

GULFOOD
Startups

CO-LOCATED WITH

Gulfood

26 - 30 JAN 2026 | DUBAI WORLD TRADE CENTRE

Reengineering the
**Global Food
Economy**



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We seek to foster the sharing of knowledge and advance the adoption of new technologies and solutions that promote equitable access to food resources and the **sustainable production**, distribution and **consumption of food worldwide**.

H. H. Sheikh Mohammed bin Rashid Al Maktoum

Vice President and Prime Minister of
the United Arab Emirates and Ruler of Dubai





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The world has an urgent task to transform food systems for a sustainable future and ensure everyone on the planet has access to safe, adequate, and affordable food.

H.E. Mariam Almheiri

Minister Of Climate Change
& Environment - UAE

**GULFOOD
GREEN**

GULFOOD *Startups*

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In a world of shifting trade corridors, pricing volatility, and rapid technological breakthroughs, the food economy faces urgent challenges from safety, security, and waste to environmental impact and evolving consumer habits that demand bold innovation.

Technologies like AI and blockchain are transforming production, distribution, and marketing, accelerating transparency, sustainability, and ethical sourcing, while shifting diets and health-focused consumers drive the next wave of breakthroughs. To catalyze this transformation, Gulfood is launching a dedicated startups platform that will spotlight the innovators redefining the future of food.



Roadmap for

Startups

Numbers
Driving F&B
Innovation

2034
PROJECTION

\$11.61 TRILLION,
GROWING AT A
5.54% CAGR

EMERGING SEGMENTS

Alternative proteins, plant-based
foods, functional ingredients
Double-digit growth globally

TECH & AI-DRIVEN INNOVATION

AI, robotics, smart
supply chains attracting
\$20B+ VC funding

CONSUMER TRENDS

70% of global consumers are actively
seeking **healthier, sustainable,
and ethical food choices**—creating
massive market potential for startups.

THE WORLD'S LARGEST F&B EVENT. NOW TWICE AS BIG.

The world's most influential food industry gathering brings together the largest concentration of global food companies, industry leaders, venture capitalists, and investors.

A true melting pot of corporations, buyers, innovators, and financiers, it delivers unmatched access to the entire food ecosystem in one place.



CONNECTING FOUNDERS WITH ENTERPRISES & FELLOW INVESTORS

At Gulfood Startups, every conversation has the potential to open doors, placing founders where global influence converges. Situated among the industry's largest exhibitors, leading distributors, retail powerhouses, and top investors, startups are at the very point where decisions, deals, and partnerships are made.

ACCESS POTENTIAL
INVESTORS READY TO
FUND YOUR VISION

FORCE PARTNERSHIPS WITH
**ENTERPRISES DRIVING GLOBAL
SUPPLY CHAINS**



VALIDATE YOUR
**SOLUTION
WITH MARKET
LEADERS**

**SECURE PILOT
PARTNERSHIPS**
THAT PAVE THE WAY
FOR LARGER-SCALE
EXPANSION



THE VIP INVESTOR LOUNGE

Expect to meet influential partners from across the globe in a space created for meaningful dialogue, opportunity, and leadership. The lounge promises a vibrant, dynamic atmosphere where innovation is discussed, deals are initiated, and the next era of the industry takes shape.



THE PITCH COMPETITION

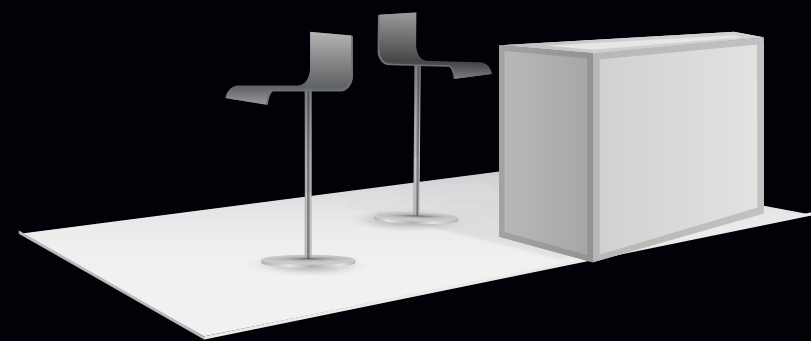
SUPPORTED BY BOTH THE PUBLIC AND PRIVATE SECTORS, GLOBAL INVESTORS, LARGE CORPORATIONS AND ENTREPRENEURS.

The startups can present a variety of products, solutions and services which are scalable commercially and/or which focus on real live active challenges in the food & agriculture sectors, covering industry issues namely:

Health & Nutrition, Tech Innovation, Food Safety, Food Loss & Waste, Supply chain resilience & Food Security.

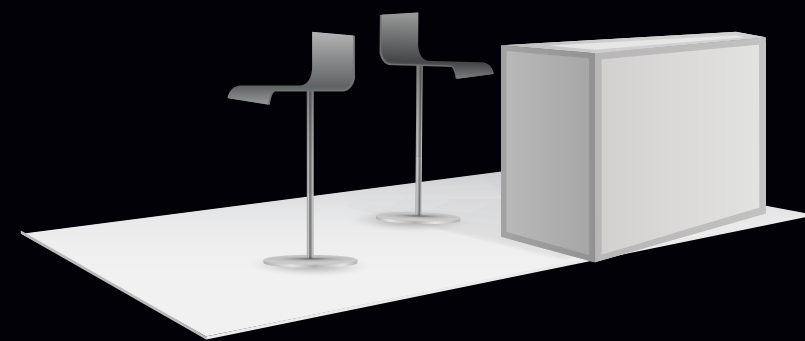


Turn Space Into Global Opportunities



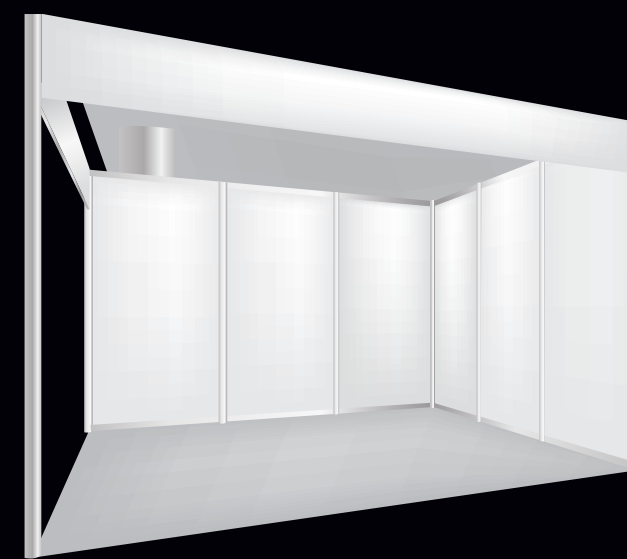
2 SQM

AED 6,250 + VAT
**STARTUP
POD**



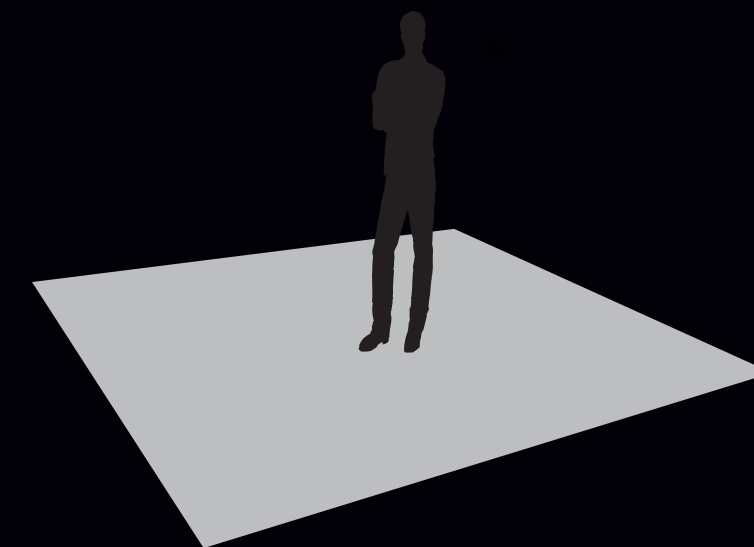
4 SQM

AED 12,500 + VAT
**UPGRADED
POD**



12 SQM

AED 3,450 PER SQM
**SHELL
SCHEME**



MIN. 24 SQM

AED 3,100 PER SQM
**SPACE
ONLY**

EVERY DEMO, TASTING, OR TECH SHOWCASE IS AN OPPORTUNITY TO ENGAGE PARTNERS,
SECURE FUNDING, AND CLOSE INTERNATIONAL BUSINESS DEALS.



Sponsorship That Speaks

Volumes

Amplify your brand on the global F&B stage. Gulfood Startups sponsorships put your brand in the spotlight, generating maximum visibility, media recognition, and market influence among the industry's most strategic players.

DRIVE AWARENESS. STRENGTHEN BRAND EQUITY. STAND OUT IN A COMPETITIVE MARKET.

Headline Sponsor

AED 150,000

This is your opportunity to demonstrate your support for rising star entrepreneurs working to solve global challenges in the Agrifoodtech arena. The headline sponsors will gain the opportunity to judge the challenge, speak at the Summit as well as the startup competition stage, gaining extensive media coverage and be positioned as a champion of game changing positive disruption.

PRE-EVENT

- Logo and hyperlink on the event homepage & startup competition page
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns relating to startup competition
- Banner with hyperlink on all marketing communications relating to the competition
- Video interview with your company's representative discussing the competition to be distributed on all marketing channels

AT EVENT

- Logo and profile in official show catalogue
- Logo at the Startup Innovation Stage and around venue wherever relevant
- Logo on the Food For Future Summit stage
- 4 x startup pods; Opportunity to provide 4 startup the opportunity to exhibit and join the competition (2sqm each)
- Opportunity to give additional branded prizes participants (provided by sponsor)
- Logo on post show report sent out to the exhibitor database





Investor Lounge Sponsor

AED 120,000

GULFOOD AI & STARTUP HALL

The Investor Lounge is a key area for the sponsor to meet and network with high profile investors and VIP's from multiple sectors from around the globe attending Gulfood. Expect to meet key partners from the government and private sectors. Prior to and throughout the show this area will be highlighted as a key area of the show, with access by special invitation only. The exclusive Investor Lounge sponsor will be able to gain maximum exposure, network at the highest level and promote itself to the global Agro-foodtech industry.

PRE-EVENT

- Customised e-invitations sent on your behalf to your target audience
- Company logo on Gulfood website as one of the main partners
- Official partnership announcement on social media channels

AT EVENT

- Exclusive branding within the lounge (60% branding show, 40% branding client)
- Logo on the Investor e-invitation
- Private area reserved for the sponsor within the lounge

THOUGHT LEADERSHIP

- Speaking opportunity on the startup pitch stage
- Judging Opportunity in the startup competition

POST EVENT

- Logo on post show report sent out to the exhibitor database

Workshop Sponsor

AED 100,000

GULFOOD AI & STARTUP HALL

Host your most important potential prospects for 60 - 90 minutes and demonstrate your company's brilliance. We tailor the audience while you deliver a unique demonstration or an interactive learning that will leave your audience thinking for months in the future.





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Lets Talk

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GULFOOD.COM
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