALTH,  
WELLNESS  
& FREE-FROM





**98,000+**  
**VISITORS**

That's more than full capacity at London's Wembley Stadium



**182**  
**COUNTRIES**

That's almost every country on the planet



**57 MILLION+**  
**DIGITAL REACH**

That's equivalent to South Africa's entire population



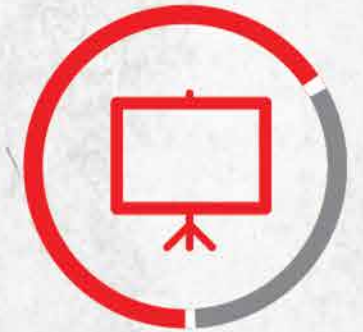
**91% REPORTED**  
**SHOW FLOOR**  
**ENHANCEMENTS**

More than 9 out of 10 visitors welcomed the changes



**1 MILLION**  
**SQUARE FEET**

That's the size of 15.5 entire football pitches



**5,000**  
**EXHIBITORS**

That's 4 times the number of outlets at The Dubai Mall, the world's largest retail destination

## Visitor Breakdown by Region

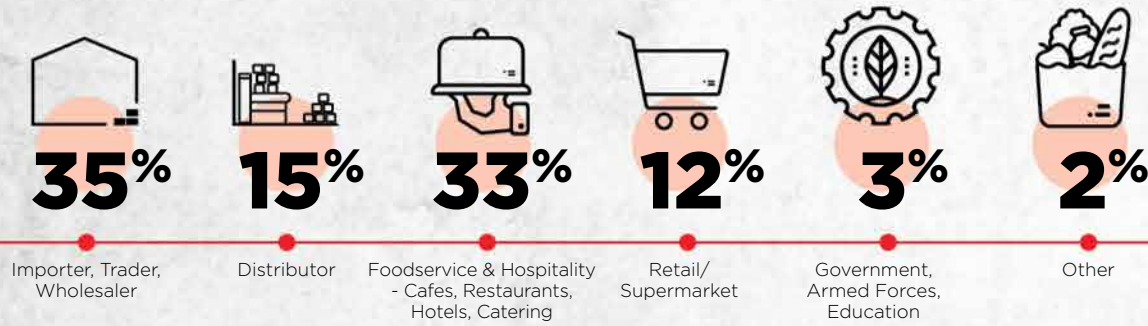
**98,695** Visitors  
from **182** Countries

**60%** International  
**40%** United Arab Emirates

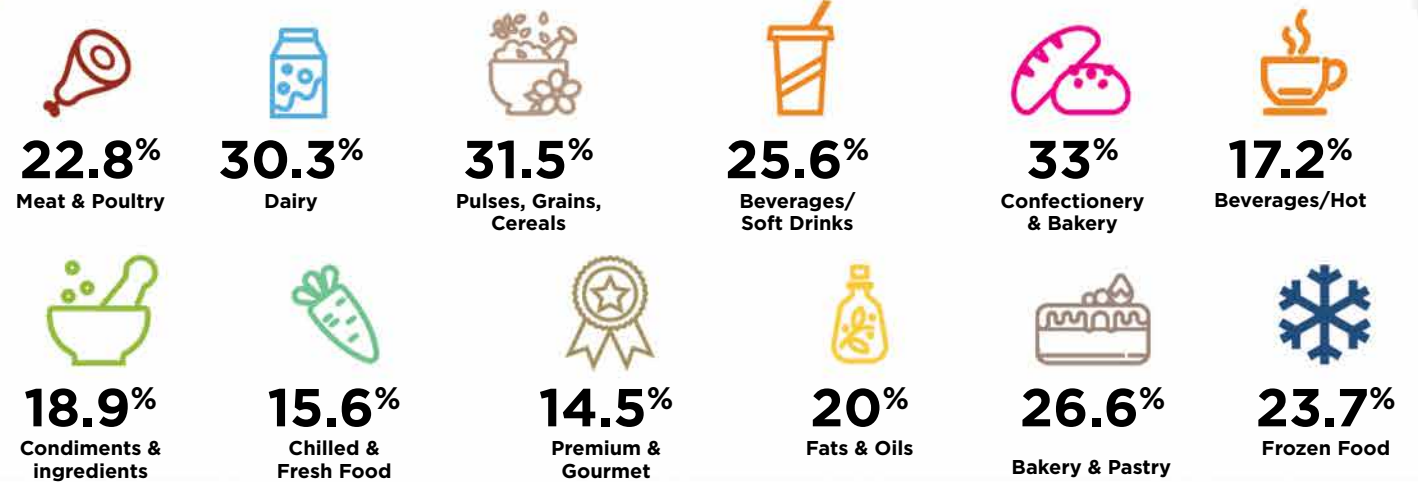




# Buyers by Company's Main Activity



# Visitors Purchasing Responsibility



# Buyers Testimonials



"This year's Gulfood show has been the most efficient and extensive show compared with the previous five years."

**Dushyant Singh,**  
Owner, On The House Bistro  
Times Food & Nightlife Award Winner



"It's amazing. We're looking for high quality products and I do believe we have found them here at Gulfood."

**Adele Saramo,** Procurement Manager, **Al Hajer**  
Iraq's leading FMCG distributor, importer and exporter



"Innovation, quality, ambience & vibrancy differentiates Gulfood from other Food exhibitions around the world."

**Rakesh Jha**  
General Manager, **Al Maya FMCG**  
Among the leading food distribution companies in UAE



"My general Gulfood experience is that it just gets bigger. Wow. This is becoming the world's biggest food exhibition."

**Emma Banks**  
Vice President F&B Strategy & Development for Europe, Middle East and Africa (EMEA), **Hilton**  
One of the largest hotel brands in the world



"I found very nice items at Gulfood 2019. I will start to use Japanese beans tea as soon as possible"

**Tomoo Kimura San**  
Creator behind **Sushi Kimura**  
The only Japanese restaurant to feature in the 2018 Michelin Guide Singapore



"We've been coming to Gulfood every year. It's just got bigger and bigger. I think the Tastes of the World concept this year is really exciting."

**Scott Price**  
Executive Chef, **Folly by Nick & Scott.**  
Worked with Gordon Ramsay at Claridges



"Every year I come back to Gulfood. it's a very beautiful manifestation, bringing quality food products and inspiring presentations to the market"

**Heinz Beck**  
Head Chef, Social, **Waldorf Astoria**  
3 Michelin Star celebrity



# Showcasing International Flavours

## TASTES of the World

**50** renowned chefs  
**4** Michelin chefs  
**30** nationalities  
**4** continents  
**59** cooking demonstrations  
**26** international cuisines



Europe was crowned  
World's Best Cuisine  
for 2019



# Fostering Knowledge Sharing



## Gulfood Startup Programme

More than **600**  
Delegates were steered by  
**20** Investors & Mentors  
at the Gulfood Startup  
Programme

## Gulfood Innovation Summit

More than **2,000**  
Delegates & **40** Speakers  
attended the first Gulfood  
Innovation Summit







## *Celebrating* **Excellence**



**2** new categories  
**48** finalists  
**600** attendees  
**12** eventual winners



## *Ibrik* **CHAMPIONSHIP**

**30** of the region's leading  
Baristas competed for Ibrik  
and Cup Tasting acclaim

## *Uniting* **Top Level Stakeholders**



## **GULFOOD** *Connexions*

Facilitated **6,700**  
individual trade meetings

Average **\$2M** deal value  
per participating company



## **CXO** CLUB

Attended by **60+**  
hand picked industry leaders

Rated very good or excellent  
by **92%** of delegates

## **Facilitating** *Sales*

ASSISTED DEALS  
**BETWEEN  
EXHIBITORS  
& BUYERS  
ENTREPRENEURS  
& INVESTORS**

**6 WEEK  
BUYER  
RECRUITMENT  
PROGRAMME**

**90% OF TOP  
BUYERS PROVIDED  
AN RFP OF  
REQUIREMENTS  
IN ADVANCE**

**3500+ TOP LEVEL  
MEETINGS, 95% OF  
WHICH TOOK PLACE  
ON EXHIBITOR STANDS**

**EXHIBITORS  
SENDING INVITES  
CONDUCTED ON  
AVERAGE 8 MEETINGS  
WITH KEY BUYERS**

**“**Excellent  
meeting. Flora Hu, Head  
of Business Development at  
Tesco was prompt at the meeting  
and actually arrived much earlier. The  
Gulfood Connexions Team is awesome.  
The coordination was perfect.**”**



**TESCO**  
★★★★★



# Nurturing Skills



Rated among Gulfood

**VISITORS  
FAVOURITE**

features this year



The  
*Tea house*

**Special thanks** for a  
week's worth of masterclasses,  
entertainment & prizes



## Feedback



*"This was the best Gulfood, I believe, in the past 10 years. The leads, the variety, the countries, the quality of the attendees was the best in terms of serious buyers this time."*

**Ananya Narayan**  
Managing Director,  
Hunter Foods

Leading F&B manufacturer and distributor exporting to over 25 countries in 7 continents



*"This year has definitely been quality over quantity when it comes to leads. Last year we had a great experience at the show and so far we think this year will exceed our business objectives."*

**Seif Amer**  
Trade and Marketing Manager,  
Unilever

Owner of 400 brands and Europe's seventh most valuable company



*"Gulfood is a key location for Nestle to attend every year. The response from local distributors has been very good."*

**Lidija (Stojanovski) Rajcic**  
Head of Business Developments-  
Trade Markets,  
Nestle

The largest food company in the world



*"Being an exhibitor at Gulfood is like a certification. It helps a lot to build the trust level with the buyer. And as far as the buyer is concerned Gulfood is the display of the finest in the world. Deals are done then and there."*

**Sandeep Stephen**  
Business Development Manager,  
Qualite Premiere Middle East,

Private Limited UAE  
Company founded in 2014



*"We have seen a big change from last year in the quality of leads we've generated at Gulfood."*

**Racha Al Aawar**  
Senior Regional Marketing  
Coordinator MENA,  
Del Monte Foods

One of the world's largest suppliers of branded processed food



*"French companies deem Gulfood to be an essential part of the regional and global F&B."*

**Marc Cagnard**  
Managing Director,  
Business France

French Government agency with economic missions in 70 countries



*"We received enquiries at the at Gulfood not only from the Middle East, but also, Africa, South Asia, Europe, and North America."*

**Annu Gupta**  
Head - International Business,  
Britannia

Indian food-products corporation that sells in more than 60 countries with an estimated 38% market share



29-31 Oct 2019

6-8 Apr 2020



Thank you

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*Gulfood*