

Gulfood

17 - 21 February 2019
Dubai World Trade Centre

GULFOOD.
BIG ON
TRENDS.

TASTES. TRENDS. TRADE.



POST SHOW REPORT
2018 Fact Sheet

#Gulfood
www.gulfood.com

TRULY GLOBAL

Celebrating over three decades of success since its inception in 1987, this year Gulfood proudly welcomed attendees from the entire globe at the Dubai World Trade Centre.

The 23rd edition of Gulfood took place from 18 to 22 February 2018. See the results:



98,482

Visitors from
193 countries



59%

International



41%

UAE



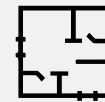
5K

Exhibitors



120

Country Pavillions



1M

Square Feet

GENERATING US\$ 12.5 BILLION IN F&B TRADE

Expected value of business generated according to exhibitors feedback



Gulfood is an ongoing story of success for Germany. Gulfood is the major entry point into the Middle East and beyond because the retailers come here and take products and goods out across the wider Arabia region, Pakistan and India - we hit numerous wider markets through a single platform at Gulfood."

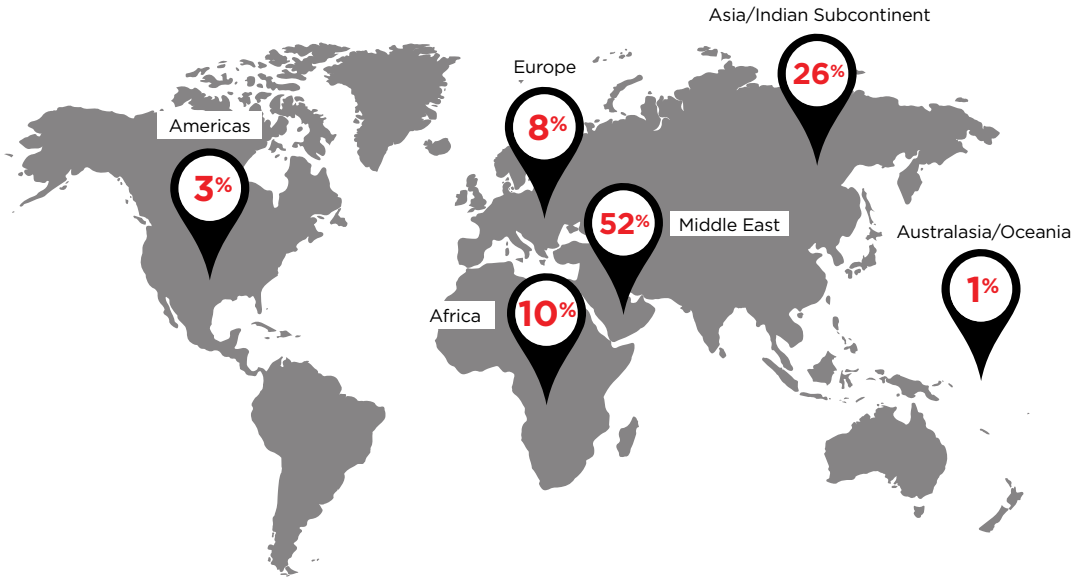
Hahn Bernd-Udo, Director General Federal Ministry of Food & Agriculture, Germany



His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance, opened the 23rd edition of Gulfood together with global industry leaders and government officials.

BUYERS PROFILE

A holistic marketplace for global F&B trade.

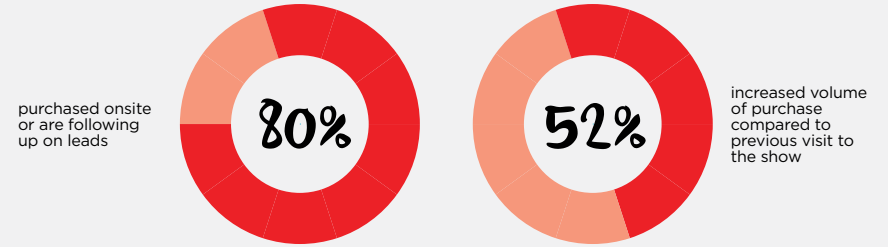


Buyers by Company's Main Activity



US\$5 MILLION BUYERS ANNUAL PROCUREMENT BUDGET

A holistic marketplace for global F&B trade.



Some of the Key Buyers at Gulfood 2018



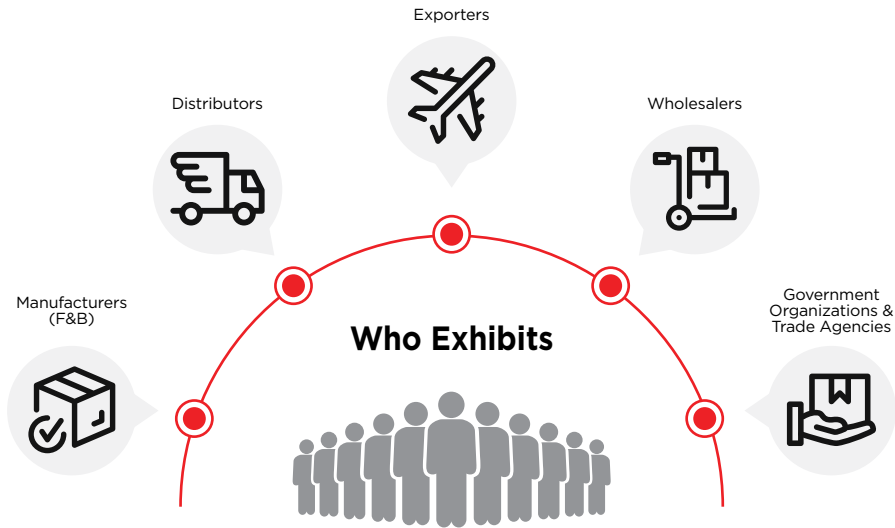
Purchase Interest

Buyers come to Gulfood to source:*



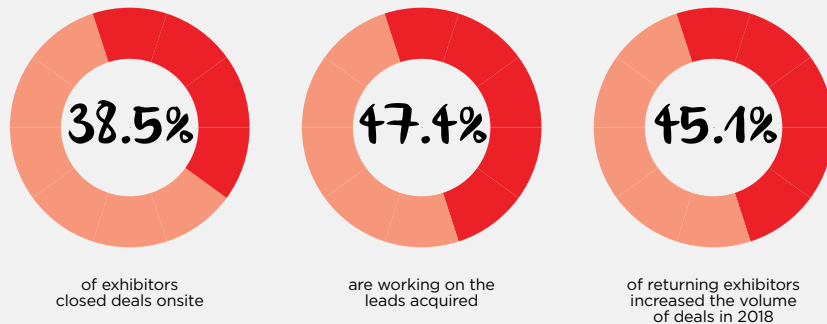
*Multiple selections per buyer accepted

EXHIBITORS PROFILE



US\$ 2,500,000 RETURN ON INVESTMENT

average value of sales by exhibitor, based on exhibitor feedback



According to exhibitors, Gulfood scores 3.95* in importance for business.
Industry benchmark 3.60

3.81

overall satisfaction from exhibitors
Industry benchmark 3.53

3.59

number of visitors
Industry benchmark 3.34

3.58

number of visitors
Industry benchmark 3.02

*1-5 points scale

EXHIBITOR TESTIMONIALS

"We have exhibited at all the major trade shows in Europe and our first day at Gulfood was the most active opening day of all the shows we have been to."

Joonas Puvi, Salvest, Estonia

"The show has brought us nearly one million in sales in the course of the show."

Mike Stone, The Stone Group, Inc., United States

"Gulfood is the most important Trade show for F&B industry."

Marcelo T., Cotia Comercial Exp e Imp S.A, Brazil

"Gulfood is the most important exhibition in MENA region and definitely not to be missed."

Kostas Papadopoulos, Select Bread Products, Greece

"Could meet very new potential customers especially from Middle East and African countries."

Makoto Yamaji, Seinan Kaihatsu Co., Ltd., Japan

Some of the exhibitors at Gulfood 2018



EXPANDED BRAND REACH

The Gulfood marketing campaign was executed in four languages:
English, Arabic, French and Turkish

"This is my first Gulfood and I am very impressed with the show. The show is a strategic gateway into new markets and increasing our trade levels across a geographically diverse spread of nations where we see growing consumer spending power."

His Excellency Ludovic Pouille French Ambassador to the UAE

In the Media

90+

average value of sales by exhibitor, based on exhibitor feedback

60

global and regional media partners

718M

circulation of articles and press releases across global and local dailies, trade magazines and broadcast media

Social Media

29M



million social impressions

Visitors generated an additional

8.7M

impressions across their social networks

25

videos highlighting latest consumer trends and product innovation, reaching **+8.6 million** viewers

Web Presence

3M

website Page Views over 6 weeks running up to the show

25M

Paid Search impressions

Event listing across 84 portals, reaching

39.3M

unique users per month

Direct Communications

173K

multi-lingual promotional codes issued to key F&B professionals

6 eDMs per week prior to the show, delivered to

9M inbox

505K

SMS sent to senior buyers' mobile phones on the lead up to the show

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Official Regional Magazines		Official Media Partners		Exclusive Online Media Partner	Exclusive Regional Online Media Partner	Official Airline Partner	Official Courier Handler	Official Travel Partner		
										

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SEE YOU IN 2019!

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