

# Gulfood *live in-person*

21-25 FEB 2021

DUBAI WORLD TRADE CENTRE

[GULFOOD.COM](http://GULFOOD.COM) #GULFOOD2021

Co-located with

**gulfhost**  
A Gulfood Hospitality  
Equipment and Food Service Expo



THE **SAFEST** &  
**MOST COMPETITIVE**  
F&B SOURCING EVENT  
IN THE WORLD



MOVE FAST,  
MOVE FIRST



WHAT YOU'LL MISS  
IF YOU'RE NOT HERE  
▶▶ **AT GULFOOD 2021**



ORGANISED BY



مركز دبي للتجارة العالمية  
DUBAI WORLD TRADE CENTRE

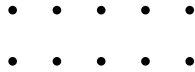
FREE VISITOR  
PARKING ACROSS  
ALL DAYS



# EVENT GENERAL HEALTH & SAFETY MEASURES

We are committed to providing you with a safe environment to do business, in accordance with all the health & safety guidelines set out by the local authorities. The event will be delivered with strict standards of health & safety precautionary measures including social distancing, contactless transactions and hygiene protocols at all times. Only recently in December 2020, Dubai World Trade Centre organised the safest and only live, in-person tech event in the world - GITEX.





# HEALTH AND SAFETY GUIDELINES



Due to new health and safety protocols, registration/tickets are only sold online at [gulfood.com/register](http://gulfood.com/register) and there will be no registration onsite.

[<REGISTER NOW>](#)



Strictly print@home badge protocols implemented. Make sure to print your badge at home and bring it with you. Strictly no issuance of badges onsite



Wearing of masks is mandatory. A penalty of AED 3000 fine may be levied by government authorities for non-compliance.



Keep a 2 metres social distance at all times



Individually sanitised and packed badge holders and lanyards distributed at multiple locations



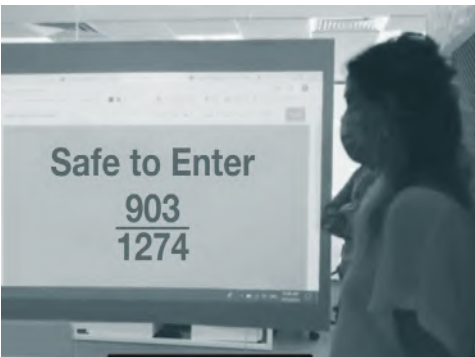
Badges are non-transferable and badge-holders are required to show valid identification. Penalty of AED 3000 and denied entry applicable to violators.



Sanitisers readily available at multiple locations



Avoid shaking hands and exchanging business cards



Real time monitoring of crowd density and venue capacity



Aisles shall be a minimum of 2.5 metres width one way and 4 metres for 2-way traffic



Exhibition stand maximum capacity and the minimum 2m social distancing guideline to be respected at all times



Clear signage of maximum capacity allowed at any one time will be displayed on the front of the stand. If a stand has a meeting room - maximum capacity will be displayed also



# FOOD SAMPLING & LIVE COOKING



The following practices are in addition to current Dubai Municipality Food code 2020 for food sampling e.g. person in charge, hygiene, wash-up facilities etc.



Exhibitors to ensure that all visitors are offered hand sanitisers and gloves prior to commencing food sampling.



Exhibitors to ensure that all food sampling and live cooking areas have clear signage of maximum capacity permitted and social distancing floor stickers displayed in sampling area.



If an exhibitor intends to conduct food sampling/tasting at the stand the following must be adhered to:

- Designated sampling area to be provided
- Area must allow a minimum 4 sqm per person
- Area must provide specific seating for tasting
- Area should not be for gathering, meetings or events of any other nature.
- Access to this area needs to be controlled at all times by the exhibitor
- Number of people inside should not exceed the maximum capacity permitted



If you are providing sampling on your stand you will need to ensure the stand surfaces are sanitised after every use.

Additional stand sanitisation products and services can be ordered from DWTC's EventPlus Team.

**Email:** [support@eventplus.ae](mailto:support@eventplus.ae)  
**Global contact number:** +971 4 389 3899



The organizer of the event shall provide designated sanitised areas for food tasting where visitors can taste food after removing their masks temporarily. Access to these areas will be controlled by the hostesses in line with social distancing and capacity guidelines.



Face masks may be removed to sample item within the designated sampling area however masks must be reapplied immediately afterwards.



Food provided for sampling should be covered throughout the exhibition individually wrapped. Where food items cannot be individually wrapped, sampling platters should be covered and served by service staff. Visitors must be reminded to use the designated area to consume the food sample.



If food is prepared and served on a stand, the food should be served on disposable serving plates or cups. The food should be served as individual portions in a way that visitors can pick it up and take it to the designated food tasting areas.



If a visitor wishes to take a sample from the exhibition, for laboratory testing/external review, the food sample must be individually packed.



All live cooking demos within a stand must observe a 2 metre social distance. The viewing area also needs to be incorporated on the stand and social distancing of 2 metres to be followed.



If food is prepared on the stand, the stand should have hand washing facilities incorporated





Perishable items **may not be removed** from the exhibition according to the Dubai Municipality (DM) food safety guidelines.



Sampling areas must be cleaned and sanitized before the next guest is seated



**NO EATING AND DRINKING WHILE WALKING IN AISLES**

Foods shall not be provided to visitors unless it is part of sampling and testing.

Foods must not be eaten in any other areas except the designated sampling areas. Visitors are not permitted to eat while walking in the aisles. Both visitors and the sample provider will be held responsible for non-compliance.



DWTC food hygiene team will strictly enforce all policies. Dubai Municipality Food Safety inspectors will support DWTC in ensuring the Exhibitors strictly adhere to the food safety regulations.



Individual bins for the disposal of PPE, food and disposable plates and cutlery should be provided by the exhibitor on their stands



Conference chairs are set 2 metres apart from each other at the conference



Conference chairs are protected with an antimicrobial shield and are sanitised regularly



Disinfection protocols are adhered to in all public areas, F&B outlets and restrooms



Exhibition halls shall close at 10pm for daily sterilisation and sanitisation



Air change rate in the halls is 8 times per hour. Air extraction in the halls is pre-scheduled and all hall shutter doors will be kept open both before and after the event to assist with air circulation



Trained safety wardens to monitor social distancing & wearing of masks throughout the event



Download mobile app to access the full event programme and network with attendees.  
<https://connexions.gulfood.com/>





PCR Testing Clinic managed by Dubai Health Authority available on-site, located at the Marketing Suite (Opposite Hall 3)



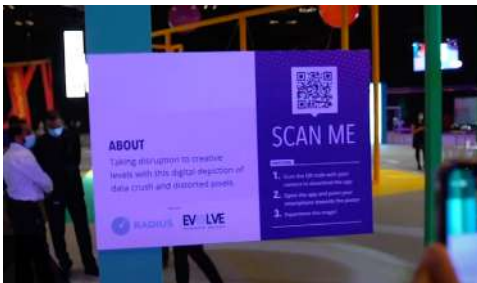
Isolation rooms are set up at the venue for suspected cases and managed with Dubai Health Authority (DHA).



Life Pharmacy open throughout the show period. Location concourse 2 (between hall 6 & 7)



Buffet permitted if served by waiting staff. Individually packaged food and beverage items available in venue outlets



Contactless transactions are encouraged



Prayer rooms are open and follow federal guidelines

## IMPORTANT NOTICE

If you have a fever, cough, shortness of breath, are feeling unwell or suspect you have symptoms of COVID-19 prior to the show, please seek medical attention and do not attend the event.

For any queries on health and safety measures, please contact Irene Hayes on [Irene.Hayes@dwtc.com](mailto:Irene.Hayes@dwtc.com)



# GET A HEAD-START IN 2021

WITH THE MOST  
DIVERSE, INNOVATIVE  
FOOD SHOWCASE

LIVE, IN-PERSON



## YEAR'S FIRST & WORLD'S FOREMOST F&B SOURCING HUB

2,500+ leading global manufacturers, world's most loved brands, powerhouse suppliers and distributors never miss a chance to showcase at Gulfood and this year is no different, except now with full health & safety protocols.

Meet some of our exhibitors



# 85

Countries Unveil Their Greatest Food Innovations



Argentina



Belgium



Chile



Egypt



France



Germany



Italy



Japan



Pakistan



Peru



Spain



USA



## 20 COMPETITIVE HALLS OF INNOVATIVE FOOD & BEVERAGES

Explore the most promising new product launches to kick-start your 2021 with great success



# 4

## 60+ CHEFS UNITE TO SHOW THEIR CULINARY INGENUITY - LIVE, ON STAGE

HALL 8, 21-25 FEB



**NORBERT NIEDERKOFLER**  
**3 MICHELIN STAR**  
Italy/Germany



**MARCO SACCO**  
**2 MICHELIN STAR**  
Italy  
Piccolo Lago Restaurant



**RUI SILVESTRE**  
**1 MICHELIN STAR**  
Portugal  
Vistas Restaurant



**PAWEL KAZANOWSKI**  
Executive Chef,  
Zuma Middle East & Turkey



**MATTHIJS STINISSEN**  
Executive Chef,  
Boca Restaurant

## GULFOOD INNOVATION SUMMIT New Perspectives, Ground-Breaking Insights From 70+ Industry Leaders On Stage

60+ HOURS OF IMMERSIVE CONTENT



**H.E. MARIAM ALMHEIRI**  
Minister of State for Food  
and Water Security **UAE**



**AMADOU DIALLO**  
CEO Middle East & Africa  
**DHL GLOBAL FORWARDING**



**JOSE SILVA**  
CEO  
**JUMEIRAH GROUP**



**HANI WEISS**  
CEO  
**MAF RETAIL**



**SKY KURTZ**  
Co-Founder and CEO  
**PURE HARVEST SMART FARMS**

TRADE CENTRE ARENA, 22-24 FEB

[VIEW AGENDA >](#)

## CHEF TALKS: HEAR THE PASSIONATE STORIES BEHIND THEIR CULINARY BREAKTHROUGHS

# 6



**HEATHER MILLS**  
Founder,  
**VBITES**



**SANDY EL HAYEK**  
General Manager,  
**TIME OUT MARKET**



**SEAN DENNIS**  
Co-Founder & CEO,  
**SEAFOOD SOUQ**

ZA'ABEEL HALL 4, 21-25 FEB

[VIEW AGENDA >](#)



## First in food WORKSHOPS

From getting Kosher certified to training on food safety post-pandemic, get hands-on learning on diverse topics from a panel of experts

HALL 2 - 21, 23 & 24 FEB

[VIEW AGENDA >](#)

## POWER UP YOUR MARKETING SKILLS

Big F&B brands get on stage to reveal their latest marketing success secrets.

Learn from MarComm heads of:

IN PARTNERSHIP WITH



HALL 2, 22 FEB

[VIEW AGENDA >](#)



PEPSICO



## For The Coffee Connoisseurs: Brewer's Cup & Latte Art Battle

Baristas get into battle mode to pitch their outstanding coffee innovations & latte art

ZA'ABEEL HALL 6, 21 - 25 FEB

[VIEW PROGRAMME >](#)



Learn about the breakthrough inventions that are reinventing F&B.

TRADE CENTRE ARENA, 21 FEB

[VIEW AGENDA >](#)

Hear from top startup founders like



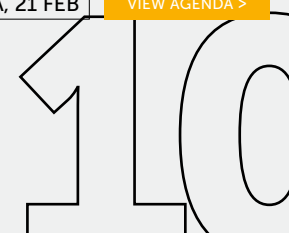
**TOMASO RODRIGUEZ**  
CEO  
TALABAT



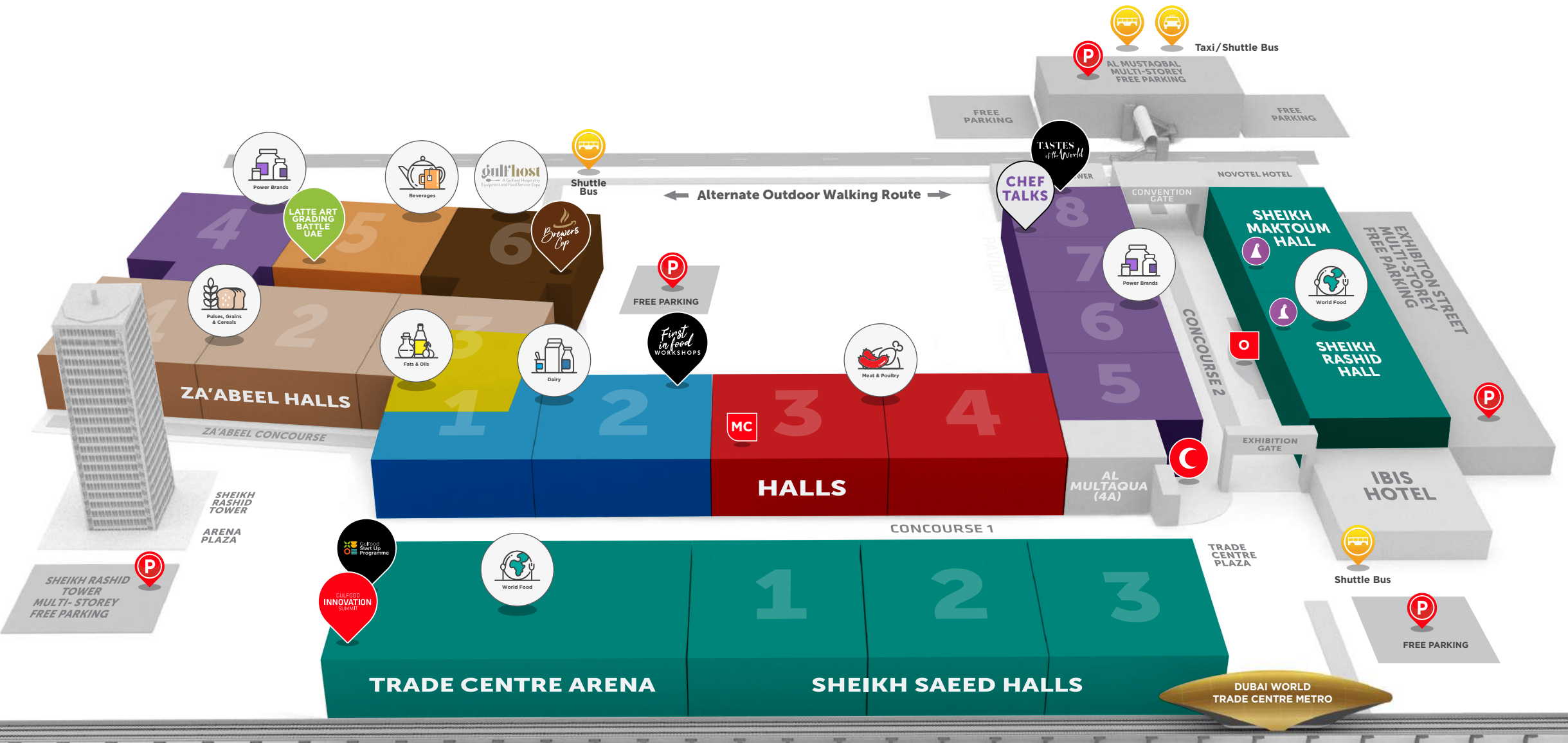
**RON HICKS**  
CEO & Founder  
HERDX



**KRIS FADE**  
Founder  
FADE FIT



# VENUE MAP



## SECTORS

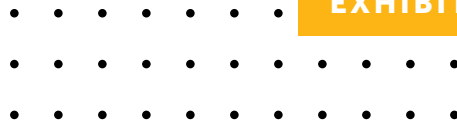
Beverages	Dairy	Meat & Poultry	Pulses, Grains & Cereals	Fats & Oils	Power Brands	World Food	GulfHost Al-Qatari Hospitality Equipment and Food Service Exp.

## SHOW FEATURES

Innovation Summit	Start Up Programme	First in Food Workshops	Tastes of the World	Chef Talks	UAE National Brewers Cup Championship	Latte Art Grading Battle UAE

## POINTS OF INTEREST

Organisers Office Bubble Lounge	MC Media Centre Al Ain F, Above Hall 3	Male/Female Prayer Rooms	First Aid	Shuttle Bus	Taxi

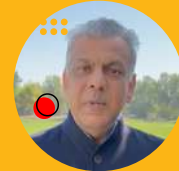


# MOVE FAST TO SOURCE

## FROM 2,500+ FOOD & BEVERAGE GIANTS FROM 85 COUNTRIES



This year, Gulfood is so much more important, because it's the only face-to-face food show ... and we've got partners from over 12 countries already confirmed that are coming



**ANANYA NARAYAN**  
Managing Director  
**HUNTER FOODS**  
UAE

[CLICK FOR FULL EXHIBITOR LIST >>](#)



# DIVERSE, INNOVATIVE FOOD SHOWCASE ACROSS 8 SECTORS, 20 HALLS



From 100% plant-based juicy meats to never-seen-before innovations like «Naan Chips» and Vitamin-C packed cocktails - discover the most incredible range of food and beverage from around the world.

[CLICK TO VIEW  
PRODUCTS BY SECTOR](#)

# GULFOOD INNOVATION AWARDS

A powerful demonstration of unrelenting global passion and competitiveness in food innovation

265 ENTRIES FROM 44 COUNTRIES ACROSS 10 CATEGORIES

## BEST PACKAGING DESIGN IMPACT



### CHUMAK SAUCE CRANBERRY DOY PACK 200 G



**Chumak**

Hall: **Sheikh Saeed Hall 2** | Stand: **S2-D44**

Great tasting sauce in a handy new pack. Super convenient to use and easier to carry.



### CAROB BAR



**Carob World Portugal, LDA**

Hall: **Trade Centre Arena** | Stand: **S-M11**

A fruit native to the region, presented to the world in a new innovative format.



### HUNTER'S GOURMET ORGANIC SUPERFOODS RANGE



**Hunter Foods (L.L.C)**

Hall: **6** | Stand: **D6-29**

Super sustainable, 100% recyclable packaging that keeps the food fresh & safe, and reduces plastic waste.



### GRACI FUNCTIONAL ORGANIC OVERNIGHT MUESLI WITH APRICOTS, DATES, JERUSALEM ARTICHOKE



**FELICI LLC**

Hall: **Trade Centre Arena** | Stand: **S-G11**

A uniquely designed 100% recyclable stand-up pouch for a healthy organic product.



## MOST IMPACTFUL SUSTAINABLE PRODUCT



### SUSTAINABLE RICE PRODUCT



**Olam International Limited**  
Hall: 6 | Stand: C6-29

Reduces the environmental impact of rice cultivation through innovations in Farm Management, Water Use, Nutrient Management and more



### FOREST-GROWN JAPANESE DRIED SHIITAKE DONKO 70G



**Sugimoto**  
Hall: Trade Centre Arena | Stand: S-H22

Winner of the grand prize of the Sustainable Award 2020 from the Japanese Government - a breakthrough for dried Shiitake



### HUNTER'S GOURMET ORGANIC SUPERFOODS RANGE



**Hunter Foods (L.L.C)**  
Hall: 6 | Stand: D6-29

Organic superfoods in innovative environment-friendly, 100% recyclable packaging.



### AL AIN PLANT BASE BOTTLE 500 ML



**Agthia Group PJSC**  
Hall: 8 | Stand: B8-10

First company in the Middle East and GCC making a portfolio of bottled water products from plant-based sources.

MOST INNOVATIVE BAKED PRODUCT



HUNTER'S GOURMET BAKED PRETZOS WITH BLACK SEEDS



Hunter Foods (L.L.C)  
Hall: 6 | Stand: D6-29

Healthy & incredibly nutritious snack with Black Seeds, known for boosting immune system and lowering blood pressure.



OLNY GRAIN ROLL WITH MAPLE SYRUP



Inter Europol S.A.  
Hall: Sheikh Saeed Hall 1 | Stand: S1-K27

A unique recipe that combines the healthiest ingredients such as oat grains and flakes, sunflower seeds, linseed, millet flakes, pumpkin seeds, and more.



BUTTER GARLIC NAAN CHIPS WITH MAKHANI DIP



Wingreens Farms Pvt. Ltd  
Hall: Trade Centre Arena | Stand: S-B3

Convenient, easy to eat, and pocket friendly to enjoy on-the-go. The perfect, crunchiest Naan Chip ever created.



BAKE NATURLY SOFT-BAKED BARS



Dofreeze L.L.C  
Hall: 5 | Stand: A5-29

Baked from natural ingredients, delicious healthy bars made from the three healthiest grains on earth: Whole Wheat, Buckwheat, and Oats.

MOST INNOVATIVE BEVERAGE




**MONK FRUIT CHOCOLATE POWDER**

 **Tertulia Brugge S.A.**  
Hall: **Trade Centre Arena** | Stand: **S-K22**

A sweet fruit with ZERO calories, a healing ingredient, unique in antioxidants called magosides. Perfectly delicious and extremely nutritious.



**ESSENTIAL COCKTAIL SIGNATURE LINE / %100 ORGANIC PURE JUICE BLENDS**

 **Aroma Product / Georgia's Natural**  
Hall: **Za'abeel Hall 5** | Stand: **Z5-F49**

A signature range extremely rich in vitamins, potassium, fibers, antioxidants and minerals.



**ICED KARAK TEA**

 **Aastha Enterprises**  
Hall: **Za'abeel Hall 5** | Stand: **Z5-C50**

The famous, favourite Karak Tea as a unique instant drink - that's refreshing in summer too.



**ACTIVE+ VITAMIN C 1000MG**

 **Bibita**  
Hall: **Za'abeel Hall 5** | Stand: **Z5-11**

Enjoy all the benefits of Vitamin C in a beverage: reduces wrinkles, helps absorb iron in the blood, antioxidant, reduces the nicotine side effects and increases immunity.

MOST INNOVATIVE DAIRY PRODUCT



SMART ICE CREAM POWDER  
BLACKCURRANT WITH PROBI-  
OTICS AND SUPERFOOD



Revala

Hall: Trade Centre Arena | Stand: S-K50

A healthier dessert that supports immune system with natural minerals, vitamins and probiotics.



DAIRY FREE - COTTAGE STYLE



Fino Food Kft.

Hall: Trade Centre Arena | Stand: S-F33

Amazing vegan innovation, excellent taste and texture to replace cottage cheese.



PLANTON CREAMO 15% PLANT-  
BASED PRODUCT FROM COCO-  
NUT MILK 200G



Jogurty magda Sp. z o.o.

Hall: Sheikh Saeed Hall 1 | Stand: S1-K17

Innovative 100% Vegan sour cream coconut alternative, Soy free, rich and velvety texture.



PLANTON BREAKFAST MUESLI



Jogurty magda Sp. z o.o.

Hall: Sheikh Saeed Hall 1 | Stand: S1-K17

A perfect combination of PlantON Prebiotic and the unique composition by Dobra Kaloria. Ready to eat.

## MOST INNOVATIVE FROZEN OR CHILLED FOOD



### CURD CAKE "BIEZPIENELLE"



**Cannelle Bakery Ltd.**

Hall: **Trade Centre Arena** | Stand: **S-G25**

A tasty and highly nutritious treat that can be enjoyed on its own or with some sauce or topping. A baked dairy innovation.



### KIBE DE BATATA COM QUEIJO CATUPIRY



**GloballFoods Brasil**

Hall: **Trade Centre Arena** | Stand: **S-J34**

A delightful combination of potatoes, wheat and mint - the first meatless kibbe as a delicious innovation



### LIQUID EGG PRODUCTS OV-OSTAR™ (PURE PAK)



**Ovostar Ltd.**

Hall: **Sheikh Saeed Hall 2** | Stand: **S2-D36**

Highly practical for professionals, arriving in two variants: Whole Eggs and Egg Whites. Produced from farm fresh eggs.



### ZING SHRIMPS



**Al-Kabeer Group ME**

Hall: **4** | Stand: **E4-1**

Bite-size shrimps massaged with mild flavour of chilli & pepper extract with some hint of ginger & onion note.

MOST INNOVATIVE HALAL PRODUCT



FIVE STAR JERKY



Caribe Producers

Hall: Sheikh Saeed Hall 3 | Stand: S3-B10

The first 100% Made in the USA snack of Halal beef, from packaging to the harvesting. Significant protein boosts for in between meals.



POSCA ROMANA - CRAFTED BY NATURE!



P.O.S.C.A. GmbH

Hall: Za'abeel Hall 5 | Stand: Z5-E30

Made from the finest Austrian grapes, enhanced by an 8-year old process in wooden barrels, alongside Acetobacter bacteria to transform into vinegar acid.



HUNTER'S GOURMET HAND COOKED POTATO CHIPS SHAWARMA



Hunter Foods (L.L.C)

Hall: 6 | Stand: D6-29

A unique blend of herbs and spices to offer the perfect Shawarma flavor that everyone loves.



BALSAMIC FILLED CANDIES



Acetaia Leonardi

Hall: Sheikh Saeed Hall 1 | Stand: S1-D27

Launching at Gulfood 2021 - a truly innovative sweet product that is dairy free and 100% vegetal.

# MOST INNOVATIVE HEALTH & WELLNESS PRODUCT



## WALNUT WHITE CHOCO SPREAD



**Cold Pressok**

Hall: **Trade Centre Arena** | Stand: **S-E16**

In this product, innovation is all about taste. Walnut white choco spread is made of 75% walnuts.



## FORTIFIED RICE PRODUCTS



**Olam International Limited**

Hall: **6** | Stand: **C6-29**

Looks, feels, smells, and tastes like a regular milled rice product but provides additional nutrition. Healthy, nutritious, and high-quality rice.



## JACKFRUIT365



**Eastern Condiments Middle East & North Africa**

Hall: **5** | Stand: **A5-10**

Patented, made from 100% mature green unripe Jackfruits of India.



## VEGAN SPREADABLE



**Terra Food Group of Companies**

Hall: **Sheikh Saeed Hall 2** | Stand: **S2-D34, A1-19**

100% plant based natural product, which combined the best "superfood" ingredients from the nature. Dubbed as the most innovative vegan product.

## MOST INNOVATIVE MEAT OR POULTRY PRODUCT



### BEYOND BREAKFAST SAUSAGE® LINKS



**Beyond Meat**

Hall: 3 | Stand: C3-27

Nutritious and juicy plant-based links, Vegan – Vegetarian Society Approved.



### TURKEY MEAT CARPACCIO



**UPG-Invest**

Hall: 3 | Stand: D3-23

A Halal carpaccio, produced of turkey breast that can be raw smoked or boiled semi-smoked.



### SMOKED CHICKEN AND QUAIL EGGS



**Soligorsk Poultry Factory**

Hall: 2 | Stand: F2-2

Environmentally friendly product consisting of an egg and a mixture of natural spices.



### BEYOND MEATBALLS™



**Beyond Meat**

Hall: 3 | Stand: C3-27

A convenient, juicy, nutritious and satisfying addition to any meal. Made with plant-based Beyond Beef and a signature blend of Italian spices.



MOST INNOVATIVE ORGANIC PRODUCT



**HÖLLINGER ORGANIC SHOT IMMUN+**

 **IMS Hoellinger GmbH**  
Hall: **Sheikh Saeed Hall 2** | Stand: **S2-E38**

Offered in a sustainable glass bottle, the ginger shot contains the best of the ginger root and valuable vitamin C.



**ORGANIC FRUIT SHOTS**

 **Osterberg International A/S**  
Hall: **Sheikh Saeed Hall 2** | Stand: **S2-B26**

Based on 100% pure fruit and vegetables. The range includes African, Arabic, Asian and Nordic fruit shots.



**ORGANIC GINGER SYRUP**

 **IMS Hoellinger GmbH**  
Hall: **Sheikh Saeed Hall 2** | Stand: **S2-E38**

Refreshing, hot and a bit sweet, it contains high-quality, directly pressed ginger juice, and therefore all the wholesome ingredients.



**VEGUP BIO COCONUT VEGAN-GURT NATURAL**

 **Jogurty magda Sp. z o.o.**  
Hall: **Sheikh Saeed Hall 1** | Stand: **S1-K17**

A 100% plant-based product made with coconut milk, which makes it lactose free.

GULFOOD INNOVATION SUMMIT

# 3 DAYS OF POWERFUL, THOUGHT-PROVOKING CONVERSATIONS

22-24 FEB | TRADE CENTRE ARENA

Hear from global food authorities, business leaders, food technologists, sports stars, startup founders and senior analysts on succeeding in a fast-shifting food landscape.



## Key Themes Covered



Food Security



Cooperation



Technology



Hospitality



Trade

# GULFOOD INNOVATION SUMMIT

**DAY 1 FEATURED SESSIONS**  
22 FEB, TRADE CENTRE ARENA

12.15 PM



## THE UAE FOOD SECURITY STRATEGY: MISSION, TARGET & INVESTMENTS

**H.E. MARIAM ALMHEIRI**  
Minister of State for Food and Water Security  
UAE

12.30 PM **REACHING 3 BILLION CONSUMERS**



**DENNIS LISTER**  
VP Product and Business  
Development  
**EMIRATES SKYCARGO**



**AMADOU DIALLO**  
CEO Middle East & Africa  
**DHL GLOBAL FORWARDING**



**CARLOS GARCIA**  
Partner, Middle East  
Customs & International Trade  
**PwC MIDDLE EAST**



**AHMAD SULTAN AL HADDAD**  
Chief Operating Officer,  
Parks and Zones  
**DP WORLD, UAE REGION**

3.30 PM **ADJUSTING FOOD RETAIL SUPPLY CHAIN**



**ARDA CENK TOKBAS**  
Managing Director  
**PINAR ARABIA**



**WILLEM VAN WALT MEIJER**  
CEO  
**AL AIN FARMS**



**HANI WEISS**  
CEO  
**MAF RETAIL**



**BHUSHANT GANDHI**  
COO  
**TRUEBELL**

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# GULFOOD INNOVATION SUMMIT

DAY 2 FEATURED SESSIONS  
23 FEB, TRADE CENTRE ARENA



2.45 PM

## NEXT STEPS FOR PLANT-BASED & ETHICAL VEGAN FOOD

**HEATHER MILLS**, Founder - **VBITES**



12.00 PM **FOOD WASTE - TURNING TRASH INTO CASH**



**SH. DR MAJID  
SULTAN AL QASSIMI**  
Co-Founder  
**SOMA MATER**



**MARCIO BARRADAS**  
Founder  
**ESSENCE FOOD**



**IGNACIO RAMIREZ**  
Managing Director  
**WINNOW SOLUTIONS**



**MAJID AL NUAIMI**  
Head of Strategy  
**BEE'AH**

3.30 PM **FOOD SECURITY IN A BIO-REACTOR?**



**DIDIER TOUBIA**  
Founder  
**ALEPH FARMS**



**ESHCHAR BEN SHITRIT**  
CEO  
**REDEFINE MEAT**



**NIR GOLDSTEIN**  
**THE GOOD FOOD  
INSTITUTE**



**MODERATOR  
TRISKA HAMID**  
**WAMDA**

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# GULFOOD INNOVATION SUMMIT



*Gulfood*

**DAY 3 FEATURED SESSIONS**  
24 FEB, TRADE CENTRE ARENA

**11.00 AM**

**DELIVERING ON THE VISION  
OF DESTINATION DINING**

**JOSE SILVA**, CEO - **JUMEIRAH GROUP**



**2.10 PM**

**KOSHER FOOD TRENDS  
IN THE UAE, POST  
NORMALIZATION**



**ELLI KRIEL**  
Founder  
**ELLI'S KOSHER KITCHEN**



**RABBI JOEL WEINBERGER**  
Head of Operations  
**STAR K**

**2.30 PM** **BUILDING A FOOD TECH ECOSYSTEM FOR THE FUTURE**



**MOHAMED BALLOUT**  
CEO  
**KITOPi**



**TOON GYSEELS**  
COO  
**TALABAT**



**MARWAN TARABAY**  
Founder  
**THE LEAP NATION**



**BASIL MOFTAH**  
General Partner  
**GLOBAL VENTURES**



Excited to discuss entrepreneurship and how 2021 will be a defining year for the online delivery sector. Gulfood is critical because it brings together the top players in the region and paves the way for many opportunities."

**TOMASO  
RODRIGUEZ**  
CEO  
**TALABAT**

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21 FEB | TRADE CENTRE ARENA

NEXT-GENERATION F&B INNOVATORS & STARTUPS SHARE IDEAS TO REINVENT THE INDUSTRY

12.00 PM

SECRETS OF MY SUCCESS:  
SPORTS HERO AND STAR  
SPILL THE BEANS



**MARCUS SMITH**  
Entrepreneur, Extreme Athlete  
and Coach



**HEATHER MILLS**  
Founder  
VBITES



2.00 PM

ACCELERATING ENTREPRENEURSHIP  
IN FOOD INNOVATION AND AGRITECH



**CINAR KURRA**  
CEO  
CATALYST



**BINA KHAN**  
Founder  
SUMMIT AND CO.



**TRISKA HAMID**  
Editor  
WAMDA



**ERICH SIEBER**  
Managing Partner  
PEAKBRIDGE VC

3.00 PM

JUST GIVE UP  
- A CANDID  
TALK



**KRIS FADE**  
Radio Host,  
Entrepreneur & Founder  
FADE FIT

1 PM - 2 PM

3 PM - 4.30 PM

STARTUP SHOWCASE

Top food and beverage startups present their ground-breaking tech solutions

CLICK FOR THE FULL AGENDA >>



# TASTES OF THE WORLD

MULTI-SENSORY, ACTION-PACKED FOOD FESTIVAL BRINGING MEGA TRENDS TO LIFE

HALL 8



## MICHELIN STAR CHEFS: DISCOVER THE STROKES OF GENIUS THAT KEEPS THEM AHEAD

**MARCO SACCO**  
2 MICHELIN STAR  
Italy



21 FEB, 1:35 PM

**NORBERT NIEDERKOFLER**  
3 MICHELIN STAR  
Italy/Germany



22 FEB, 12:50 PM

**GAL BEN-MOSHE**  
1 MICHELIN STAR  
Germany



22 FEB, 1:45 PM

**RENÉ FRANK**  
2 MICHELIN STAR  
Germany



23 FEB, 1:30 PM

**RUI SILVESTRE**  
1 MICHELIN STAR  
Portugal



24 FEB, 1:20 PM

[CLICK TO SEE AGENDA](#)



CHEF'S CLUB

## UAE'S GREATEST CHEFS UNITE

Launching at Gulfood 2021 - the Chef's Club is a dynamic inner circle of UAE's most influential chefs coming together for a series of year-round culinary initiatives.

**zuma**

21 FEB, 12:30 - 12:50 PM



**CHEF PAWEŁ KAZANOWSKI**  
Executive Chef Zuma - Middle East and Turkey



**CHEF MARIO FICO**  
Head Chef Zuma Abu Dhabi

**BOCA**



**MATTHIJS STINISSEN**  
Executive Chef Boca Restaurant

23 FEB, 11:50 AM - 12:10 PM

**R**



**FRANCESCO GUARRACINO**  
Corporate Chef Roberto's

24 FEB, 1:50 - 2:10 PM

# 5 DAYS OF MASTERCLASSES: STRATEGIES TO PERFECT YOUR CRAFT AND BUSINESS

## HALL 8



**NEW DUBAI  
FUSION  
CUISINE SCENE**

22 FEB - 2.35 PM

**COLIN CLAGUE**  
Executive Chef  
**RUYA**



**ZERO WASTE:  
SUSTAINABLE FINE  
DINING**

22 FEB - 3:28 PM

**GIOVANNI PAPI**  
Head Chef Ristorante  
**ARMANI HOTEL**



**SIGNATURE  
DISH FROM  
ONE OF  
DUBAI'S TOP  
CHEFS**

23 FEB - 3:30 PM

**BERNARDO  
PALLADINI**  
Head Chef  
**TORNO SUBITO  
BY BOTTURA**



**ULTIMATE  
COMMERCIAL  
KITCHEN  
TECHNOLOGY**

25 FEB - 12.30 PM

**RABIH  
AL AARAJ**  
Head Chef, R&D  
**MKN**

[CLICK TO SEE AGENDA](#)

## ALONGSIDE THE POPULAR ▶▶ EXPERIENTIAL FAVOURITES



### MAIN KITCHEN

Cooking up a storm with creative ingredients and the most advanced kitchen and tools



### FLOUR KITCHEN

Dedicated to the wonderful world of wheat flours – see innovative dough creations and pizza acrobatics



### PASTRY ART

Dive into the magic and succulent science of pastry-making, with dessert maestros leading the line-up

[CLICK TO SEE AGENDA](#)



# LET THE BATTLES BEGIN THRILLING CULINARY COMPETITIONS



## GULFOOD INTERNATIONAL CULINARY LEAGUE

24 FEB, 11.20AM – 5PM

Hall 8

World-class chefs present their innovative take on regional cuisines to a high-profile jury



## UAE NATIONAL BREWER'S CUP CHAMPIONSHIP

PRESENTATIONS 21-25 FEB  
FINALS 25 FEB, 11.10 AM – 4 PM

Za'abeel Hall 4

Baristas showcase their hand-brewing mastery in two rounds of intense, aromatic pitching



## LATTE ART GRADING BATTLE

24 & 25 FEB

COMPETITION 11AM - 4PM

Za'abeel Hall 6

Is it coffee or art? Master the craft across 3 days of certified latte art courses followed by the highly-charged, fierce battle.

# CHEF TALKS: UNLOCK THE STORIES BEHIND THEIR CULINARY TRIUMPHS HALL 8



## THE FIRST ARAB MASTER CHEF

TAREK IBRAHIM  
Corporate Master Chef  
MEAT AND LIVESTOCK AUSTRALIA

21 FEB, 12 PM



## PERFECTING SCIENCE IN THE ART OF COOKING

CHEF AMRO  
Products Innovation Manager  
MAM FOOD CO.

24 FEB, 12 PM



## GOING BACKWARDS TO GO FORWARDS

TROY PAYNE  
Eccentric Cook  
PANGOLINAN GROUP

24 FEB, 3 PM

**RAMPING UP F&B BRAND POWER  
IN PARTNERSHIP WITH THE  
MARKETING SOCIETY**



22 FEB | HALL 2



**PURPOSE  
DRIVEN  
MARKETING**

11.05 AM

**PETER  
DEBENEDICTIS**  
Chief Marketing Officer  
MICROSOFT, MEA



**THE EVOLUTION  
OF CONSUMER  
BEHAVIOUR  
- PART 1**

11.30 AM

**BELIN ALEV**  
Regional Comms  
Director  
EMEA,  
TETRA PAK



**THE EVOLUTION  
OF CONSUMER  
BEHAVIOUR  
- PART 2**

11.45 AM

**TJ LIGHTWALLA**  
Managing Director, Lead for  
Experience Services MENA  
ACCENTURE  
INTERACTIVE



**FOOD/DIGITAL  
LAUNCHES  
ADDRESSING POST-  
COVID CONSUMER  
NEEDS**

12.05 PM

**BEVERLY D'CRUZ**  
Chief Brand Officer  
PIZZA HUT



**THE FUTURE  
OF FOOD  
MARKETING AND  
ADVERTISING**

1.00 PM

**MUSTAFA  
SHAMSELDIN**  
Chief Marketing Officer  
PEPSICO

[CLICK TO SEE ALL WORKSHOPS](#)

*First  
in food*  
WORKSHOPS

**LEARN FROM THE BEST  
IN THE BUSINESS**

21-24 FEB | HALL 2



**INNOVATING FOR GROWTH  
IN THE TIME OF CRISIS**

21 FEB - 1.30 PM

**SAMIR MOFТАH**  
Director Research & Innovation,  
Quality & Food Safety,  
DANONE



**SUSTAINABLE  
DINING**

23 FEB - 11.00 AM

**ROHA DAUD**  
Brand Consultant  
Food & Wellness, Founder  
CAUSE KITCHN



**KOSHER CERTIFICATION  
WORKSHOP**

23 FEB - 1.00 PM

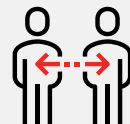
**RABBI LEVI DUCHMAN**  
Rabbi of the Jewish Community of  
U.A.E., Founder  
EMIRATES AGENCY FOR KOSHER  
CERTIFICATION

[CLICK TO SEE ALL WORKSHOPS](#)

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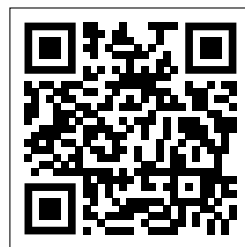


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Exhibitor List



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Speakers & Agenda

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or



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**21-25 FEB 2021**  
DUBAI WORLD TRADE CENTRE

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