Gulfood

16 - 20 Feb 2020
Dubai World Trade Centre

25th ANNIVERSARY

#GULFOOD25
Gulfood.com

Rethinking Food

"

France has been a partner of Gulfood since its beginning in 1987 and I have to admit that the global dimension of this show that has kept growing ever since firmly influenced our choice to unveil Taste France here in Dubai.

CHRISTOPHE LECOURTIER

CEO, **Business France**

#Gulfood25
www.gulfood.com

Organised by
DUBAI WORLD TRADE CENTRE

Visitor Profile

59% International

41% UAE

92,902 Attendees from **186** Countries

55% returning visitors

45% new visitors

50% visitors feel Gulfood is the right place to **connect with both reputed and potentially new suppliers**

30% visitors find Gulfood is the ideal place to **explore latest consumer trends, newly- launched products, innovations and technologies**

*Gulfood 2020 survey report

BUYERS BY COMPANY'S MAIN ACTIVITY

45% Distributor / Wholesaler/ Trader/Importer

22% Retailer/ Manufacturer

23% FoodService/Bar/Cafes/ Restaurants/Hotels

9% Government/Association/ Education/ Media

"As the Consul General for Singapore in Dubai, it is important for me to visit this exhibition every year. As Gulfood grows in popularity, more companies from Singapore have shown an eagerness to enter the exhibition.

PIT CHEN LOW

Consul General, **Consulate-General of the Republic of Singapore – Dubai**

Exhibitor Profile

5,000 Exhibitors *from* **120** Countries

SECTOR BREAKDOWN

- **10%** Beverage
- **6%** Dairy
- **2%** Fats & Oils
- **54%** World Food
- **6%** Meat & Poultry
- **9%** Power Brands
- **8%** Pulses/Grain & Cereals
- **5%** Health, Wellness & Free From

78% exhibitors feel Gulfood is the right **platform to connect with reputed buyers from around the global**

67% exhibitors, exhibit to identify **new potential buyers**

53% exhibitors feel, Gulfood is a gateway for **entering the UAE market**

> We debuted at Gulfood in 2019 with only three customers in the UAE. We're back in 2020 with over 300 customers across all seven Emirates.

IHAB LEHETA
Director International Sales,
Beyond Meat

Facilitating **Sales**

PR reach

USD 9 Million

6,345
top level meetings

4
week buyer recruitment programme

An average of

USD 2.1 Million
worth of sales generated

* as per Gulfood 2020 survey report

"We see Gulfood as an opportunity for us to market ourselves in a way that will help boost engagement with our current and potential customers. This year we have received more traffic, allowing us to explore a significant amount of business leads.

THOMAS CLARKE

General Manager (sales & distribution),
Mezzan Holding Co.

Celebrating International Sustainable Cuisines

TASTES of the World

INTERNATIONAL Gulfood CULINARY LEAGUE

Americas was crowned the world's best cuisine for 2020

50 Renowned Chefs

23 Michelin chefs

35 Nationalities

4 Continents

60 Cooking demonstrations

30 International cuisines

Sharing Innovative Knowledge

H.E. Mariam bint Mohammed Saeed Hareb Almheiri
MINISTER OF STATE FOR FOOD SECURITY

GULFOOD INNOVATION SUMMIT

3,537 Attendees | **35** Sessions | **70** Influential Speakers

Gulfood Start Up Programme

300 Applicants
25 Shortlisted Startups
50 Investors & Mentors
5 Winners

RED SEA FARMS | winnow | munchbox | BENEFOOD | agri10x

Connecting
Industry Leaders

- The workshop-style second edition of the CXO Club at Gulfood 2020 highlighted **innovation for growth**
- Attended by **50 handpicked industry leaders**.
- **3 speakers**

CXO CLUB

Facilitated
6,345
individual trade meetings

Average
724K USD
deals value per participating company

*as per Gulfood Connexions report

GULFOOD CONNEXIONS

Showcasing innovative foods

84 Innovations Displayed

Experiential interactive gallery of recently-launched product innovations

FUTURE ZONE

Gulfood INNOVATION AWARDS 2020

Rewarding the best

Over **500** Entries

60 Finalist

12 Winners

WHERE MICHELIN STAR STREET FOOD MET INTERNATIONAL STREET THEATRE

STREAT

FIRST TIME EVER IN THE UAE

World's first Michelin-starred Hawker

Hawker Chan

World's first Michelin-starred Ramen Chef

Tsuta by Chef Yuki Onishi

+ 20 street food stars

FIVE DAYS OF ENTERTAINMENT, INACTIVATION AND RELAXATION

A DEDICATED AND GUIDED TOUR FOR CHEFS TO DISCOVER THE BEST PRODUCTS OF TOMORROW

Book your stand and sponsorship at the 2021 edition

Gulfood

21-25 FEB 2021
Dubai World Trade Centre

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OPEN SPACE
AED 2,520 per sqm

Early Bird Offer!
Book and pay for your space before 27 September 2019 and pay only AED 2,260 per sqm (a saving of AED 260 per sqm).

SHELL SCHEME
AED 2,820 per sqm

Early Bird Offer!
Book and pay for your space before 27 September 2019 and pay only AED 2,560 per sqm (a saving of AED 260 per sqm).

CONCOURSE SPACE
AED 3,320 per sqm

Early Bird Offer!
Book and pay for your space before 27 September 2019 and pay only AED 3,060 per sqm (a saving of AED 260 per sqm).

CONCOURSE SHELL
AED 3,620 per sqm

Early Bird Offer!
Book and pay for your space before 27 September 2019 and pay only AED 3,360 per sqm (a saving of AED 260 per sqm).

*The above prices are excluding the VAT charges, hence please budget for VAT (estimated 5%) in addition to these published rates.

*Double-decker stands below 36sqm will not be permitted and price is calculated on the ground floor area.

*Minimum area permitted for Open Space is 36sqm.

Please note that the following compulsory charges are applied to each exhibiting company and/or stand sharer:

Registration fee	AED 1,100
Exhibitor Insurance	AED 600
Enhanced Internet Listing	AED 1,700
Total One-Time Charge	AED 3,400

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Gulfood

21-25 FEB 2021
Dubai World Trade Centre

Floor Plan 2021

SECTORS

- BEVERAGES
- DAIRY
- MEAT & POULTRY
- PULSES, GRAINS & CEREALS
- FATS & OILS
- WORLD FOOD
- POWER BRANDS
- HEALTH, WELLNESS & FREE-FROM

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MEZZAN HOLDING CO.

India Salaam

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دواجن الوطنية
AL WATANIA POULTRY

Category Sponsor (Beverage)

OASIS Together for good

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AKBAR TEA PREMIUM QUALITY TEA

Qualiko

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Whats next
3/5 NOV 2020
DUBAI WORLD TRADE CENTRE

GULFOOD MANUFACTURING

PRIVATE LABEL & LICENSING MIDDLE EAST

yummex MIDDLE EAST

gulfhost A Gulfood Hospitality Equipment and Food Service Expo

THE SPECIALITY FOOD FESTIVAL