

Gulfood

**THE BIGGEST
FOOD BUSINESS**

...is your
business.

Make it bigger by exhibiting at Gulfood.



**POST SHOW
REPORT 2017**



Organised By



THE WORLD'S LARGEST ANNUAL FOOD EVENT



26 FEBRUARY
to
2 MARCH 2017



97,423

Visitors from

185+

countries



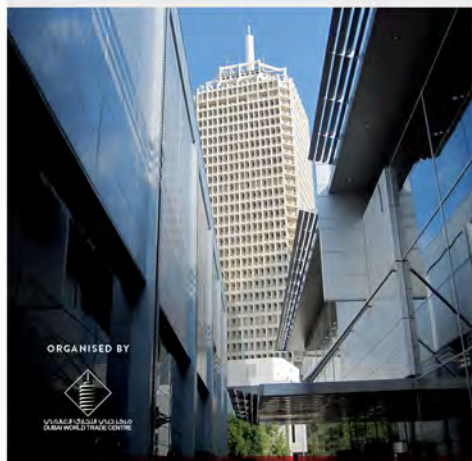
22nd
Edition

5000

Exhibitors from

120+

countries



ORGANISED BY



SAUDI MINISTRY OF ECONOMY AND PLANNING
WWW.MEPC.GOV.SA

1,000,000

square feet



THE BUYERS

A HOLISTIC MARKETPLACE
FOR GLOBAL F&B TRADE



97,423

Visitors from



185

countries



60%

International



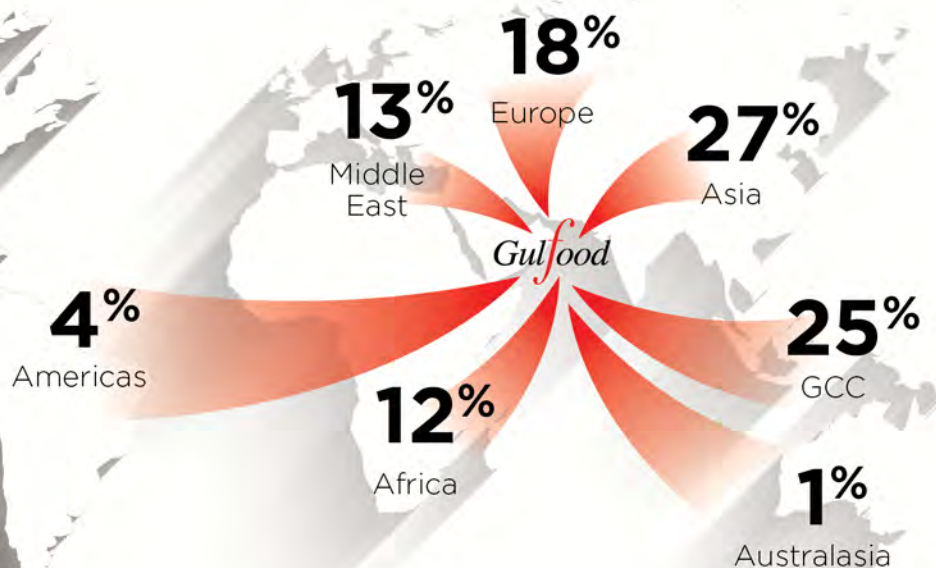
40%

UAE

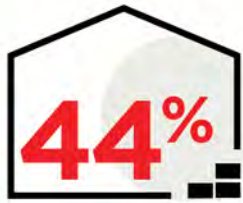


“Gulfood is a monster of an exhibition. We made a lot of new contacts, closed deals and saved considerable budget with new suppliers.”

Miguel Angelo Freitas
Chef, Kuwait



BUYERS BY COMPANY'S MAIN ACTIVITY



Distributor/
Wholesaler/Trader



Foodservice &
Hospitality - Cafes,
Restaurants, Hotels



Retail/
Supermarket



Government/Armed
Services



Other



“Very satisfying. I acquired new ideas including black mineral water and multi-coloured nachos. Very rewarding in terms of identifying new trends.”

Pankaj Vig,
Chef,
Monaco Stars 'n' Bars Restaurants, UAE



Visitor Purchasing Responsibility



22.8%

Meat & Poultry



29.3%

Dairy



36.4%

Pulses, Grains, Cereals



29.6%

Beverages/Soft Drinks



32.2%

Confectionery & Bakery



17.2%

Beverages/Hot



17.4%

Chilled & Fresh Food



9.2%

Delicatessen & Stables



26.8%

Fats & Oils

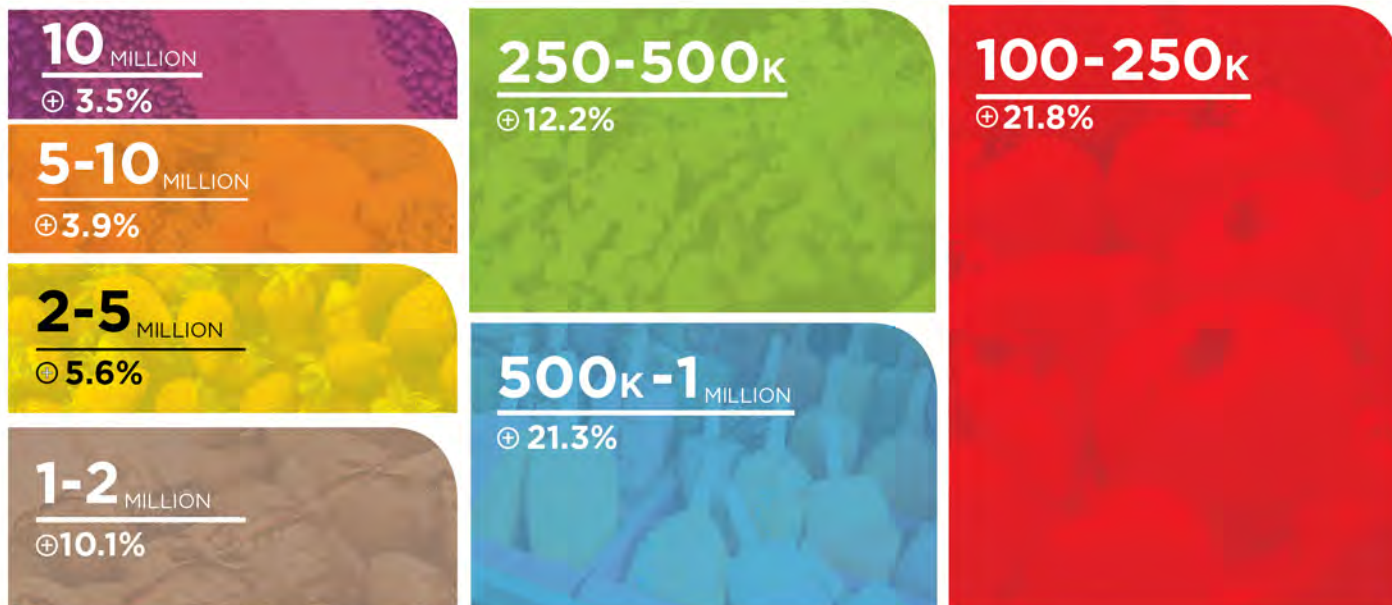


23.7%

Frozen Food

VALUE OF SALES GENERATED BY GULFOOD

(EXPECTED VALUE ACCORDING TO EXHIBITORS, US\$)



EXHIBITOR FEEDBACK



“Gulfood and the new Power Brands segment in particular is an amazing opportunity to do business. As a truly global event, we are able to examine trends while increasing our trade networks to export on an even more significant scale.”

Heloise Buzet,
Head of Marketing MENA,
Del Monte, UAE

“My company has around 60 shops in Lebanon and many of our suppliers are now focusing on Gulfood rather than the events in Europe. Gulfood is a hub where you can meet suppliers from around the world. It's close to everybody.”

Zeina Abi Oula,
Group Supply Chain Director,
Alrifai, Lebanon

“For United States red meat exporters, Gulfood has a well-established reputation as the premier marketing event in the Gulf Region. Over the years Gulfood's footprint has expanded considerably, and it's also now a key venue for exporters looking to grow their business in emerging markets in Africa, Asia and Europe.”

Philip Seng,
President and CEO, US Meat Export
Federation (USMEF) United States

“Attendance was fantastic. We saw more clients who are serious about business. We interacted with more decision makers. This in itself kept us busy as we wanted to close deals and not just be present. This was our first time ever, and we are more than certain that we will participate in the upcoming years.”

Murad Alnasur,
Chief Operating Officer,
FranchiseME



THANK YOU

TO OUR SPONSORS AND PARTNERS

SPONSORS

Platinum Sponsor	Gold Sponsors	Silver Sponsors	Strategic Partner	Category Sponsor (Meat & Poultry)	Category Sponsors (Beverages)	Zabeel Reg Sponsor	
Registration Area	Visitor Badge Pouch & Inserts	Carrier Bags+ Website	Visitor Invitation+ Pens	Online Registration Partner	In Hall signage partner	Visitor Badge Lanyards	Carrier Bags

PARTNERS

Supported by	Official Publisher	Official Knowledge Partner	Official Chefs Magazine	Official Regional Magazine	Exclusive Official Publication	Exclusive Online Media Partner	Exclusive Regional Media Partner
							
Official Media Partner		Official Airline Partner		Official Courier Handler	Official Transport Partner		Official Travel Partner
   							

SEE YOU NEXT YEAR!

SPACE ONLY	DOUBLE DECKER	CONCOURSE - SHELL SCHEME	SHELL SCHEME	CONCOURSE SPACE ONLY	AED 3,150 ONE-TIME CHARGE
					Applies for registration, insurance and enhanced internet package
EARLY BIRD: (Before 29 Sept. 2017)	AED 2,050 per sq. m	AED 1,250 per sq. m	AED 3,100 per sq. m	AED 2,325 per sq. m	
LATE ORDERS: (After 29 Sept. 2017)	AED 2,250 per sq. m	AED 1,250 per sq. m	AED 3,300 per sq. m	AED 2,525 per sq. m	
The UAE has announced that VAT will be introduced from January 1st 2018. Final legislation has not yet been published. Please budget for VAT (estimate 5%) in addition to these published rates.					

STAND SPACES ARE IN HIGH DEMAND AND SELL OUT WELL IN ADVANCE OF THE EVENT
SECURE A PROMINENT LOCATION TODAY.

18 - 22 FEBRUARY 2018

DUBAI WORLD TRADE CENTRE

In line with an evolving marketplace; Gulfood has cultivated a cluster of distinct, complementary food events hosted at key intervals throughout the year. **Don't miss:**

Dubai International Hospitality Week,
18 - 20 September 2017,
Dubai World Trade Centre

In preparation for the hospitality high season, front and back of house solutions and interrelated speciality F&B products will be showcased at GulfHost, The Speciality Food Festival, SEAFEX & yummex Middle East.



Gulfood Manufacturing,
31 October to 2 November 2017,
Dubai World Trade Centre

The latest ingredients, processing, packaging and logistical F&B solutions will solve all your production, capacity and automation challenges for the business year ahead.



Gulfood
18 - 22 February 2018,
Dubai World Trade Centre

The flagship event takes place during a critical phase in the annual world harvest cycle and trades under eight distinct commodity markets including Beverages, Dairy, Fats & Oils, Meat & Poultry, Pulses, Grains & Cereals, Health, Wellness & Free-From, World Food and Power Brands

