

# 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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"However, with challenges come opportunities and the F&B industry has recognised this growing demand; several start-ups are rethinking food to be as sustainable as possible. But there is more that needs to be done."

"As the global meeting place for the F&B industry, Gulfood is at the forefront of this change, providing a prominent platform for discussion, innovation, and immersive experiences to address these challenges."

About 100,000 food industry professionals from 200 countries are set to attend the five day show encompassing F&B titans to smart start-ups, across eight specific food industry sectors. They will browse new-to-market products in the Future Zone, back with new categories for an enhanced experience and Chef's Tour, a dedicated guided tour for chefs to visit with hand-picked exhibitors.

## New in show

Once more, there's a range of fresh interactive experiences designed to complement Gulfood's line-up of signature features.

The Retreat headlines the new additions. This bespoke space is where visitors can engage in physical and intellectual skills challenges, or explore calm surroundings while sampling the country's fresh and organic produce, grown using the latest agriculture technology, in the Zen Café.

The brand new Future Zone gathers the region's boldest innovative products and future foods, enabling you to explore business opportunities with trendsetters, SMEs and startups.

Gulfood's rethink theme thrives in STREAT - a tasty new cross-cultural experience raising on-

>> Continued on p3

## Silver lining as Gulfood 2020 opens

Enjoy the biggest and best show yet as 25th anniversary edition asks us all to 'Rethink Food'

The doors are open to Gulfood 2020 as the world's largest annual food and beverage trade exhibition celebrates a landmark anniversary with its best show yet.

Thousands of companies and industry professionals fill Dubai World Trade Centre (DWTC) as this silver edition engages and inspires the global industry to rethink end-to-end production and supply to meet huge international demands and opportunities for this new decade.

Embracing the theme 'Rethinking Food,' organisers DWTC say Gulfood 2020 is happening amid increased environmental concerns and massively shifting consumer habits, triggered by greater recognition of dwindling global resources.

"These are changing times as consumers become more aware and are demanding innovative, environmentally conscious products," says Trixie LohMirmand, Senior Vice President, Exhibitions & Events, DWTC.

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trend demand for authentic street food to new heights.

It delivers a UAE debut from two true pioneers of the dining genre, namely Singapore's Chef Chan Hon Meng - the first Michelin Star hawker (street food) chef - and Chef Tsuyoshi Ueda, founder/executive chef of the world's first Michelin Star Ramen eatery.

### More global tastes abound

You'll find flavoursome rewards with Tastes of the World, the multi-sensory culinary experience bringing premium chefs, celebrity food change-makers, tasting sessions and more for its second edition. Chef Elena Arzak, one of the few female three Michelin Star holders and two Michelin Star Chef Paco Perez, lead a top tier experience harnessing talent from 20-plus countries, including some regional kitchen brilliance.

Halal World Food (see P16) is also back and bigger, placing the focus on a full spectrum of halal products in an ever-expanding segment.

### Steering the global 'Rethink' agenda

High profile discussions about the future of food and beverage power the Innovation Summit, a three-day conference running alongside the main exhibition. Starting Monday, the 'Re-think' theme will shape the debate on challenges and prospects impacting the global industry.

HH Prince Waleed Naser Al-Saud, President, Saudi Arabia Restaurant & Cafes Association, is among 60-plus top ranking decision-makers taking the summit stage. His day one panel participation, 'Saudi Arabia: A new vision', will highlight opportunities within KSA's burgeoning F&B sector.

Also look out for Darren Tse, Commercial Director Concessions - Programming - Expo

2020, as he highlights the role of food in shaping "the world's greatest show", opening in Dubai this October.

### Nurturing the future

The popular Startup Programme returns to champion fledgling entrepreneurs by providing a dynamic platform to demonstrate their contribution towards the future food industry.

Connecting them with some of the business' best minds, it fosters and promotes innovation among the latest industry players looking to influence F&B's journey.

Sticking with great ideas, Gulfood Innovation Awards remains a highlight as it recognises excellence and innovation among local, regional and international F&B firms spanning the product chain.

The Gulfood Innovation Awards honour 12 categories covering baked products, halal food and condiments/sauces to soft and hot beverages, dairy, frozen/chilled foods, packaging design and organic produce.

### Sustainability on show

All exhibitors will be keen to demonstrate how they're rethinking food for a sustainable future, among them long-term Gulfood supporter Al Ain Farms.

The UAE's first dairy producer - and official dairy provider for Expo 2020 - will unveil its new water brand H2O at the show.

Milana Boskovic, Al Ain Farms' Head of Marketing, describes this as a major milestone for the company as it expands into completely new product categories.

"The market has seen an intense shift in consumption patterns - we have been adopting these trends," she says.

Al Ghurair, a UAE pioneer with 40 years' experience, has pinpointed health and convenience as emerging regional trends. It is using Gulfood's silver anniversary edition to launch ready-to-eat flavoured oats fortified with vitamin D, which it says meet F&B's "two main trends".

Show organisers strive to "rethink Gulfood and all it has to offer with every edition" to elevate visitor and exhibitor experience alike, concludes LohMirmand.

"This year's 'Re-thinking Food' theme truly comes to life through our features - with captivating new experiences complementing the hugely popular regular programmes.

"Together, the potential for business and the interactive experiences reaffirm Gulfood's position as the industry benchmark."

## IN THE KNOW

Gulfood 2020 is open from 11am until 7pm daily (5pm on Thursday). Make the most of your time by downloading the Gulfood app to your phone, or get ahead of the booth queues by using Gulfood Connexions, a free networking tool allowing you to advance book your meetings. Set up a profile, then browse through thousands of contacts by business name, job title or sector. Send and receive invitations, then print your planner before arriving at the show. Access Gulfood Connexions at <https://gulfood.meetingsprogramme.com>

## Spotlight on Gulfood 2020

With a landmark edition underway, Show Director Mark Napier reveals what to expect around the exhibition space



◀ Mark Napier

### HOW SIGNIFICANT IS GULFOOD'S 25TH ANNIVERSARY?

Gulfood 2020 - perhaps more than any other edition in the show's three-decade history - is being held at a time when the local, regional and global industry faces a tipping point; manufacturers and retailers realise they need to adopt full-scale transformation to be successful.

In simple terms, to remain competitive the industry needs to dramatically innovate to meet ever-changing and increasingly sophisticated consumer demand. This involves new flavour creation, improving shelf stability, demonstrating ethical production methods and ingredient provenance and reducing production and distribution costs. On top of this, all sectors of the industry are becoming subjected to increased regulation, particularly from a labelling aspect.

People are demanding healthier food choices and greater transparency in ingredient disclosure. The industry is also going to have to deal with huge consumer sentiment against food waste

and a growing momentum for more eco-friendly packaging, including mounting rejection of plastic use. These issues feature prominently in the worldwide public agenda - and companies who do not heed the clamour for solutions should prepare for a consumer backlash. It is time to re-think food.

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**“People are demanding healthier food choices and greater transparency in ingredient disclosure.”**

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### HOW WILL THE GULFOOD 2020 'RETHINKING FOOD' THEME BE EXPLORED?

Featuring thought leaders, experts and industry professionals, Gulfood 2020 will feature

hundreds of thousands of products and explore a range of topics built around five central pillars: Markets, Lifestyle, Government, Technology and Marketing.

When it comes to rethinking markets, we anticipate participants will focus on the reshaping of the Middle East's food landscape and the re-emergence of its core markets; the race for the African market; how the fast pace of urbanisation has increased demand for the fresh, convenient and consciously supplied produce and, of course, the potential of our giant neighbour market - India.

When our exhibitors rethink food lifestyles, the focus will be on understanding future consumers and the issues resulting from a generational shift of buyers, ethical product, food experiences and developments in health and wellness.

Participants also need to rethink food from the prospect of increased governmental regulations, now a global trend, and how the industry must strive towards 2025 UN sustainability goals.

Advances of technology also demand a rethink of food production, presentation and distribution, so participants will explore the role of big data in addressing these issues, while marketeers must rethink their approach in the light of growing consumer demands, particularly to sourcing and ingredient transparency, healthy produce and packaging.

These are just some of the conversations that will be taking place in the halls, concourses and meeting rooms of Dubai World Trade Centre.

### WHAT KEY ASPECTS SHOULD WE WATCH OUT FOR AND THE FOCUS AREAS BEING INTRODUCED?

Innovation will hallmark exhibitor promotions across the show's product sectors of beverages; dairy; fats and oils; wellness and free from; meat and poultry; power brands; pulses, grains and cereals; and world food, which will feature 120 national pavilions with niche and specialty products.

The Gulfood Innovation Summit is a must for sector players looking for insights on the industry's future. The summit will run under our 'Rethinking Food' theme and has attracted some of the industry's most inspiring change-makers. By uniting influential chefs, food scientists, government officials and industry leaders at the forefront of innovation, Gulfood 2020 will be a true platform for thought-leadership, an arena to discuss and shape the future of food and gastronomy.





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Catherine Gilain-Pycke  
Executive Director Inex



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As regional and global experts delve into topics as diverse as governments' role in shaping the future of food, adapting to healthier, sustainable lifestyles, F&B marketing, tourism and retail, future food technologies and new halal markets, the summit will also feature a country focus probing the evolving Saudi Arabian culinary scene.

#### AND SOME OF THE MOST IMPORTANT SHOW EXPERIENCES?

As always, we are mounting a strong associated event programme. With the Future Zone spotlighting product releases in new categories, the return of Halal World Food - a global trading platform which generates lucrative investment businesses looking to capitalise on the burgeoning halal food sector - will provide visitors with an enhanced shopping experience.

Industry newbies will get a chance to prove their worth in the Gulfood Startup Programme where entrepreneurs will demonstrate how their innovation is lighting the path to a smarter tomorrow, while the Gulfood Innovation Awards will celebrate and reward excellence across brands and products.

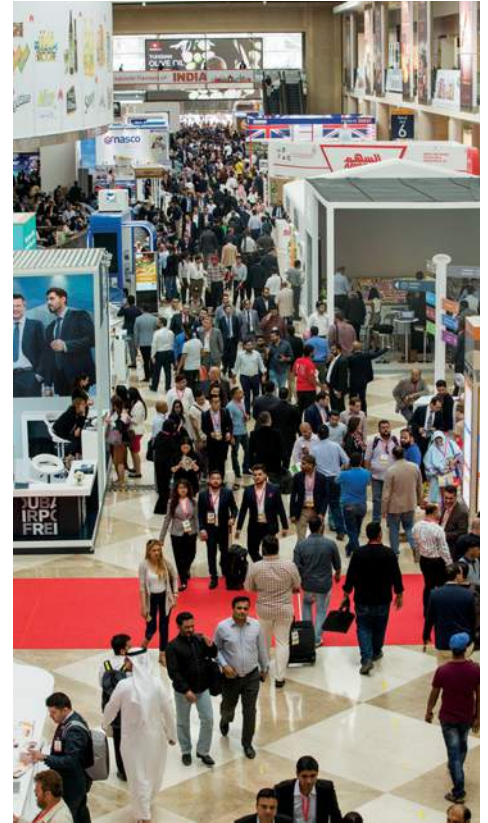
We anticipate the 25th edition of Gulfood being a hotbed of innovation reflecting the

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.

Disruption is being felt across all eight of Gulfood's product sectors - that is why this silver anniversary edition has been themed 'Rethinking Food.' All sector players must rethink their approach to an industry in which natural ingredients, sugar reduction and free-from labels remain the F&B industry's main priorities.

#### WILL THIS YEAR'S EDITION OFFER SOMETHING IN ANTICIPATION OF EXPO 2020?

In some ways Gulfood 2020 will be a curtain raiser to the culinary expectations of Expo 2020, a global innovation showcase that will encapsulate many of the next-generation solutions and products now impacting the industry. With our award-winning in-house hospitality team due to manage country pavilions catering at Expo 2020, DWTC has built an indisputable reputation for delivering consistently quality food with international chefs working from a kitchen equipped to cater for up to 20,000 delegates a day, meetings for as few as 20, or hundreds of guests for a banquet.





# Hajdú

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## Pavillions paving the way to trade triumphs



### Afghanistan companies among many boosting commerce under national banner

Gulfood has witnessed more than a few success stories during its 25 editions.

Within its chief role as the planet's largest annual food and beverage trade exhibition it has proved both a business facilitator and a trend tracker. Another truly international exhibitor line-up is testament to that with global fare from six continents on the exhibition floor, curated by around 5,000 exhibitors.

Trade ministers, government officials, restaurateurs and leaders of everything from mega-brands to new-to-market start-ups gather for the next five days.

And few countries underline the need to be part of this event more, perhaps, than Afghanistan whose re-emergence on the food supply arena has them back in DWTC with a dedicated national pavilion.

More than 25 Afghani agribusiness producers are here, promoting products from saffron, dried fruits and nuts, grains and wild harvested herbs and spices to medicinal crops including liquorice, cumin, basil, caraway and fennel seeds.

Gulfood 2020 welcomes back scores of its regular national pavilions – 120 of them in all

and many sporting substantial growth over the years.

The significance of Afghanistan showcasing to the global production arena isn't lost on Andrew Philip, Technical Advisor of the Afghanistan Pavilion.

"Our Gulfood 2020 pavilion will re-introduce Afghanistan to global markets and remind the world that prior to decades of conflict, Afghani almonds, pomegranates, pistachios, raisins, and apricots were high-demand products across Central and South Asia," he says.

Extensive international assistance in the food sector post-2001 has seen high-value fruit and nut production rebound, and Afghan agribusinesses re-establishing markets in Dubai and all over the world.

"Afghanistan can showcase products that have been grown and sourced for generations and supplied to the region," continues Philip.

"Key sector openings are even more applicable now in the health food and organic food sectors."

They'll be in good company, not least with the Middle East region well represented.

This includes Saudi Arabia, which is out in force as

its economy evolves with headline-making impact.

Some of its producers are on site looking to build their export potential, via a burgeoning food industry well represented on a national pavilion mounted by Saudi Export Development Authority (SEDA).

Al Rabie, one of KSA's largest beverage producers, aims to grow regional market share by promoting its latest consumer-led initiative - beverages in consumer-friendly handy 200ml packs.

"This is part of our continuous pursuit of innovation and product development with the aim of meeting consumer needs and latest market developments," says Naveed Khan, Al Rabie's Head of Sales & Marketing.

"Gulfood has always been a launch platform which grabs the attention of the global industry, so it's ideal for the new roll-out."

The Welsh government is also looking to make its mark, bringing some of the companies that have gone from 'cottage industry' to wowing appetites far away.

Home to a diverse food and drink industry, it has 10 companies at Gulfood 2020, many of them family owned and generational.

These include a strong dairy contingent, such as Daioni Organic, manufacturers of organic long-life milk which is a favourite in the UAE; Calon Wen, an organic family-run farmers co-operative comprising 23 farms, and Dairy Partners, a long-established manufacturer of pasta filata cheese products,







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(Managing Partner)

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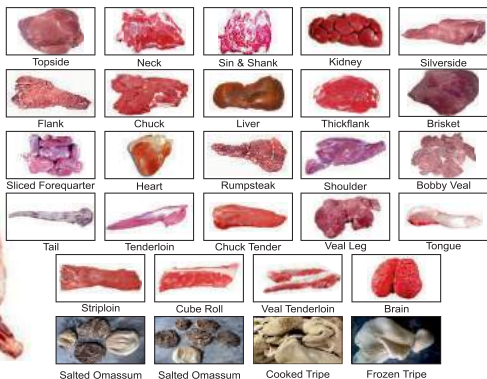
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## EXHIBITION



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Phone No: +91-11-29940211 to 29940215

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including mozzarella and pizza cheese for leading food companies across the globe.

Rachel's organic is also familiar to UAE supermarket shelves, born of three generations and now producing a yogurts and desserts range for a domestic and global audience, while Llaeth Y Llan is spreading the word on its cultured dairy products, specialising in bio-live yogurt.

"Welsh food and drink is rooted in our communities, shaped by our landscape, and honed by our culture and language," says the This Is Wales delegation brochure.

"Whether it's artisan or mass-market, the warmth of our people shines through the quality of what we produce. We have a long and proud tradition of producing outstanding food and drink, but beyond this tradition, lays a growing innovation landscape, bustling with unique products, diverse flavours and exciting new developments."

Underlining that is Flawsome! - founded by a passionate duo inspired by their nan's tasty recipes to save imperfect fruit and transform it into cold-pressed juice. A great example of the "Rethinking Food" notion, their product followed a trip to a farm that opened their eyes to the food waste problem,

specifically that driven by aesthetic standards imposed by supermarkets.

Gut Instinct, meanwhile, is a completely plant-based food and drink brand specialising in innovative solutions for food service and retail. It's Barista Edition Oat Drink in 1 litre long-life cartons designed for coffee shops use is favoured among top baristas, while also available in 10ml sachets for hotel rooms, airlines and contract catering as an alternative to cows milk. Gut Instinct also produces vegan mayo in various size formats.

Franks Ice Cream has been around much longer, winning awards for 90 years and acknowledged as one of the UK's leading manufacturers of premium dairy ice cream. Lamb, of course, is also

an important export for the country, and HCC Meat Promotion Wales is responsible for marketing that globally-renowned Welsh meat - it is active worldwide developing and strengthening business opportunities for Welsh red meat exporters.

"Our abundance of natural resources, combined with a focus on developing new technologies and innovation in food production, creates a place where the traditional is re-imagined by a new generation, and provenance is protected by the experienced," says This Is Wales.

"Investment in innovation and new technologies, underpinned by an excellent support structure for the food and drink industry in Wales, has not only generated growth for traditional heritage brands and products, but has also attracted international players and their creations.

"Wales has a long association with Gulfood that has helped bring an array of Welsh brands to the MENA region. Welsh food and drink exports have increased 841% since 2014 and we consider the region a key priority."

**France in focus - see P18.**

**"Whether it's artisan or mass-market, the warmth of our people shines through the quality of what we produce."**





*Gulfood*

16 - 20 Feb 2020  
Dubai World Trade Centre

**25<sup>th</sup>**  
ANNIVERSARY

# Chef's Tour

Let's tour the world of Gulfood together



Hand-picked exhibitors  
specially for chefs



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• Tour Dates: 16, 17, 18 & 19 February

• Timings: 12 PM & 3 PM



Chef's Tour Registration & Meeting Point  
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# The Retreat

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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.

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*Bringing The Retreat To Life:*







## Well-travelled tastebuds

### Food that crosses borders and speaks many languages

Last year's Gulfood exhibitor survey revealed that of all the new experiences to enter the Gulfood universe last year, Tastes of the World was among the most popular.

And not surprising, as this is the part of the show where visitors get to see some of the planet's finest cooking talent at work.

Seven Michelin Star chefs are in the line-up this year, including Massimo Bottura, Heinz Beck, Thomas Bühner and Elena Arzak - all holders of three Michelin Stars.

They are joined by 35 other chefs from beyond and around region, including many stars of UAE kitchens, such as Sky Sommers, owner of Veganity, Nick Alvis and Scott Price of Folly, Tresind's Himanshu Saini, Hell's Kitchen head chef Craig Best and Zuma's Pawel Kazanowski.

With all the amazing products filling the halls of Dubai World Trade Centre, there's no shortage of great ingredients - and the cast of culinary greats donning their whites during Gulfood week demonstrate the magic that can be created with them.

Five days of demonstrations, masterclasses and tasting sessions illustrate

the glamorous end of the supply chain in compelling fashion, courtesy of a huge cooking cast-list, many in Dubai especially for Gulfood's 25th anniversary week.

### Seven Michelin Star chefs are in the line-up this year, including Massimo Bottura, Heinz Beck, Thomas Bühner and Elena Arzak

#### The kitchen premier league

There are several activities and pop-ups comprising Tastes of the World this year, but none more competitive than the spectacular showdown that is the Gulfood International Culinary League.

Described as a "culinary battle on a global level", the one-day competition pitches four teams of elite chefs as they take on the challenge of preparing iconic global dishes to world-class standards.

With a star-studded jury panel to impress, each team - representing America, Asia, Africa-Middle East and Europe - is given one hour to prepare a three-course menu, across the two legs of the competition.

Happening on Wednesday, the focus this year is not only on regional dishes; the winner will cook the best dishes with the most sustainable ingredients and innovative food preparation methods.

In line with the 'Rethink Food' theme, 30% of the judging criteria will focus on those aspects, along with a zero wastage policy.

What's also fascinating is the ingredients. For the first time in a culinary competition, participants will have access to a hydroponic vertical kitchen and new era ingredients such as crickets powder and plant-based meat, a powerful indication that the fine dining industry can prosper going forward using a more sustainable food chain supply maybe once considered radical.

The teams face a tough panel, including three Michelin Star holder Thomas Bühner and celebrity chef and author Greg Malouf.



> Photos from top to bottom: Tresind's Himanshu Saini, celebrity chef and author Greg Malouf, Michelin-starred chef Massimo Bottura, Scott Price and Nick Alvis of Folly.



## DON'T MISS

So what else is on the worktop of Tastes of the World this week?

### Robotic Kitchen

This genuine man versus machine kitchen face-off is likely draw plenty of attention. Witness as AI and robotic arms perform live demonstrations and masterclasses in an automated kitchen alongside some of the most celebrated human chefs.

### Incredible Food

New generation ingredients are emerging that will have the scope and nourishment attributes to sustain a growing population in the future - and keep top chefs inspired. A tasting session with a difference.

### Coffee Blend 2.0:

Those new-age ingredients, alongside innovative technologies, form the basis of a masterclasses and live demonstration as they combine to elevate the everyday cup of coffee and a vibrant mocktail concoction.

### Flour Kitchen

One for the keen Instagrammers...visitors can witness the amazing theatrics and versatility of all kinds of flour in a demonstration embracing acrobatic pizza tossing to the rise of the perfect loaf of bread.

### Vertical Kitchen

Already mentioned as being part of the Culinary League cook-off, this integrated kitchen is dedicated to sustainability and vegan cuisine, being equipped with alternative cooking systems and hydroponic produce for the live preparation of raw vegan dishes.

### Live Demos & Masterclasses

Watch as celebrity chefs prepare a range of ethnic dishes daily using unique fusion and contemporary cooking methods while focusing on surprising ingredient combinations and innovative new techniques.

### Twenty Five

With all that incredible culinary talent around, this new and exclusive restaurant appears for Gulfood's 25th edition. With just 20 premium covers, it presents an exclusive opportunity for a fine dining experience of premium dishes, prepared on-site by celebrity local chefs.



# 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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## Growth times ahead

### Gulfood Global Industry Outlook forecast promising period for the region

The arrival of the Gulfood Global Industry Outlook last year proved key in helping those in the business of food map future strategy.

Launched during Gulfood 2019, it suggested a prosperous journey for the Middle East and North Africa region.

And one year on, producers and retailers at all levels will be devoting time to reviewing and analysing those predictions.

A comprehensive study of global F&B industry and consumer behaviour, the 120-plus page outlook compiled in-depth market survey, featuring trade discussions with local and global manufacturers, distributors, trade associations and government entities.

DWTC commissioned Euromonitor International, the world's leading independent provider of strategic market research, to produce the report.

Diving into key consumer trends and market opportunities across eight core industry sectors, it forecast MENA would experience 'above world average' compound annual growth across most F&B categories through to 2023.

"The report says that although Asia Pacific will become the world's biggest F&B consumer by 2030, MENA shows huge growth potential," says Mark Napier, Show Director, Gulfood 2020.

### "Consumers are prioritising their health and that of the planet"

"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 Outlook forecast MENA to outstrip world average growth in seven of eight sectors

researched, the biggest potential coming from poultry and seafood which will both grow annually by 5.2 per cent.

Beverages were forecast to record 3.6% annual growth, dairy 2.9%, pulses, grains and cereals 3.8%, with cooking ingredients rising by 3.2% and confectionery and snacks 3.3%.

"Only fats and oils failed to beat the world average, but even this sector is forecast to record regional annual growth of 3.4%," says Napier.

Within the health and wellbeing packaged food sector, growth of 9.9% is forecast until 2023 for this region.

"These forecasts are partly driven by global trends, including expansion of the middle class who, with higher incomes, are likely to buy health and wellness products, even if priced higher than conventional packaged food."

Napier says that despite abundant opportunities, the MENA region is not exempt from "prevailing global trends", many driven by greater conscious consumerism.

"Consumers are prioritising their health and that of the planet," he says.

"This manifests in more transparent labelling, increasing concentration on health and wellbeing, ethical ingredient sourcing, and more environmentally friendly packaging."

"There is growing demand for fortified dairy and plant-based produce, alternative protein sources, clean convenience foods, more creative flavors and organic and locally sourced food."

The push-back against sugar and salt will likely increase, while demand for free-from produce and e-retailing are due to gain ground.

"All of these regional and global opportunities will be top of the Gulfood 2020 agenda," adds Napier.



## Cuisine, business and friendship

### Pairing of Singapore and Middle East food purveyors confirms cultural bonds

Forget geographical distance - when it comes to food Singapore and the Middle East have much in common.

Anyone who has visited the south-east nation will confirm Singaporean cuisine delivers a convergence of cultural flavours to a population spanning numerous nationalities.

This melting pot merging Malay, Indian, Chinese and Eurasian cultures, produces some of the most culturally diverse cuisine. Dishes such as Chicken Rice, Popiah, Prata and Laksa, are now regarded as delicacies, but began as humble meals in Singaporean households.

Meanwhile, the Middle East - at the crossroads between Asia and Europe - is a renowned hub of Asian and Western food styles. And an appetite for new and innovative food products drives much of the region's growing F&B market.

And that commonality has spawned a food relationship that spans the thousands of miles between Singapore and this region.

Thanks to the amalgamation of different ingredients and ingenuity, Singapore-based food manufacturers and F&B companies have become adept in bringing out the best in fusion foods. And that means hybrids of Singapore's culinary favourites increasingly being plated in the Middle East - and Singapore dining tables welcoming delectable Middle East dishes.

Visitors to the Singapore pavilion at Gulfood 2020 will discover this pairing goes deeper than food history. Both Singapore and the Middle East cite long relationships in food enterprises -



and this latest show sees 46 food and beverage companies from Singapore seeking to deepen those ties.

The nation's food products - whether a side dish, ingredient, condiment or packed in ready-to-go meals - undergo rigorous health and safety benchmarks and never fail to invoke the quintessential flavours of traditional cuisine.

Think sweet and sour tastes, crispy and soft textures, aromas both subtle yet deep, retained with food technologies and developed through partnerships in the region - all factors that have boosted consumer confidence in food products manufactured in Singapore.

The country's food innovation ecosystem, comprising food and packaging manufacturers, ingredient suppliers and dining establishments, work together to adapt and capture emerging trends. For the Middle East specifically, growing

demand for healthier options have resulted in the introduction of meat-free and plant-based choices by Singapore manufacturers with established presence in the market.

And as more here shift to online grocery shopping and dining on the go, Singapore F&B companies are working closely with regional partners, distributors and traders to deliver reasonably priced, fresh and tasty convenient foods.

For example, vending machines - customised for the regional market to dispense sweet and savoury, ready-to-go wraps made with Asian inspired ingredients in just three minutes - are being explored by companies from Singapore and the Middle East.

**Find the Singapore pavilion at Sheikh Rashid Hall, R-P8, and in New Za'abeel Hall 4, Z4-E19**







## Say hello to the halal way forward

### Return of show segment that represents a growth food trend

Gulfood wouldn't be complete without placing a bright spotlight on the halal sector.

Now in its seventh year, Halal World Food is viewed as a show within a show that has become increasingly significant to the overall food industry.

When you consider a statistic from last year's Global Industry Outlook Report that claimed one in three people on the planet will be Muslim by 2050, it is no surprise this is a vital stop for many visitors.

With all the opportunities that forecast presents, Halal Food World offers a window onto existing suppliers and acts as a major global trading platform.

A full spectrum of halal products is represented, ranging from meat and poultry, canned items, vegan and vegetarian food,

gourmet products and even energy drinks.

The strand generates lucrative investment opportunities for international F&B businesses looking to capitalise on the burgeoning halal sector that is witnessing significant growth in both Muslim and non-Muslim countries across the world as populations continue to migrate.

The significance of this aspect of Gulfood also underlines the strategic position of the UAE as an international centre for the trade of halal foods.

Global themes and trends will greet visitors to Halal Food World participants, placing a focus on the rise in demand for halal certified products in the Asia Pacific region and the Middle East and North Africa (MENA) region's role as a "potent and comprehensive market base" for the halal food industry.

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**"Halal Food World offers a window onto existing suppliers and acts as a major global trading platform"**

---

You can hear how hypermarkets and specialty supermarkets in Europe are expanding their offerings of fresh halal meat and meat products - and the potential opportunities in that huge land mass.

There's also a look at Singapore's first halal-certified Japanese-French inspired café.





### A wide range of halal certified producers will be part of the show under the Halal World Food umbrella.

A.T. Haque Limited is a Bangladeshi company that was formed in 1947 and has become known for several product lines, including its biscuits, chips, confectionery and soap.

Included in the food brands that it produces are Mr. Cookie butter coconut biscuits, cream crackers, as well as Bourbon and Digestive biscuits.

**Find them at Za'abeel 1, Z1-F30**

Karak Tea is a registered trademark and proprietary product of San Ramon Company in Kuwait, and is manufactured in India through dedicated production factory Aastha Enterprises.

Popular among many in the UAE, Karak Tea is made from Kenyan tea blended with pure milk powder and premium sugar cane extract. It is then complimented with exotic flavours that can include Indian cardamom, Kashmiri saffron or ginger, with additional flavours coming soon.

**Aastha Enterprises is in Za'abeel 5, Z5-D7**

Aceitunas Torrent is a grower, producer and exporter of Spanish quality olives.

The company is family owned and currently managed by the fourth generation. They are bringing their latest and "most innovative product yet" to Gulfood 2020;

Oliva Clan is a range of flavoured olives designed for healthy snacking and on the go consumption.

**Sheikh Saeed Hall 1, S1-342**

ADABI has been a household name in Malaysia for more than 35 years, maintaining popularity with numerous products and essential food ranges, such as curry, soup, paste, flour, canned foods and sauces. Employing more than 500 staff at its factories, it exports to various countries including Australia, Brunei, Hong Kong, Indonesia, Japan, Saudi Arabia, Thailand and UK.

**Sheikh Rashid Hall, R-180**

A&Y Food Industries (Pvt) Ltd is a food manufacturing company based in Karachi, Pakistan, where it makes authentic South Asian cuisine to be enjoyed around the globe.

Under it's international brand, Karachi-Delight, it creates different categories of food from frozen ready-to-cook, heat & eat, frozen vegetables and frozen fruits to ready meals and flavored nuts and pastes.

**Za'abeel 1, Z1-E50**

Argentine agribusiness Aceitera General Deheza SA was founded in 1948 and now exports 90% of its production to more than 75 countries, creating turnover of \$3 billion per year.

The company has three locations to process peanuts, for peanut paste, peanut butter and roasting, and also has an almond orchard in Mendoza province, beside a state-of-the-art almond shelling facility, mainly harvesting Guara and Felicia varieties.

**Za'abeel 2, Z2-C35**

Active for more than 150 years, ACESUR has been producing, packaging and marketing olive oil, as well as maintaining a long tradition in the vegetable oils sector.

The accumulated experience reinforces ACESUR as a leading group within the national olive oil market in Spain, also exporting its products to more than 90 other countries.

**Za'abeel 3, Z3-B35**







## French food flair on show

### Dedicated brand launched as the country goes big at Gulfood

Everyone knows the French take their food seriously - and they approach the world's largest F&B trade exhibition with similar enthusiasm.

This year, 80 French exhibitors are part of Gulfood, with the show an international launch pad for France's F&B dedicated brand, Taste France.

Business France, the national agency supporting the international development of the European nation's economy, is supporting business opportunities between French producers and importers, key buyers and food industry experts visiting Gulfood.

France says it has a global commitment to share the French way of life - and Taste France aims to drive that by specifically promoting F&B products worldwide.

French gastronomy is recognised all over the world. At Gulfood, the new brand takes the power of that reputation a step further by gathering F&B industry players around their common interests.

Taste France works from the perspective of claiming a joint identity for all French F&B companies while promoting the diversity of their products, beside the ability to innovate.

Christophe Lecourtier, Business France chief executive, said he was extremely proud to launch

the new brand in Dubai in the year it hosts the first world expo to be held in the region.

"France has been a partner of Gulfood since beginning in 1987," he said.

"The global dimension of this show, which kept growing ever since, firmly influenced our choice to unveil Taste France here in Dubai.

### Business France cites the UAE and Saudi Arabia as top importers of all French F&B categories, followed by Egypt and Lebanon

"This event perfectly fits with the international ambition of Taste France, which is to unify and promote the whole French food and beverage industry."

Bolstered by genuine and attainable products, French exhibiting companies are gathered around strong values, such as excellence, diversity and authenticity.

The 80 French exhibitors - including 40% new-to-show companies - are highlighting latest trends and products across four categories, including dairy, meat & poultry and beverages.

Business France cites the UAE and Saudi Arabia as top importers of all French F&B categories, followed by Egypt and Lebanon.

Since 2010, the UAE alone has shown a 50% increase in demand for French F&B products.

"With the support of French exhibiting companies, we look forward to unveiling more about Taste France during the five days of the show," added Lecourtier.

**See 50 French firms in Sheikh Saeed Hall, and the rest in Hall 1, Za'abeel 4-6 and in Hall 3.**



Christophe Lecourtier



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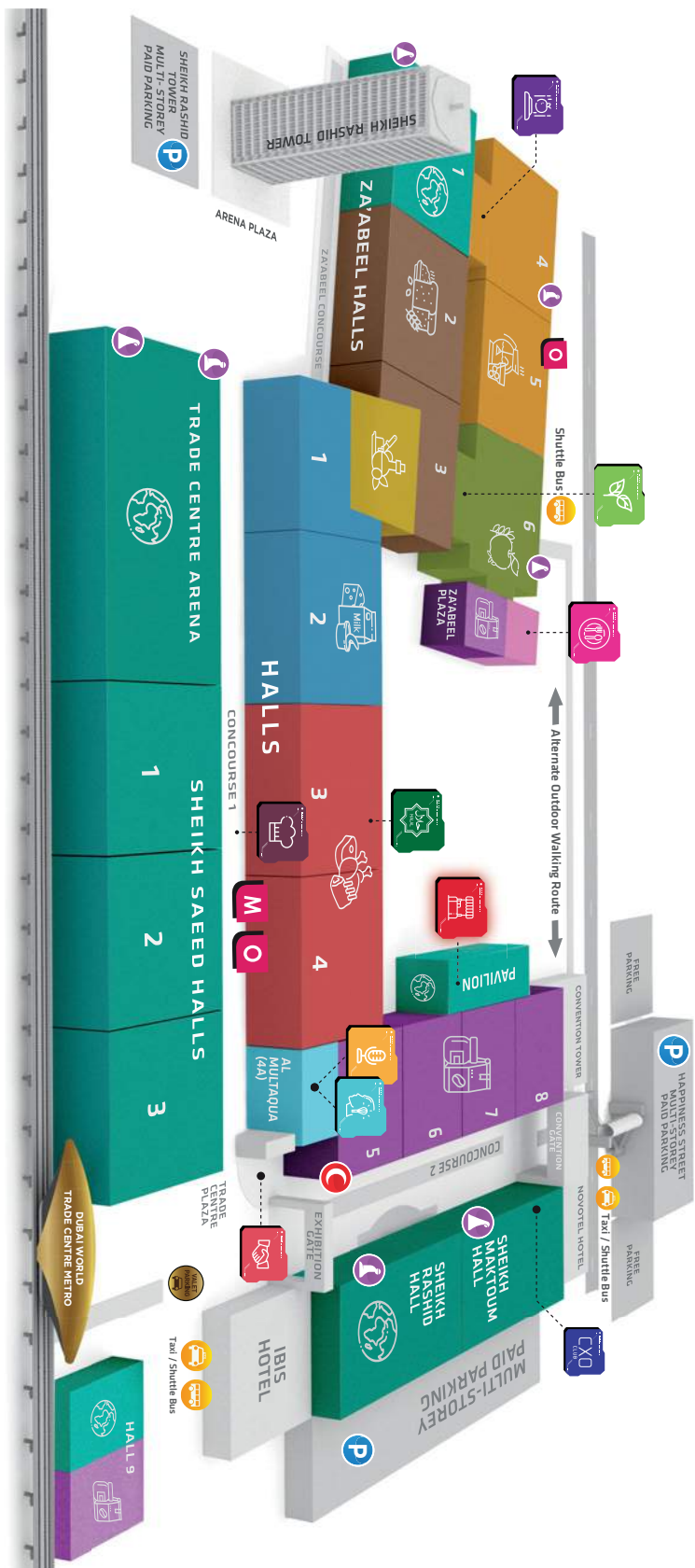
### SHOW TIMING

**Sun 16 – Wed 19 February**  
11am – 7pm  
**Thu 20 February**  
11am – 5pm

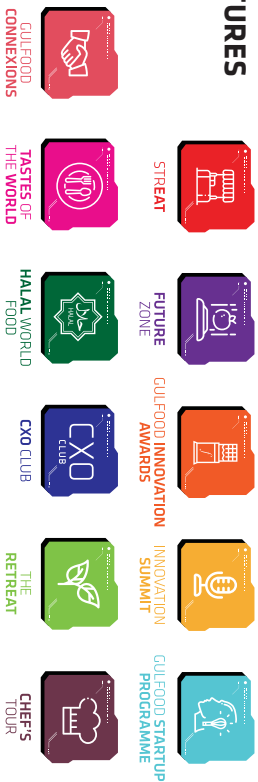
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### FEATURES



### POINTS OF INTEREST

- First Aid
- Organisers Office  
Room 4.2 (Outside Hall 4)  
Room Jebel Ali D (Outside Za'abeel Hall 5)
- Media Centre (Al Ain F, above Hall 4)
- Female Prayer Room
- Male Prayer Room

### SECTORS





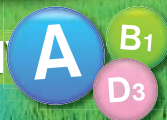
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