

Food production, reinvented

Post Show Report 2019



Ingredients



Processing



Packing



Printing & Labelling



Automation



Supply chain



Warehousing



SHOW — HIGHLIGHTS



Inaugurated by:

**HIS HIGHNESS SHEIKH AHMED
BIN SAEED AL MAKTOUM**

President of Dubai Civil Aviation Authority

1,600+ exhibitors

from **60+** countries displaying end-to-end processing, manufacturing and packaging solutions for the evolving F&B industry

39,154*

Attendees from 160 countries

*(exhibitor data excluded)

786

Conference attendees

1,894

Major buyers

“ My main reason for visiting Gulfood Manufacturing 2019 was to see what is new in the machinery industry. I attend Gulfood Manufacturing every year and this year was the best in terms of number and quality of exhibitors. I was amazed by the high caliber of technology I came across ”

Mohamed Salah,
Operation Section Head,
Gulf Food Industries
California Gardens

EXHIBITOR PROFILE

An average of **US\$ 1.4 million** worth of sales generated during the show

85% of exhibitors said they would definitely return to the show

Universal representation of Food Pioneers -

Leaders of F&B manufacturing technology countries were present, including:

Spain | Italy | China | Belgium | UK | USA
South Africa | Germany | Portugal | Austria
France | Cyprus | Australia | Netherlands

and many more

“ This was our first time at Gulfood Manufacturing and the experience has exceeded our expectations. The show has provided us with platform to connect with new and existing partners along with amplifying our brand in the region. ”

Iga Bezukladova,
Marketing Director
Africa & Middle East,
Givaudan

- ➔ **78.2%** exhibitor's said their main objective of exhibiting at Gulfood Manufacturing was to connect with reputed visitor/buyers from different countries, who would otherwise be difficult to meet.
- ➔ **68.3%** exhibitor's main objective of exhibiting was to identify new potential buyers
- ➔ According to **48.3%** of exhibitors Gulfood Manufacturing is the first entry point into the Middle East market



VISITOR PROFILE

35.5% local visitor

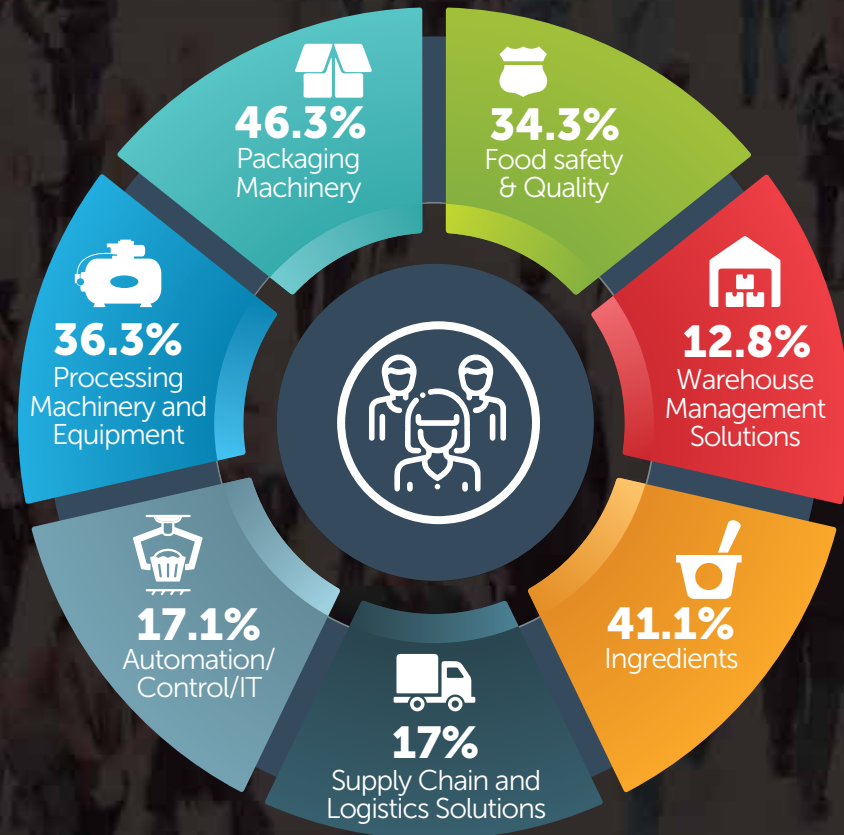
64.5% international visitors

37.3% new visitors



39,154*

Attendees from **160** countries



The official Gulfood Manufacturing survey reports an increasingly strong demand towards packaging, ingredients, processing, food safety & quality.

“ The main reason I attended Gulfood Manufacturing 2019 was to explore latest technologies. We are always looking for new machines that will boost our business. I was highly impressed with what I saw in terms of machinery development at the show and learned a lot about the new trends. ”

Mohammed El Fathi ,
QA Manager,
Al Rawabi Dairy

"INNOVATION" BEING THE KEY INGREDIENT, FOOD PRODUCTION SEEMS TO MOVE TO A NEW DIRECTION.

The 2nd Foodtech Summit hosted

35 F&B thought leaders | **20** hours of power talks | **786** conference attendees



ABDALLAH OBEIKAN
Chief Executive Officer



KANTHA SHELKE
Senior Lecturer, Regulatory Science
and Food Safety Regulation



DR IMAD FARHAT
Global VP of Taste



DR. JARRAH EL JARRAH
COO



“ Going to a quality exhibition is something that we are very particular about at Takasago and our continued presence at Gulfood Manufacturing is testament of the high standards that this exhibition has set. Our main goals were to connect with new potential customers. We had many high-priority meetings leading to several strong leads from business in the UAE. ”

Nadine Loukili,
Marketing Manager,
Takasago Europe GmbH

Topics covered:

- Revisiting the Investment Scenario for F&B Manufacturing
- Leveraging AI to enter a new era in F&B Industry
- Food manufacturing and Packaging – The changing rules of the game
- Design thinking as a tool to move faster & de-risk innovations
- The evolution of Quality and Safety officer in the Era of Digital Disruption And many more! +PLUS dedicated sessions providing spotlight to startups, food safety and quality, emerging technologies in F&B supply chain

THE FUTURE OF THE F&B INDUSTRY:

GULFOOD MANUFACTURING INDUSTRY EXCELLENCE AWARDS

The brilliances who are reinventing food processing for a sustainable future, honoured at that regions biggest industry awards

CATEGORIES, WHICH INNOVATORS CONTENDED FOR TO GAIN THE POLE POSITION



Most Innovative Food
Ingredient (General)



Most Innovative Processing
Solution



Environmental Awards
Of The Year



Top Futuristic Technology



Top Packaging Innovation



Most Innovative Health Ingredients



HOSTED BUYER PROGRAMME

- **1,894** major buyers, **32,198** meetings were attended

Top Buyers

- ABC
- Abu Dhabi Commercial Bank
- Al Ain Farms
- Al Rabie Saudi Foods Co Ltd
- Al Safi Danone Co
- Al Tamimi & Co
- Americana Group
- Arrow Juice Factory
- Danone
- Lactalis
- Majid Al Futtaim
- Mars
- NADEC
- Nestle
- Savola Foods Co
- Sunbulah Group
- Almarai Co
- Americana Group
- Del Monte
- Lactalis
- Life Pharmacy LLC
- Lulu Group International LLC
- Faragalla Group
- The Kraft Heinz Co
- Woolworths

and many more

*data as per survey carried out during the show and registration report

“ What stood out for us at Gulfood Manufacturing 2019 was the high level of discussions we had. This is the right place to meet the right people in the industry and to connect with the right customers. ”

Pratheepan Karunagaran,
General Manager, Africa,
Wilmar Trading Private

GULFOOD MANUFACTURING INNOVATION TOURS – THE MOST EXPLORED FEATURE IN 2019

Guided tour offering visitors a glimpse of groundbreaking industry innovation and initiatives.

“ It is extremely important for us to have a strong relationship with our customer in the Middle East and Gulfood Manufacturing has always provided us with a huge platform where we are able to have a lot of fruitful discussion about new business and also engage and host our large customer base. ”

Ingo Schluter
President Middle East
and Africa- **Dohler**
Middle East Ltd



COMPREHENSIVE MARKETING & PR CAMPAIGN



US\$ 4.8 Million

The Advertising Value Equivalent (AVE) generated by the show's global marketing & PR campaigns. Show promoted in publications across **Pakistan, India, Russia, Lebanon, Egypt, Europe and Africa**

8 Million

email sent out utilizing Gulfood Manufacturing and more



57 Million

digital impressions served



900k

SMSs sent

995 Million

PR circulation



14 Million

PR Value

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SHOW DATES: 3-5 NOVEMBER 2020



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AED 1,675/m



SHELL SCHEME
AED 1,975/m



DOUBLE DECKER
AED 800/m



CONCOURSE
SPACE ONLY
AED 2,500/m

Please note that the following compulsory charges are applied to each exhibiting company and/or stand sharer registration fee (AED 1,000), Enhanced Internet Listing (AED 1,250) and Insurance (AED 550).

*All prices subject to 5% VAT



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