

Gulfood Show Times

INVESTMENT INSIGHTS FOR THE FOOD AND BEVERAGE INDUSTRY

16 - 20 FEBRUARY 2020 | DUBAI WORLD TRADE CENTRE

Show Opening Times 11am - 7pm, 20 Feb 2020, 11am - 5pm

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Gulfood's silver anniversary presents golden opportunity in food

HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, and Minister of Finance, opens Gulfood 2020

The landmark 25th edition of Gulfood was yesterday officially opened by HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, and Minister of Finance of the UAE.

"We are proud to host a truly international event such as Gulfood, which continues to play a pivotal role in connecting nations and suppliers, opening distribution channels for industry related business, and highlighting

Dubai's strategic role as a key trading hub for the global food industry," said Sheikh Hamdan.

"Dubai continues to strengthen its role as a major re-exporter of food and food-related equipment. This is reflected by Gulfood's strong international representation with visitors and exhibitors coming from more than 120 countries around the world."

Celebrating its silver anniversary under

the theme "Rethinking Food", the five-day show remains a golden opportunity to F&B businesses to grow their reach across the globe.

Sheikh Hamdan toured some of the 5,000 exhibition stands which, along with up to 100,000 visitors, recognise the event as a strategic trade enabler for their industry.

Gulfood is world-renowned for tracking and highlighting food patterns and trends, consumer tastes, emerging markets and sectors, new technology and innovative products and flavours.

Taking the pulse of a global sector it has helped shift regional countries from totally import dependent to increasingly important export players - and seen these nations' presence grow.

"The industry, the market and the show have developed in tandem and growth has been dramatic," says Trixie LohMirmand, Senior Vice President, Exhibitions & Events, DWTC.

"And we assure visitors and exhibitors we will continue to closely monitor the industry and respond to and reflect trends."

The current Gulfood Global Industry Outlook Report forecasts the MENA region to outstrip average global growth in seven out of eight sectors. It predicted an annual CAGR of 3.33% for MENA's F&B sector, rising in value from USD145.4 billion in 2018 to USD171.2 billion by 2023.

"While the growth potential is there, the regional industry faces significant opportunities and challenges which now beset the global sector - it is why we believe a major rethink is required as we embark on a new decade of innovation and transformation," adds LohMirmand.

"As Gulfood 2020 brings this new era into focus, we anticipate the 25th edition will be a hotbed of innovation."



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Shaping the world of food

How Gulfood has evolved into a global F&B industry power brand

Much can happen over the course of three decades - not least in the fast-moving world of F&B.

As Gulfood 2020 gets underway, it is a very different exhibition event to the debut in 1987.

What began as a dedicated showcase for imported products has evolved and expanded into a global F&B industry power brand.

Over the course of 25 editions it has proved vital in linking food and beverage industry players from across the world with emerging markets across the Middle East and beyond.

And it is now firmly recognised as the world's largest annual F&B trade exhibition.

The primary finished foods event attracts about 5,000 exhibitors and anything up to 100,000 visitors per year to Dubai World Trade Centre (DWTC), but much like the industry it represents, innovation has remained key to its relevance and success.

A series of sector-specific spin-offs have seen the Gulfood brand expand significantly over the last decade. Hosted in Dubai, a globally recognised re-export hub, it has added dedicated platforms for manufacturing, hospitality equipment, confectioneries, seafood and gourmet products, bringing the world's leading suppliers and buyers to the city.

This evolution over 25 editions has run in parallel with a widespread transformation of the F&B industry.

Gulfood has enjoyed robust participation

from national trade entities government-backed industry bodies and more than 120 country pavilions from six continents. The event has also leveraged various knowledge exchange platforms to cement its position at the forefront of constantly shifting industry trends.

And, crucially, it has never rested on its laurels - 25 editions and counting, the momentum is maintained by a bright spotlight on the latest innovations, disruptive trends and visionary products in eight primary show sectors - these are Beverages; Dairy; Fats & Oils; Health, Wellness & Free-from; Meat & Poultry; Power Brands; Pulses, Grains & Cereals; and World Food.

In theming the 2020 edition 'Rethinking Food', Gulfood stares into the future of food to address what matters most, including why we need to rethink food.

With that in mind, thought leaders, experts and industry professionals accompany thousands of exhibitors with hundreds of thousands of products as they explore a range of topics built around five central pillars.

These are: Markets (including a look at core markets re-emergence and the fast pace of urbanisation); Lifestyle (including wellness developments and ethical production); Government (feeding the world, regulations); Technology (disrupting distribution and retail, big data and leading apps); and Marketing (social media, packaging hacks, influencers).



Bright minds get to work on 'Rethinking Food'

Experts begin to confront the industry's big issues as Gulfood Innovation Summit commences



HE Mariam Al Mehairi

Frequent visitors to Gulfood during its many influential years will already know that powerful things can happen when smart people get together.

An impressive selection of 70 of the best and brightest of them are speakers at the silver anniversary edition Gulfood Innovation Summit.

Beginning this afternoon, the three day knowledge forum gathers industry leaders, government officials, influential chefs, food scientists - and a Saudi prince - to tackle topics from the move to healthier and sustainable lifestyles and colossal potential of halal food to how country rulers can shape the future of food.

This happens under the Gulfood 2020 theme 'Rethinking Food' and with an eye on the October arrival of Expo 2020 to Dubai, which will itself throw fresh spotlights on the region.

The Innovation Summit has always been

about confronting and tackling pressing issues and examining imminent industry opportunities. And this edition is no different.

"We are engaging the industry's leading experts to assess what needs to be done differently in the F&B industry across five core pillars: technological advancements, government and policy-making, marketing practices, lifestyle and markets including developing economies," says Trixie LohMirmand, Senior Vice President, Exhibitions & Events, DWTC.

Expect some inspirational insight in Al Mutaqua Hall, 4A.

The informative ready to take their seats

The Gulfood Innovation Summit begins today at 12.40pm when H.E. Mariam bint Mohammed Saeed Hareb Al Mehairi, Minister of State for Food Security, delivers her keynote speech - setting the agenda along the event theme 'Rethinking Food'.

The Minister's observations are promptly followed by a Middle East food service industry overview (at 1.05pm) from KPMG's Vikrant Rohatgi.

An intriguing session 'The new spice road and the impact upon global trade' (1.25pm) explores the legacy of economic, cultural and culinary exchanges between Asia, Middle East, Africa and Europe, the current state of food trade and what drivers are necessary for continued growth, with speakers including Council of Indian Food Trade CEO Saket Sharma.

There's a 30 minute Tech Intermission at 2.05pm when Moodbytes CEO/Founder Marcio Barrades returns to discuss "Solving food waste crisis on a global scale with 3D printing". With the population of Africa set to grow by one billion by 2050 "Are you in or out of Africa?" (2.30pm) examines the impact on food supply and how the continent represents "the single most important future market" based on population growth alone.

Ethiopia's Minister for Trade and Industry will be part of a panel diving into issues such as positioning your business to maximise growth, understanding consumer buying habits and unlocking trade opportunities for international exporters, investment opportunities in the African food sector and AfCTA's role in addressing logistics and supply chain when trading in the world's widest trade union.

What's trending?

At 3.30pm "Emerging consumer trends shaping the food and beverage consumption of tomorrow" sees the discussion shift again. Simon Penfold, of NZMP & Anchor Food Professionals, Fonterra, (also see P15) examines five key trends that will shape food and beverage consumption as we head into a new decade, as well as the opportunities that dairy offers as a naturally nutritious ingredient.

HH Prince Waleed Al-Saud - President - Saudi Arabia Restaurant & Cafes Association - joins the "Saudi Arabia: A New vision" panel (3.35pm) to touch on F&B opportunities in his homeland as it embarks on social and economic reforms.

After an update on new trends in the food market in KSA the discussion will focus on maximising opportunities and dealing with the challenges of the new KSA market, leveraging e-commerce platforms and developing the culinary scene to boost Saudi's growing tourism sector.



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Expo in the know

You'll be hearing plenty about Expo 2020 during Gulfood and among folk on the frontline is Darren Tse, Commercial Director Concessions - Programming - Expo 2020.

In 'Hosting the world in 2020' (4.15pm), he'll outline the role food will play in shaping the event, the industry and visitor experience and how Expo will be the world's innovation showcase for the future of food.

Tse will also discuss the strategic partnership with Pepsico for inspiring millions on water stewardship and food sustainability and touch on investments and the Expo legacy.

There's no doubting the promise of the halal marketplace - with recent forecasts of 8% CAGR, it's a sector every food business ignores at its peril and not just in traditional markets such as Malaysia, Saudi Arabia and UAE but countries such as USA, Germany, Australia, and India.

"Halal food Industry: Get certified for growth" (4.45pm) examines the global growth of the halal food market by exposing current trends, challenges and opportunities within the

context of new market development.

Among the strands is the pricing models for accreditation and certification, the economic outlook for halal tourism and lifestyle, and creating competitive advantage and adding value with halal.

Feeding fiscal fortitude

The day's penultimate session, "Follow the money: The importance of emerging markets for business growth" (at 5.30pm) explores emerging market trends and presents some of the strategies employed by brands that have delivered impressive results.

The Middle East and Asia Pacific are forecast to have the highest GDP growth of any region in the world: 4.9% compared to North America at 1.2%" states a Euromonitor 2019 report.

Food Industry Consultant Bhushan N Yengade, of Binder Technology Consultancy, examines how food companies maybe looking towards emerging markets to achieve overall long-term growth objectives, but one size doesn't fit all.

He will reveal that to achieve success brand owners have to leverage local marketing tools, partner or acquire local manufacturers, and adapt existing products to meet local market needs and tastes.

Concluding the Innovation Summit opening day, "Future food: The next BIG thing!" (5.50pm) will pack plenty into 20 minutes.

Among the threads Mamdouh Seoudy, Marketing Manager, Middle East North Africa - IFF, will touch on are re-engineering traditional business models to react to fast-scaling competition and a world of tech-enabled, on-demand expectations; balancing tensions between consumer demands, emerging societal needs, and a new market reality; and whether outsourcing decisions to digital advisors and algorithms will create new middlemen and drive more passive consumption patterns.

The Innovation Summit is free to attend for ticket-holding delegates and exhibitors. To learn more about speakers and remaining sessions, visit www.gulfood.com/show-features/innovation-summit



< Bhushan Yengade



< Darren Tse



< Marcio Barradas



< Saket Sharma



< Waleed Al Saud



< Vikrant Rohatgi



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Time for more culinary conjuring

Cooking royalty don their whites as the plate and the good get going



< Tsuyoshi Ueda

One thing Gulfood isn't short of this year is top notch chefs - there is a feast of culinary talent in the building.

And some of the best in class are back in action at Tastes of the World as the hugely popular segment unveils another packed schedule.

As the second day of the world's favourite food expo gets underway, the elite will be putting their methods under the microscope in a series of master-classes, demonstrations



< Pawel Kazanowski

and tastings.

Taking its cue from Gulfood 2020's overall theme 'Rethinking Food', Tastes of the World also sets out to be 'Reimagining Tradition'.

Among those interpreting that will be some familiar faces of the global and regional dining scene - including chef Gregoire Berger, who kicks off today at 11.55am.

Following two brief sessions on unique juice preparation and coffee tech-niques, the Executive Chef of Oassiano, Atlantis The Palm, will be looking at recreating his signature dish for a table 25 years from now.

Top Chef Arabia judge Chef Maroun Chedid, from Lebanon, puts his skills under scrutiny with a presentation that rethinks ingredients and examines modern techniques.

Beck and call

And expect seats to be in demand when "guest star" chef Heinz Beck lands at 2.45pm to hosts a "new culinary vision" masterclass based around one of his signature Italian dishes. If you ever wanted to see a three Michelin-starred chef in action, here's your chance.

Poland's Chef Pawel Kazanowski, Regional Corporate Chef of Zuma, will deliver his

interpretation and culinary thoughts on Japanese cuisine while Hell's Kitchen's executive chef Craig Best will present his "Culinary Thought process: How to perfectly cook proteins to create innovative creative meals".

Crossing international food borders again, executive chef and "modern traditionalist" Himanshu Saini will be recreating his innovations for the audience and demonstrating the evolving fusion of French and Indian cuisines that have made Tresind such a hit with Dubai diners.

Ramen reimaged

Chef Tsuyoshi Ueda became a global sensation when his workplace, Tsuta, be-came the world's first Michelin-starred ramen eatery.

Here the Japanese headline-maker shows how he's redefining the classic ramen experience and taking creative inspiration from premium, natural and sustainable ingredients.

Meanwhile, if you want a glimpse of how technology could shape cooking years from now, get along to "The Future of the kitchen: Robot & Chef side by side".

And keep an eye out for South Korea's Kyeong-Hun Song, Head Chef of ZETA at the Address Downtown, Master Baker Alessandro Lunardi, and Greek talent chef Ioannis Katsikas, executive sous chef of the Address Fountain View.

For timings visit www.gulfood.com/show-features/tastes-of-the-world



< Grégoire Berger



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Homegrown and healthy harvests

How Healthy Farm is helping to buck an imported food trend and lead the meat-free foods journey

Plenty of exhibitors head to Gulfood on a mission - for UAE-based frozen food brand Healthy Farm it is to convert half a million health-conscious consumers to its wares.

The multi-award winner from Sharjah is part of the Albatha Group and is back in DWTC to showcase a growing portfolio of plant-based products.

These include popular vegan-certified Plant Protein Pea Kale and Quinoa - beef free and Plant Protein Pea Kale and Quinoa - chicken free while also being introduced in-show is Healthy Farm's Chicken Quinoa & Kale with Salicornia burger, promising 40% less salt added, 25% more protein, four times more calcium, 12 times less fat and 90% less calories than traditional chicken burgers. The key superfood ingredient is Salicornia, a plant that replaces salt and delivers, along with quinoa and kale, a healthy alternative with high nutritional profile.

That's also good news for the environment as Salicornia eventually will be grown locally in partnership with local farmers - it thrives in salty environments and is already known for its antioxidant, antibacterial and anti-inflammatory properties.

Healthy Farm's new portfolio garnered three major nominations for the Gulfood Innovation Awards 2020, which are announced tonight. "These are deeply researched, tried and tested

alternatives to meat and these accolades are a real testament to the tireless dedication of our R+D team," says brand General Manager Jacek Plewa.

"We are no longer in the experimental stage where plant protein food sources are a gimmick or something quaint. These alternatives are impressively gaining preference across the globe as consumers recognise the tangible impact left by nutrition choices on health, wellness, the environment, and animal welfare."

He continues: "Creating a dedicated array of products for the discerning modern food connoisseur that can whet the appetite and yet be healthier than present meat-based products has called for some very innovation-led solutions here in the UAE."

"It is an exciting next step in our quest to help consumers make smarter, informed and sustainable food choices."

Plewa is convinced Happy Farm products will set the standard for a revolution in food choices already in motion. They could also boost UAE ambitions for self-sufficiency by producing more of what it eats while reducing food air miles.

"We have combined pea protein, which delivers high nutritional value and at the same time is hypoallergenic, unlike soya, aqua kale from our own local aquaponic farm,

quinoa and other vegetables and herbs to deliver products that are a delight for the consumer and salutary for the planet as well," adds Plewa.

"We are reaching the point of no return fast, as with the current model of sourcing our food via animals, there will not be enough food for all in our planet in 30 years."

Healthy Farm is set to gain further impetus as the nucleus of a newly formed entity within Albatha Group; Healthy Farm Food Innovation (HFFI) is a new food business vertical dedicated to developing ground-breaking food concepts and products, addressing the needs of the region's growing number of health-conscious consumers across several food categories.

The HFFI will also be positioned so as to enhance Healthy Farm's partnership with major research and education organisations, schools and universities, liaising with private and government key stakeholders in UAE to ensure sustainable and healthy nutrition and lifestyles.

To this end, HFFI is already partnering with ICBA, an international, non-profit agricultural research centre with a team of international scientists conducting applied research and development to improve agricultural productivity and sustainability in marginal and saline environments.

Plewa says that beside a company commitment to add to UAE food security, another major effect of the efforts underway is the integration of these plant-based options with local farmers and their harvests in an environment that has scarce arable land and water. And that's win, win.



< Jacek Plewa



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Bright lights on smart farming

Addressing the nation's future needs with world-first projects

Madar Farms is another innovative homegrown operation seeking to drive UAE food security.

The Agtech company will have its own space at The Retreat where it will tell visitors how it is providing a holistic approach to sustainability.

Co-founder and CEO Abdulaziz AlMulla will also deliver a speech during Madar's Gulfood 2020 tenure when on Wednesday he addresses delegates on the topic - 'Tech to the rescue: Food and water security in the Gulf.'

With head offices in Dubai and a research and development centre in Abu Dhabi, Madar Farms offers products and services that help drive responsible sourcing, environmental stewardship, and social impact.

It recently created headlines when it announced the world's first commercial-scale indoor tomato farm. Using only LED lights it will grow the crops, plus microgreens, at a 5,000SqM facility currently under construction

at Khalifa Industrial Zone Abu Dhabi.

Madar Farms also operates the Sustainable Futures programme; a hands-on, localised, easy-to-integrate sustainability curriculum that uses food to explore a wide range of topics across the sustainability agenda. This school programme is designed to empower the next generation with awareness, knowledge, skills, and behaviours to create a sustainable future for all.

"Gulfood has established itself as one of the key events on the UAE calendar," says AlMulla.

"Taking part will enable us to engage and interact with hundreds of visitors and show how we are utilising AgTech to help tackle water and food security challenges in the region."

"As the population in the UAE continues to grow and there's more focus on sustainability, the new farm will help to meet this increasing demand and give UAE consumers more options to enjoy the best quality fresh locally-grown produce."



< Abdulaziz AlMulla

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Agile to evolving market

Truebell spotlights 1,000 products and pursues sustainability goals



< Bhushant J. Gandhi

Truebell is demonstrating it is in step with the times by promoting its sustainable operations and a new expansive range of eco-friendly, sustainable products during Gulfood 2020.

A leading GCC importer of fast-moving consumer goods, the UAE-headquartered company is showcasing more than 1,000 products from 30-plus brands across bakery, pastry, dairy, cured and processed meats, snacks, condiments, beverages, antipasti and fresh pasta, and more.

Amid various new nutritional programmes on the market today, plant-based, vegan and gluten-free diets as well as sustainable produce, are becoming particularly prominent.

Truebell aims to capitalise by expanding its offering and trialling various new lines, according to Bhushant J. Gandhi, the firm's divisional manager, Retail & Food Service.

"In line with these emerging trends, the retail and food division of our company recently launched a variety of new products including gluten-free tart shells, vegan tart shells and vegan cookies from La Rose Noire," he says.

"As well as a range of cakes and pastries from HoReCa, innovation in bakery mixes from Abel & Schafer, various protein bars

and shakes and a range of yoghurt-based beverages including a fermented drink from Kefir and Olympus Dairy from Greece."

Truebell is introducing several other new products at Gulfood such as Kind Lyfe vegan cookies, Château Gâteaux premium range of frozen cakes and finished poultry recipes from Good Old Butcher.

The company is working towards a fully sustainable operation and using Gulfood to promote its new streamlined distribution process. This has not only generated improved delivery accuracy of 99.97% and maximised efficiency, but created greater energy-efficiency by reducing electricity and fuel use.

"With no damage to products and zero items returned, the cooling systems in delivery vehicles are now only used on the delivery leg of journeys," says Gandhi.

Additionally, improved turnaround times at Truebell's distribution hub has resulted in less electricity used to gain access to frozen and chilled storage locations, and reduced trips for vehicles between storage locations and delivery trucks.

Truebell's huge stand this year features 10 Truebell chefs preparing a wide variety of fresh samples, while chefs from participating

partners such as Abel & Schafer bakery mixes, La Rose Noire innovative pastry products, Sacla pasta sauces and Giovanni Rana premium filled fresh pasta perform live cooking demos of newly launched products.

Truebell is also introducing eco-friendly products such as Highland Springs' 100% recycled and recyclable eco-bottles and La Rose Noire's new 100% biodegradable packaging.

Find Truebell at A5-40 in Hall 5.





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Mr. Mohammed Ather
(Managing Partner)

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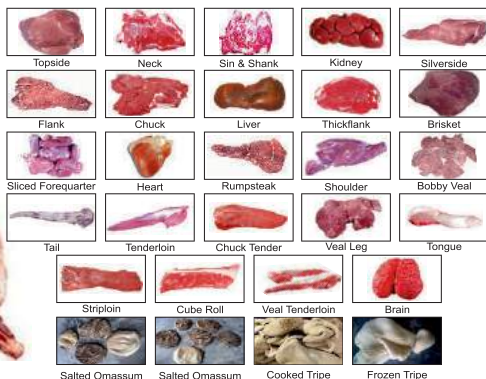
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Vital link with the world

With Gulfood 2020 in full swing, show director Mark Napier says the event remains a crucial fixture in the wake of emerging trends

Twenty-five years on there is no doubt that Gulfood continues to be as regionally and globally significant as ever.

And with the 2020 edition underway, it is also clear key players in the industry are exploring and seeking to meet the challenges of the present, and the future.

As Show Director, Mark Napier fully comprehends the importance of Gulfood in the food production ecosystem and says the global food industry is fully aware of the "intrinsic business facilitation potential" of the annual gathering.

For a start, the show is held in Dubai, within the UAE, which remains an exceptional growth area that embraces and balances higher rates of local production with strategic re-exporting.

"It is a huge transition for a region which, for many years, was totally import reliant," says Napier, who points to the current Gulfood Global Industry Outlook as evidence of the scale of the region's potential.

Produced by knowledge partner Euromonitor International, the report (available for free



◀ Mark Napier

to show attendees) forecasts the Middle East and North Africa (MENA) region will experience "above world average" compound annual growth across most F&B categories through to 2023.

While it declares Asia Pacific will become the world's biggest F&B consumer by 2030, MENA shows huge growth potential.

"That's not news to us," says Napier. "We're aware the MENA region is increasingly hallmarked by the greater distribution of wealth and rapidly developing infrastructure, an area where consumers have greater access to a wider range of foods and beverages."

"The MENA region is forecast to outstrip the world average growth in seven of eight sectors researched."

And that again makes Gulfood timely and essential for those in the industry.

Accordingly, the event is again a hotbed of innovation, reflecting the trends within an industry where demographic shifts such as urbanisation, migration, and the rise of the middle class are reshaping consumer lifestyles and purchasing decisions.

"All eight of Gulfood's product sectors are in the midst of transformation and that is why this silver anniversary edition of the show has been themed 'Rethinking Food'," continues Napier.

"All food industry supply chain players must rethink their approach in a landscape where natural ingredients, sugar reduction and free-from labels remain the F&B industry's main priorities.

"Innovation is key to meet ever-changing and increasingly sophisticated consumer demand, while choice, affordability and a focus on sustainability will give forward-thinking manufacturers a competitive advantage.

"This involves new flavour creation, enhancing shelf-life, demonstrating ethical production methods and ingredient provenance and reducing production and distribution costs."

Added to that, all sectors will become subjected to increased regulation, particularly from a labelling aspect as people demand healthier food choices and greater transparency in ingredient disclosure.

"The industry is also going to have to deal with increasing interest in food waste issues and a growing momentum for more eco-friendly packaging, including a growing anti-plastic movement," says Napier.

The evolution of the food and drink sector

in the UAE and wider Middle East region is playing its part and subscribing to greener food acquisition, by relying less on imports.

"There are increasingly higher rates of local

"The industry is also going to have to deal with increasing interest in food waste issues and a growing momentum for more eco-friendly packaging..."

production, and exporting, from a region which for many years was totally import reliant.

"Within the health and wellbeing packaged food sector alone, growth of 9.9 per cent is forecast until 2023 for MENA.

"The forecasts are partly driven by global

trends, including expansion of the middle class who, with higher disposable incomes, are likely to buy health and wellness products that are priced higher than conventional packaged food."

So, overall, what key trends does the Show Director expect to shape food and drinks innovation in 2020?

"There are many that demonstrate the scale of the challenges, and opportunities, facing the industry," says Napier.

"The trends are driven by greater conscious consumerism; consumers will prioritise their health and the health of the planet.

"Look out for more transparent labelling, increasing concentration on health and wellbeing, ethical ingredient sourcing, more environmentally friendly packaging."

He adds: "There will be growing demand for fortified dairy and plant-based produce and alternative protein sources, for clean convenience foods, more creative flavours, and for organic and locally-sourced food.

"The push-back against sugar and salt will increase as will demand for free-from produce, e-retailing will also gain ground."





Equipping the future of hospitality

Return of GulfHost continues Dubai's influence on industry's pivotal segments

GulfHost - the MENA region's number one hospitality equipment and food service expo - returns April 6, 7 and 8 with an overall theme focusing on 'The Future of hospitality in Dubai'.

The third edition takes place in DWTC - co-located with: Gourmet The Speciality Food Festival.

Conference country focus will be on developing markets of Africa and Saudi Arabia in a series of workshops and networking events, while technology will feature hugely at a show where the latest kitchen solutions, food service tech and dining apparel seek to impress big name hospitality buyers.

Four hundred exhibitors, 60 speakers from 35 countries, alongside more than 8,000 products from over 300 brands will draw up to 19,000 visitors from 94 countries - with many Gulfood participants likely among them.

Hotly contested

GulfHost offers some great features, including the UAE Coffee Championships - incorporating the UAE National Barista Championship.

Organised by the Specialty Coffee Association UAE Chapter, it promotes excellence in coffee and advancing the barista profession.

The Brewers Cup Championship, meanwhile, highlights the craft of filter coffee brewing by hand, while the UAE National Cup Tasters Championship judges competitor's superior palates. Winners will represent the UAE in respective global finals.

Topical discussion

There's prime opportunity to share observations, opinions, successes and challenges in the foodservice industry when the GulfHost Restaurant Development Conference returns for its' third edition.

Four hundred exhibitors, 60 speakers from 35 countries, alongside more than 8,000 products from over 300 brands will draw up to 19,000 visitors from 94 countries

Some of the biggest names in regional foodservices will be part of this transformative learning platform, giving a rare insight into how some of the brightest operators and entrepreneurs in the industry view the current market and what they're planning next.

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Among the agenda topics:

- **A Feast for Digital Eyes**, which will look at leveraging customers' digital food sharing habits
- **Are Ghost Kitchens the Future?** Will you be ditching the dining room and buying into the virtual kitchen model?
- **Franchising** will provide a guide to international expansion
- **Sustainable Restaurants, Happy Customers**, checking on how sustainability can also mean spending less and looking good in front of customers

Dubai's global showcase

Many visitors will be scouting the latest trends at Gulfhost - and looking to the arrival of Expo 2020 in Dubai and its relevance to the hospitality sphere.

The six month extravaganza will showcase the best of art, architecture, innovation and technology - and provide opportunities for

Some of the biggest names in regional foodservices will be part of this transformative learning platform

the industry to flex its groundbreaking and sustainable muscles.

GulfHost will examine four pillars, namely sustainable hospitality, technology & digitalisation, guest health & wellbeing and personalised experience.

For more about GulfHost, visit www.gulfhost.ae - and look out for Meetings Programme, a time-saving networking tool to pre-book one-on-one priority meetings.

GulfHost 2020 backing Innovation Summit sessions

Some of this year's Innovation Summit sessions will be 'brought to you by GulfHost', underlining their direct hospitality industry links.

These include today's 'Saudi Arabia: A new vision', with H.H Prince Waleed Al-Saud, President of Saudi Arabia Restaurant & Cafes Association (3.35pm); 'Hosting the world in 2020', with Darren Tse, Commercial Director Concessions - Programming - Expo 2020 (4.15pm) and the 'Tech intermission: Solving food waste crisis on a global scale with 3D printing', by Marcio Barradas, CEO and Founder - Moodbytes (2.05pm), plus Wednesday's 'Brought to you by GulfHost' (12.35pm) with Ryotaro Muramatsu, CEO of creative company Naked, examining 'Weaving art, sophistication and technology to elevate the dining experience'.

TASTES of the World



CHEF ERNESTO CAB VERA
CEO & Corporate chef
Maria Bonita Group
Team America



ENRIQUE SUAREZ
Corporate chef
Landmark Group
Team Asia



CÜNEYT ASAN
Founder
Günaydın Restaurant Group
Team Africa-Middle East



MARCO LEGITTIMO
Executive Chef
V Hotel Dubai, Curio Collection by Hilton
Team Europe

Get ready to experience a spectacular showdown of culinary talent at the 2nd Gulfood International Culinary League!

Tastes of the World is the most creative multi-sensory culinary experience, where the culinary world will come together once more, with Michelin Star Chefs and renowned celebrity food avant-gardists to experience the stand-out cuisines and flavours of four continents, over 20 countries during 5 days of demo's, tasting sessions and masterclasses.



Four teams of elite chefs will whip up iconic dishes from four continents to impress a star-studded jury panel. This years' focus is not just on regional cuisine. The chefs will be judged also on the innovation and sustainability of their dishes with 30% out of the judging criteria focusing on sustainable ingredients and cooking techniques along with a zero wastage policy.

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The Retreat

A Gulfood first ever hydroponic UAE homegrown café.

AT THE RETREAT VISITORS CAN ENJOY FOOD GROWN CLOSE TO THE POINT OF CONSUMPTION WHILE RELAXING AND REJUVENATING IN ZEN CAFÉ.

Looking for something more entertaining?

The Retreat also provides visitors with several engaging activities that test mental skills and physical abilities, it also offers several seating areas where you can just have a good time.

Don't Miss

Link between
**Za'abeel
Halls 3-6**

Bringing The Retreat To Life:



A game changing, GCC first initiative is unveiled at Gulfood

Oasis Water is now available in Tetra Pak packaging

Oasis, a leading brand of UAE based National Food Products Company (NFPC) has staked its claim as the first beverage brand in the GCC to provide drinking water for the consumer market in Tetra Pak carton packages, environmentally sound packaging material that boasts a wealth of biodegradable and recyclable properties.

The pioneering Oasis product was unveiled at Gulfood yesterday and reaffirms NFPC's commitment to an innovative sustainability agenda. The major F&B organisation, which serves over 50% of the UAE population with its daily water, juice, dairy & snacking needs, has already reduced the amount of plastic used in its 500 ml water bottles by 45%. The introduction of Tetra Pak carton packages elevates the company's environmental commitment to a new and unprecedented level.

The main material used in Tetra Pak package is paperboard, a renewable material made

from wood. It is Forest Stewardship Council™-certified and also features six layers that protect the contents from sun, air and light. Cardboard is the main component used, and it is sourced from trees with new trees planted to replace the ones used for production. A number of Life Cycle Analysis (LCA) studies have assessed that the Tetra Pak carton is generally attributed with the lowest environmental impact of all packaging formats.

National Food Products company group CEO Iqbal Hamzah commented: "We have worked with Tetra Pak over several years; our juices and dairy products are being produced in this environmentally considerate packaging. Our decision to provide drinking water within Tetra Pak packages, which provides so many waste reducing benefits, is our keen commitment in addressing the serious issues of global pollution. We are immensely excited at being the first F&B

provider in the GCC to launch this to a consumer audience through our retail partners. A great deal of thought and effort has gone into its design and creation – we want it to have a dynamic shelf presence in order to appeal to a mass audience, and we have worked hard to make its price point very competitive. In the weeks to come we are confident that it will resonate very strongly with people who are making concerted efforts to reduce their carbon foot-print and play their role in sustaining the planet."

Tetra Pak president Middle East & Africa Amar Zahid said: "We are excited and proud to see our customers adapting sustainable packaging solutions in the UAE which is becoming more and more aware of the environmental cause. Our collaborations with NFPC today for the launch of water in carton will help us continue to innovate and offer F&B solutions that are healthier and less impactful on our Planet".

◀ Amar Zahid, President of Tetra Pak, GME&A; Iqbal Hamzah, Group CEO of NFPC, and Niels Hougaard, Managing Director Tetra Pak, Arabia





“DELIGHTING FAMILY, INSPIRING LIFE”



“Delighting family, Inspiring Life”

are not just few words but for us at Nutridor are the essence of what we are and what we stand for. Nutridor a subsidiary of TGI (Tropical General Investment) group which has been in operation for the last four decades and continues to expand its presence globally with vision of becoming a local player with global brands. The group started its humble beginnings in Africa with a vision to support local communities with **better quality products** which not only promotes their wellbeing but also creates wealth for them. Nutridor has a unique portfolio of brands that strongly connects with consumer trends and demands.

NUTRIDOR AS A COMPANY IS DEDICATED WHOLLY TO ACHIEVING HEALTH THROUGH FOOD.

We truly believe that not only our global brands, but especially our strong local brands will help us closely **focus toward people and their communities**. We continue to inspire better choices by improving the **nutritional quality of our food and beverages**; we do this by combining the strength and innovation expertise of a global organization. And not only that: we want that our mission should

benefit people of every age, in every social and cultural environment and in every part of the world - as many families possible for a **better and inspired life**. Nutridor offers its products in various food categories like Dairy, Beverages & Dairy ingredients.

DAIRY:

Dairy products are considered to be a foundation of health for many cultures. With **ABEVIA**, our flagship dairy brand, we leverage the best of our science and product expertise to **provide families with both nutritionally enriched milk products and delicious dairy treats**. Various products are Evaporated Milk and Creamers, Sweetened Beverage Creamers and Condensed Milk and Drinking Yoghurts.



BEVERAGES:

Nutridor also forayed in Energy drink market under its brand **NRG**. The product formulated with top quality ingredients and with innovations in manufacturing we are able to deliver the product with right prices to discerning customers for this



category.

DAIRY INGREDIENTS:

Nutridor further believes that a high quality ingredient is the primary pillar on which a high quality product can be built hence keeping that philosophy in mind the company forayed in Dairy ingredients business by **sourcing top quality dairy ingredients** from across the globe and by providing its discerning customers a quality



and value proposition which not only delivers a better product but also supports a sustainable growth for the manufactures. Nutridor operates its dairy ingredient business under its brand **ABEVIA** and focuses on following product categories: Butter, Ghee, AMF, Mozzarella, Cheddar and Paneer.

Keeping our vision in mind we continue to explore new ingredients which can support our customers in **enhancing their product value and proposition**. To get in touch with us or know more, please visit www.nutridor.com



Since 35 Years

MANAGEMENT SPEAK

Chairman TGI Group:

With your constant support, our commitment to social and economic progress, and passion for bringing health through food to as many people as possible, we will continue to generate profitable & sustainable growth now and for many years to come. Come, join me with this journey of “Delighting Family, Inspiring Life”.

GMD TGI Group:

It's the task of our Research & Development (R&D) to apply science and expertise to create products that combine great taste with healthy benefits. We firmly believe that our research can make better food so that more and more people live a better life.

C.E.O Nutridor Ltd:

Preparing for TOMORROW is the business of TODAY, for every person at every age for our own home. We are well-prepared to seize tomorrow's opportunities and can build on the right portfolio of products and brands to serve our consumers meaningfully in a balanced array of geographies. We count on the combined strength, competencies and expertise of our fully committed teams.

Nutridor is exhibiting its entire Product & Brand range during Gulfood 2020. The stand is located at Zabeel Hall 4, Stand 102. We look forward to meeting the current and new customers who share similar vision of becoming Global players in Local markets.

Christophe Lecourtier

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