

Gulfood

21 – 25 February 2021, Dubai World Trade Centre

Be a part of Gulfood 2021



Organised by



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

Australian Representative



About Gulfood



Dates: 21 – 25 February 2021

Location: Dubai World Trade Centre, Dubai, UAE

Celebrating its 26th Edition in 2021, Gulfood is the Middle East's largest annual food, beverage and hospitality exhibition which attracts F&B professionals from all over the world to Dubai – a hub for international trade and commerce.

Since its launch in 1987, the exhibition has grown to promote F&B trade between more than 180 countries annually. In 2020 Gulfood set records with 97,000 visitors attending and over 5,000 companies from over 120 different countries exhibiting their products.

UAE imports over 80% of its food product, of which around 50% are re-exported to Gulf Cooperative Council countries, the Indian subcontinent and Eastern Africa. The key to Gulfood is that it attracts buyers not only from the Gulf region but from all over the Middle East and North Africa region (MENA).

Statistics

- Occupied more than 92,000 sqm of exhibition space
- 8 specialised sectors
- 5,000 exhibiting companies from 120 countries
- 92,900 trade attendees (41% from UAE)
- 80 Australian Exhibitors in 2020 – including 5 industry bodies and government agencies

Who can you meet?

- Food Procurement Officials from government agencies
- Owners of Catering companies, Restaurants and Cafés
- Distributors, Importers and Retailers from the Food and Beverage industry

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Dubai World Trade Centre (DWTC) owns and operates the Middle East's largest exhibition centre, and organises a portfolio of trade fairs including the Gulfood series.



Appointed DWTC exclusive representative in Australia, we are in direct contact with the organising team. Our role is to assist all Australian businesses interested in participation at Gulfood.

Why exhibit in the Australian pavilion?

The Australian Pavilions are located in high traffic areas within these sectors – close to key international groups and major companies to be the most visible to trade buyers and decision makers attending the show.

We provide a 'one stop shop' by simplifying the exhibiting process and managing your entire stand build - so you can arrive, set up your display and focus on presenting your products at the show.

Australia has 3 Pavilions at Gulfood in the following specialised sectors:

- World Food
- Dairy
- Meat – managed by Meat and Livestock Australia, contact rfowlds@mfa.com.au for details.

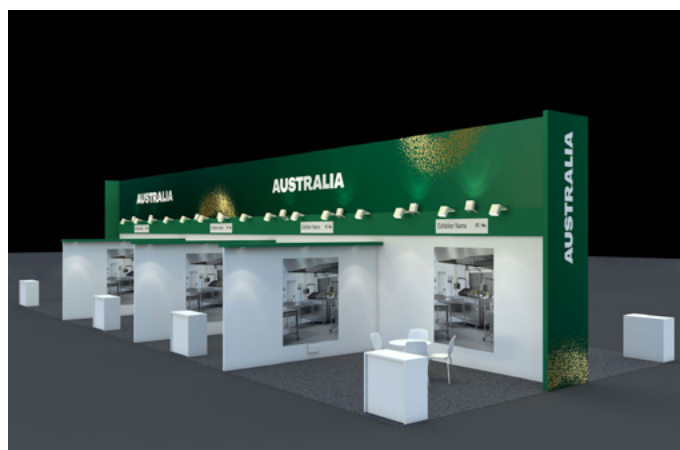
Exhibiting options

OPTION 1

Australian Stand Package

Your own stand alongside other Australian businesses in the World Food and Dairy sectors. Overhead branding across the pavilion using Australia's Nation Brand with a "Walk-On" solution that includes:

- Flexible stand sizes starting from 9sqm.
- Pelmet with your Company Name and Downlights
- 3m high walls in your stand
- Carpeting and Daily Stand Cleaning
- Entry into the Australian Exhibitor Directory



Illustrative design only

Plus, the following entitlements:

Items	9 sqm	12 sqm	15sqm	18sqm
White Lockable Cabinet with your Logo printed on the front	1	1	2	2
White Standard Round Table	1	1	1	2
White Standard Chairs	4	4	4	8
Metal Halide Downlights	1 unit per 3sqm			
13A Power Outlet (for laptop, mobile devices, or TV)	1	1	1	2
Waste bin	1	1	2	2
Black Brochure Rack	1	1	2	2
OR your option to exchange for:				
Flat Wall Shelves with concealed fittings	3	3	6	6

The 3m high walls in your stand are reserved for your branding and product message. Our stand builder will print and install quality digital graphic and 'direct stick' to the walls, to give the best presentation of your brand and product messaging.

Printing and installation at additional cost.

Services such as renting of Audio Visual, Refrigeration, additional Furniture and ordering of Wall Graphic are available through the Australian Exhibitor Form, which will be available closer to the show dates.

Participation costs

Price starts from USD 8,396 for a 9sqm stand.

PLUS Compulsory costs of USD 942 per exhibiting company and 5% UAE VAT.

Option to pay in AUD is available.

Exhibiting options

OPTION 2

Custom Build

Ideal for large exhibitors who would like to build their own custom stand design within the Australian Pavilions in the World Food and Dairy sectors.

- Available for stands from 27sqm in size.
- We can assist with design and obtain competitive pricing from our reliable stand builder.



Custom build

This information is a guide only – refer to the stand documentation for complete details of the build and furniture inclusions.

Book your stand

To secure your stand in the Australian Pavilion, please contact Nurziah Masagoes at Export Solutions or fill out the form via the link below.

[Book a stand form](#)



Nurziah Masagoes

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Financial assistance for Australian Exhibitors (EMDG)

Exhibitors may be eligible for financial assistance to obtain a grant or rebate of part of the cost of exhibiting through the Export Market Development Grant (EMDG) scheme.

Applications are now open.

Contact us to find out if your business is eligible or for more information about this grant program.

[Find out more](#)

