



**THE LEADING GOURMET FOOD EVENT FOR MIDDLE
EAST & NORTH AFRICA**



**The Original Speciality Food
Event for the MENA Region**



30 OCTOBER – 1 NOVEMBER 2018
DUBAI WORLD TRADE CENTRE

Organised by





THE LARGEST GOURMET FOOD TRADE EVENT IN THE REGION

EDITION

9th

DATES

30 OCT – 1 NOV 2018

SHOW SIZE

5,500 +
SQM

EXHIBITORS

137
from 26 COUNTRIES

AVERAGE EXHIBITOR SALE FROM EVENT

USD 1 MILLION

FREQUENCY

ANNUAL

VISITORS

20,000+
from 111 countries

SHOW TYPE

TRADE ONLY

VENUE

DUBAI WORLD
TRADE CENTRE

Why target the Middle East market ?

Consumer spending on food in region to reach \$ 106 billion by 2017

This equates to 28% of their income being spend on F & B

The average UAE household spends more on premium and gourmet products than equivalent households in the US, Japan, UK, Korea and China *

- The **UAE food sales** are projected to reach \$16.7 billion with an annual **average growth of 7.3 %** by 2020, just behind Saudi Arabia; growing at 8.8%. *
- Middle East & Africa has the strongest forecast growth for 2017-26 at 7.3% per annum, with regards to spending on eating out.
- Gulf countries will spend **\$53.1 billion** in 2020 on **food imports** due to an increasing population and influx of tourists*
- UAE is to be the **second largest market** for **organic food** in region, growing at 31% *

Why should you be targeting this region?

- The region's **hospitality market** is expected to grow at a **7.6 % CAGR** to \$36.7 billion in 2020*, giving further opportunities for F&B outlets



Saudi Arabia has announced a new \$ 500 billion development called NEOM, spanning across three countries and 33 x larger than the land area of New York City.

*BMI, Gulf News, PWC, Cushman & Wakefield, Euromonitor, Alpen Capital

WHO visits?



If you are targeting these profiles, this is the event for you!

- Distributors
- Exporters / Importers
- Fine dining restaurants
- Health stores
- HORECA Professionals
- Executive chefs, Hoteliers & Restaurateurs
- Organic Traders
- Premium brand managers
- Royal and gourmet caterers
- Speciality Food Associations
- Specialty retailers & wholesalers
- Supermarkets & Hypermarkets



"I own a couple of retail supermarkets in Abu Dhabi and I am here to check what is in the market. So far, I am interested with SFF and SEAFEX. In my opinion, the show is really good "

Souq Planet
UAE

"We really love the show and we feel it is getting bigger. This time, we have also noticed that there are a lot of products and it is good to have four shows under one roof.."

Café De Ville
Saudi Arabia

VISITOR *profile*



20,000 buyers from 111 countries
came to source gourmet
ingredients and production
solutions in 2017

94%

visitors found the
event important to
attend

Meet the buyers that matter...

6%

C-Levels

15%

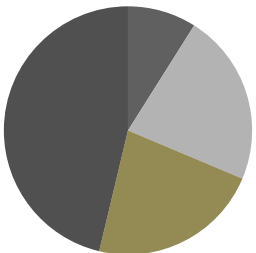
Owners/Board

15%

Sr. Managers /Managers

31%

General Managers



MEET THE RIGHT BUYERS WHO ARE THERE TO BUY WHAT YOU SELL

TAKE ADVANTAGE OF FACE-TO-FACE COMMUNICATION

GAIN MARKET EXPOSURE

MEET HIGH-END BUYERS OF FINE FOOD & DRINK FROM THE ENTIRE MENA REGION

LEVERAGE FROM THE SHOW'S VARIOUS GLOBAL MARKETING CHANNELS

From regional & international markets

20%

International



80 %

Middle East



WHO *will be showcasing their products with you.*

The big players are all at the show...shouldn't you be here as well?

We deliver the right buyers to all our exhibitors !
Meet them and take your product to the next level...below are a few of them:

HOSPITALITY & AIRLINES



DISTRIBUTION & RETAIL



WHO exhibits?



Anyone who sells or trades in specialty & gourmet food & beverage belongs here!

IN 2017:

137
EXHIBITORS

26
COUNTRIES

8
NATIONAL
PAVILIONS



PRODUCT PROFILE

FINE FOOD	CONDIMENTS & SAUCES	DAIRY & CHEESE	BEVERAGES	NUTRITIONAL / SPECIAL DIETS
Gourmet & Fine Food	Chutney/ Relishes	Milk & Milk substitutes	Tea	Organic
Artisan	Jam	Butter	Energy Drinks	Vegan
Meat	Oils & Fats	Cheese	Mineral Water	Bio
Deli Food	Spices/ Seasoning	Yoghurt	Juices	Gluten free
Ethnic/ Seasonal				Free Range



Exhibitor Feedback

“The show is going very good, for now we made big promotions around the market and we have received great numbers of visitors and enquiries ”



Business France
France

“It's our first time exhibiting at the event and we are happy that we have received positive responses and enquiries from potential clients. ”



Bridgeport Trading
UAE

“We are happy with our involvement and have received positive feedback from our potential clients and visitors.”



Roast Maestro
Saudi Arabia

“Good contracts with local distributors, who are interested in high value products”



Gamafood SRL
Italy

The Speciality Food Festival delivers spectacular ROI and immediate sales returns unmatched by any other lead generation activity...

\$1 Million expected sales during and post event



CHEF'S THEATRE

Cooking competitions, masterclasses and demonstrations by key regional and international chefs, across all the 3 days of the event.

The Michelin and celebrity chefs created the next level seafood, organic, gluten free and artisan cuisine in a bustling festival environment.



FEATURES *that attract the right audience*

MASTERS OF PIZZA

A demonstration from the regional and Italian 'pizzaiolos' live in action, showcasing how world-class chefs preparing the pizzas with a twist



YOUNG CHEF'S HOTEL CHALLENGE

This spectacular culinary cook-off paid homage to the most remarkable young chefs entering Dubai's vibrant food scene. The most talented regional chefs under 30 years of age are vying for a coveted place in the Italian final.



30 OCT - **1** NOV
2018

Secure a prominent location for your stand



All-inclusive package (min 9 sqm)

Standard AED 1,880/ USD 520 per sqm

Includes: walling, carpet, name plate in English, 1 x 13 amp socket, 3 x spot lights, 2 x chairs, 1 x table, 1 x lockable cupboard.



Space Only stand (min 24 sqm)

Standard AED 1,585/ USD 438 per sqm

Open floor space for exhibitors who wish to design & build their custom stands. Power charges apply.

**Insurance & Enhanced Internet Listing
(Mandatory costs)**

AED 1,745/ USD 486 per exhibitor

Note : UAE has introduced Value Added Tax (VAT) from January 1st 2018. A separate charge of 5% will be need to be added to the above pricing.



THE REGION'S LEADING SEAFOOD SOURCING EVENT



The Only Professional Seafood
Event for the MENA Region



30 OCTOBER – 1 NOVEMBER 2018
DUBAI WORLD TRADE CENTRE

Organised by





THE REGION'S LEADING SEAFOOD SOURCING EVENT

EDITION

7th

DATES

30 OCT – 1 NOV 2018

SHOW SIZE

**4,000 +
SQM**

EXHIBITORS

143
from 25 COUNTRIES

**AVERAGE EXHIBITOR SALE
FROM EVENT**

USD 1 MILLION

FREQUENCY

ANNUAL

VISITORS:

20,000 +
from 111 COUNTRIES

SHOW TYPE:

TRADE ONLY

VENUE:

**DUBAI WORLD
TRADE CENTRE**

Why you wouldn't want to ignore the Middle East



Consumer spending on food in region to reach \$ 106 billion by 2017

This equates to 28% of their income being spend on F & B

It is an extraordinary seafood-consuming market!

- Gulf seafood industry is worth **\$ 272 million a year** and is forecasted to grow further over the next few years.*
- In the **UAE** and **Oman**, **seafood consumption** per capita is one of the **highest worldwide**, estimated at 28.6 kg per year. Qatar and Egypt, also have high seafood consumption rates at 24.5 and 20.8 kg per year respectively.*
- Demand for fish in the UAE will grow at a rate of 8% per year until 2030*
- Frozen processed seafood value sales in the Middle East and Africa records double digit growth annually with a 20% CAGR between 2012 and 2017, largely outpacing the world's average, standing at a 4% CAGR.

Why should you be targeting this region?

- The region's **hospitality market** is expected to grow at a **7.6 % CAGR** to \$36.7 billion in 2020*, giving further opportunities for F&B outlets



Capitalise on the demand for seafood products in one of the world's most affluent markets.

*FAO, Alpen Capital, Euromonitor

WHO visits?



If you are targeting these profiles, this is the event for you!

- Executive chefs
- Hoteliers & restaurateurs
- Health stores
- HORECA Professionals
- Organic food traders
- Royal and gourmet caterers
- Resorts & spas
- Seafood retailers & wholesalers
- Seafood Brand managers
- Seafood distributors
- Seafood Exporters / Importers
- Supermarkets & Hypermarkets

“We are here to explore new trends in market. We would like to see the new ingredients and meeting new suppliers or exhibitors.”

Rotana Hotels
UAE

I own a couple of retail supermarkets in Abu Dhabi and I am here to check what is in the market. So far, I am interested with SFF and SEAFEX. In my opinion, the show is really good

Souq Planet
UAE

VISITOR *profile*

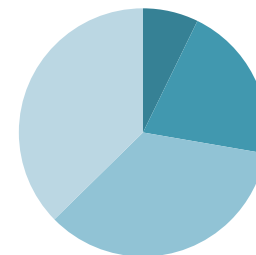


20,000 buyers from 111 countries came to source seafood in 2017

93%
exhibitors found
the event
important to attend

Meet the buyers that matter...

14% General Managers
30% Owners/Board
34% Sales & Marketing
22% Executive



MEET WITH KEY BUYERS FROM A FAST GROWING HOSPITALITY SECTOR

USE THE PLATFORM TO CONNECT AND SHOWCASE YOUR PRODUCTS

REGIONAL BUYERS SEEKING GLOBAL SUPPLIERS TO MEET BOOMING TOURIST AND EXPAT DEMAND

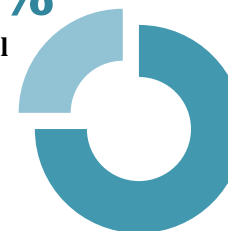
SUPPLY TO HIGHEST SEAFOOD PER CAPITA CONSUMING REGION

LEVERAGE FROM THE EVENT'S MEETINGS PROGRAM



From regional & international markets

52%
International



48%
UAE

WHO *will be showcasing their products with you.*



The big players are all at the show...shouldn't you be here as well?

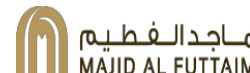
				
				
				
				

**We deliver the right buyers to all our exhibitors !
Meet them and take your product to the next level...below are a few of them:**

HOSPITALITY & AIRLINES



DISTRIBUTION & RETAIL





Anyone who sells or trades in seafood belongs here!

IN 2017:

143
EXHIBITORS

25
COUNTRIES

11
NATIONAL
PAVILIONS

PRODUCT PROFILE

SEAFOOD	CANNED PRODUCTS	CONDIMENTS & SAUCES	VALUE ADDED SERVICES	AQUACULTURE
Fresh	Tuna	Coatings	Crab Meat Stuffing	Fish Farms
Frozen	Sardines	Sauces	Tuna Poke	Consultancy
Live	Crab Meat	Seasonings	Sashimi	Aquaculture technologies
Branded	Shrimp	Breeding	Crab Cakes	
Private Label	Mussels		Smoked Fish	

“

"It is our 4th time at SEAFEX and we are getting the right customers enquiring. We have had added fresh products which has been a great success. We will definitely be coming back next year."



The Deep Seafood Co. L.L.C
United Arab Emirates

”

"We are currently representing 15 Norwegian companies at the show and they have been able to meet with customers from previous years as well as make new clients"



Norwegian Seafood Council
Norway

Seafex Middle East delivers spectacular ROI and immediate sales returns unmatched by any other lead generation activity...

\$ 1 Million expected sales during and post event



“

" This was our first visit, so we didn't know what to expect. The quality of the buyers was good "



PEI Mussel King
Canada

”

" Seafex is still one of the top shows in the world "



American Indian Foods
USA

CHEF'S THEATRE

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