

Gulfood

21-25 FEB 2021

GULFOOD.COM #GULFOOD2021

THE MOST
COMPETITIVE,
SAFEST F&B
EVENT OF 2021

POST SHOW REPORT

ORGANISED BY



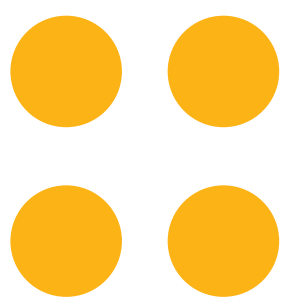
مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

CO- LOCATED WITH

gulfhost
A Gulfood Hospitality
Equipment and Food Service Expo



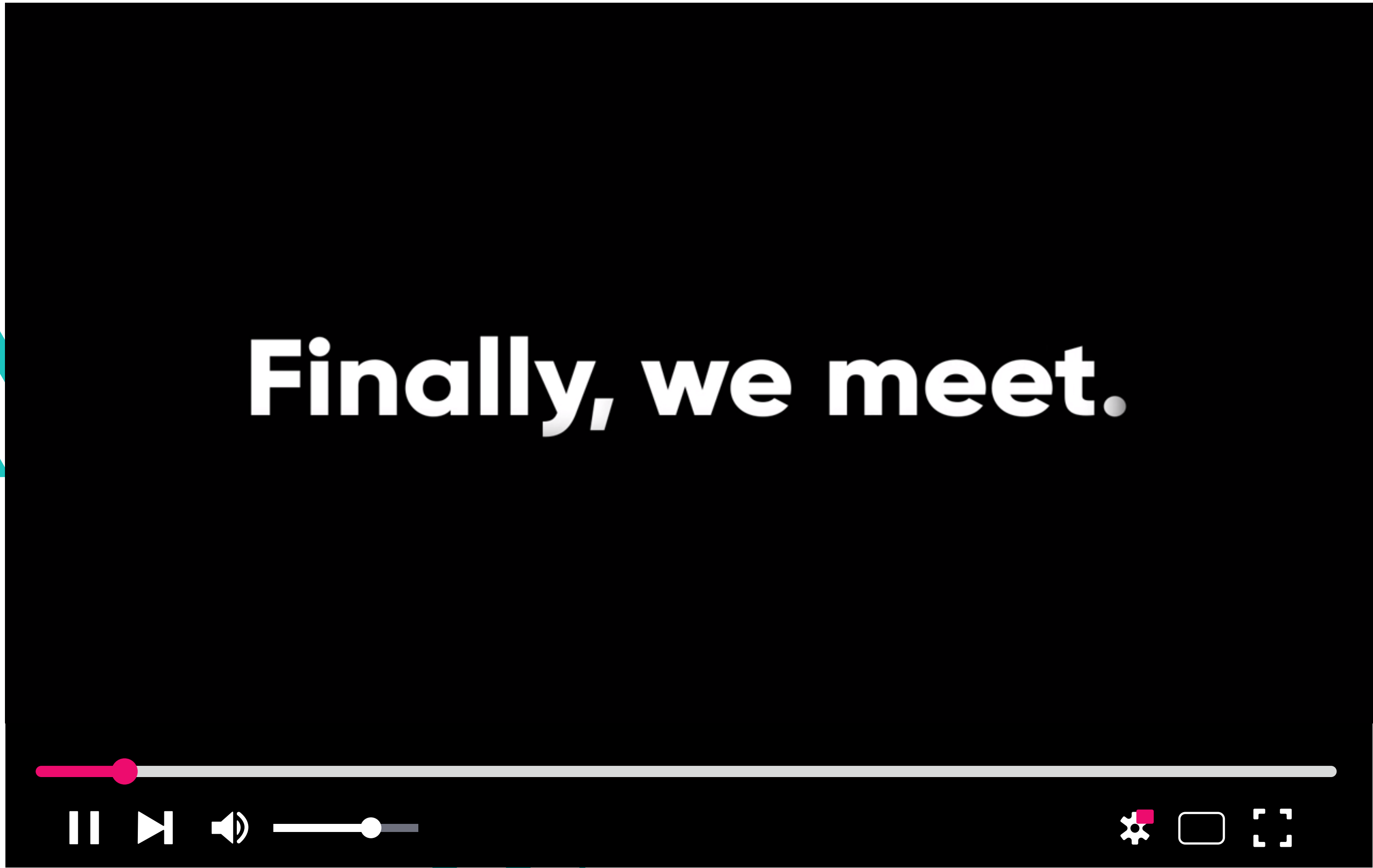
AN EXTRAORDINARY EDITION IN AN
EXTRAORDINARY YEAR



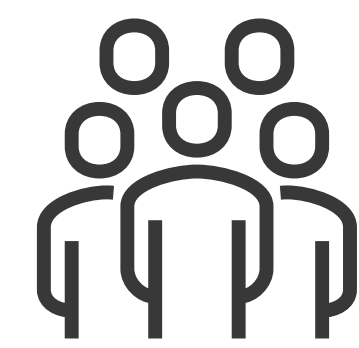
Finally, we meet.

The Year's First,
The World's **Largest**,
Most Competitive,
Safest, In-person
Food & Beverage
Sourcing Event

CLICK HERE 
SEE US IN ACTION!



AN AWE-INSPIRING SHOW OF UNITY FROM THE GLOBAL FOOD COMMUNITY



2,531
Exhibitors from
85 countries



59,378
Attendees from
162 countries



20
Halls of Diverse,
Innovative
Products



60+
Chefs,
In-Person,
In-action!



110+
Industry
Leaders On
Stage



60+
Hours of
Immersive
Content



A SAFE, SMART & SEAMLESS EXPERIENCE



98%
of attendees felt
Gulfood to be a 'safe
& very safe event'



92%
attendees rated Dubai as the
'top destination in the world
for safety standards & overall
business traveler experience'

99%
found the safety
measures to be 'excellent'
& 'adequate'



“ I do feel safe, I see a lot of precautions being taken and the organisers have done a fantastic job attempting to keep us as safe as possible.

ASHER GOLDEN
CEO, Three Star Consulting
United States

[CLICK HERE](#)

“ You can see a lot of places with sanitizers and everyone has their masks on –it feels very safe to come here.

**CARLOS FRUNZE
TURGAEV GARZA**
Group Executive Chef - 3Fils
United Arab Emirates

[CLICK HERE](#)

“ Everything's safe, everyone's wearing masks... this show is really needed.

HEATHER MILLS
Founder, Vbites
United Kingdom

[CLICK HERE](#)

THE YEAR'S FIRST LIVE EVENT THAT KICK-STARTED GLOBAL F&B TRADE



48%

exhibitors used Gulfood
as an entry point into
the market*



Visitors expect to
increase the value of their
purchases by

60%

in comparison to last year*



“

We get to connect
with buyers all over the
world. It is truly the most
important show of the
year in food industry

SPIRE INTERNATIONAL LLC



GULFOOD
2021

recorded the highest ever
score amongst visitors for their
“Likelihood of Return”*

4.56/5.00

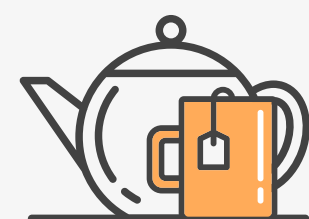
*Reported in the Gulfood 2021 survey

BIGGEST FOOD BRANDS & INNOVATIONS ON SHOW

2,531

F&B Manufacturers,
Distributors & Traders from
85 Countries Worldwide

CATEGORIES INCLUDED



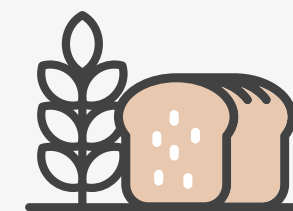
Beverages



Dairy



Meat & Poultry



Pulses, Grains
& Cereals



Fats & Oils



Power Brands



World Food



“

The show was very busy, and we have had many visitors to our stand.

ALAN SMITH
CEO, Agthia Group

FEATURED EXHIBITORS



“

Gulfood is a great hub for us to connect with our customers and to talk about our vision for the future, while showcasing the latest in what we have to offer to them. We have had a great start to 2021.

WILLEM VAN WALT MEIJER
CEO, Al Ain Farms



WHY EXHIBITORS LOVED THE SHOW ▶▶▶

In-business, with over

59K

visitors from **162 countries** world-wide



“

Hunter Foods collates more than 50% of our international leads from this exhibition every year. The visitors attending this year are a lot more serious about their business needs, which have been impactful for us as a business.

ANANYA NARAYAN
Managing Director, Hunter Foods

“

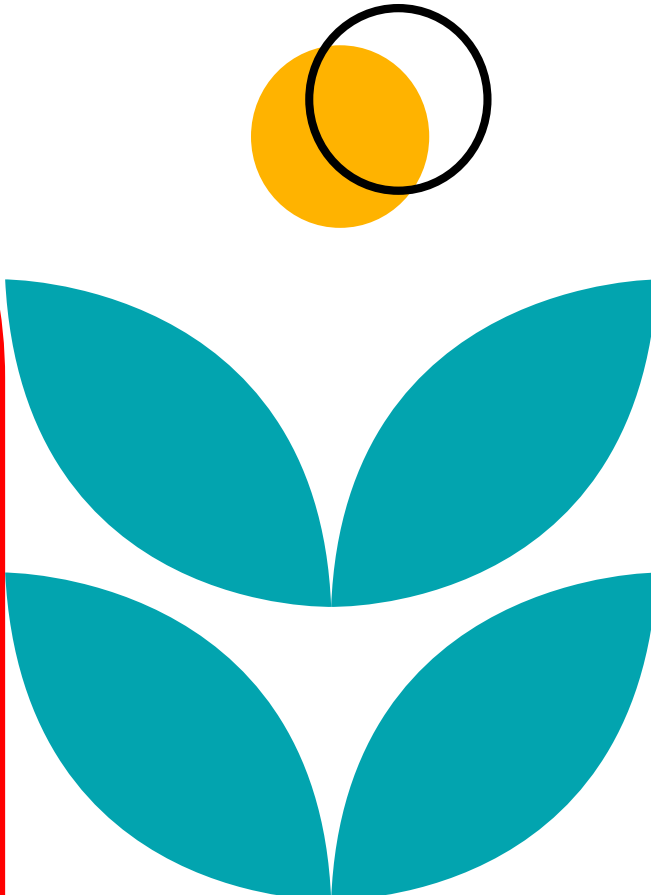
The strong return of Gulfood has allowed the F&B industry to revamp and provide consumers and exhibitors a chance to re-connect in the retail and hospitality markets.

FOROUGH AHMADI
Deputy CEO, NTDE

[▶ CLICK HERE](#)

92%

of exhibitors rated their **ROI** positively



“

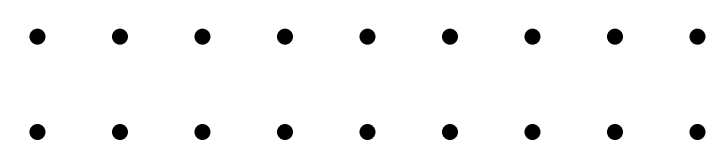
Gulfood is a great platform. We have been able to meet our business KPIs.

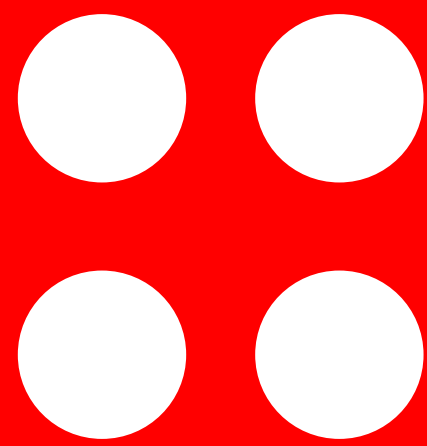
RADOSLAW DLOUHY
Manager, Foster Clark Products



96%

intend to exhibit again





F&B SOURCING AT ITS SUCCESSFUL BEST VISITORS ROUND-UP



59,378

Visitors



162

Countries

92%

visitors found the
event valuable & are
planning to return
in 2022

61%

Regional
Visitors

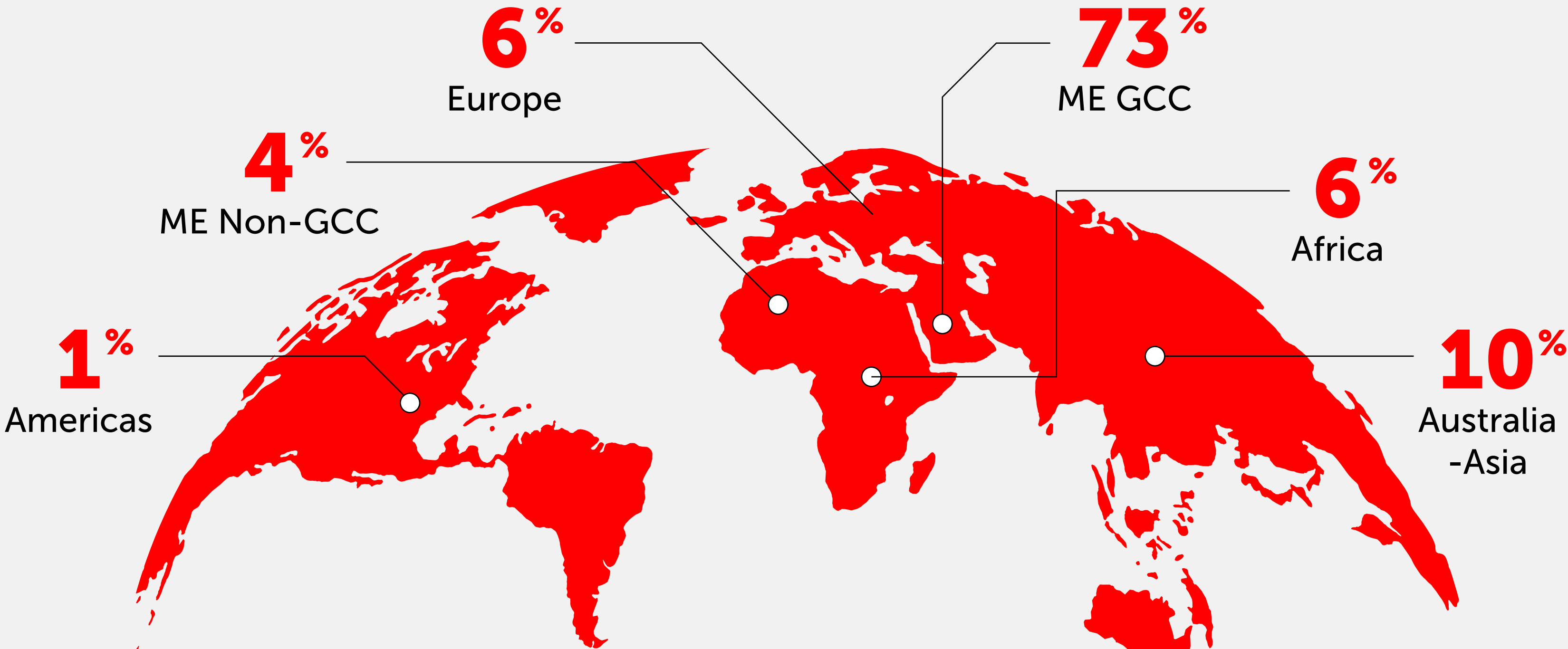
39%

International
Visitors

TOP VISITING COMPANIES



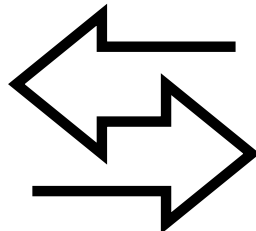
VISITOR PROFILE >>>



“

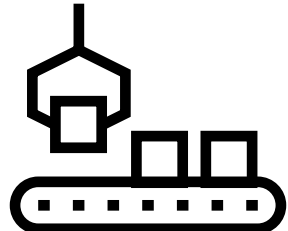
Gulfood gives us access to other companies and brands that support food distribution from all parts of the world.

DENNIS LISTER
Vice President
Cargo Commercial,
Emirates SkyCargo



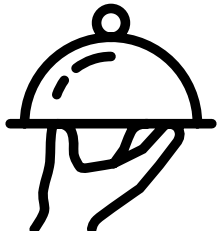
47%

Importer / Trader /
Wholesaler / Distributors
/ Reseller



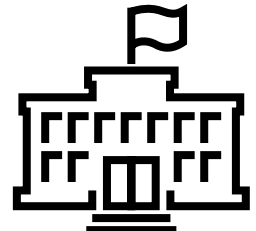
15%

Manufacturer
/ Retailer



25%

Food Service
/ Horeca / Caterers



8%

Media / Associations
/ Government /
Educational



5%

Consultancy



ATTENDEES EXCITED TO RECONNECT, FACE-TO-FACE

“

Gulfood was our best step forward. Being able to meet investors from all over the world in one hub is a great asset provided by this exhibition. All the safety regulations and procedures in place are truly impressive.

VIKAS MALHOTRA
Managing Partner,
Innovative General Trading
 United Arab Emirates



“

The entire show is amazing. The way everything is organized, all COVID-19 safety rules being applied. The variety of people, products and brands is really impressive. Thumbs up!

CLAUDIU FRUNTE LATA
Procurement Manager
Amanos Brand
 Romania

[CLICK HERE](#)


“

It's been a fantastic experience at Gulfood this year, it's a safe environment, still possible to do business. Coming all the way from the UK, to try and grow business in 2021 is incredibly important for entrepreneurs like myself. Thank you again to Gulfood.

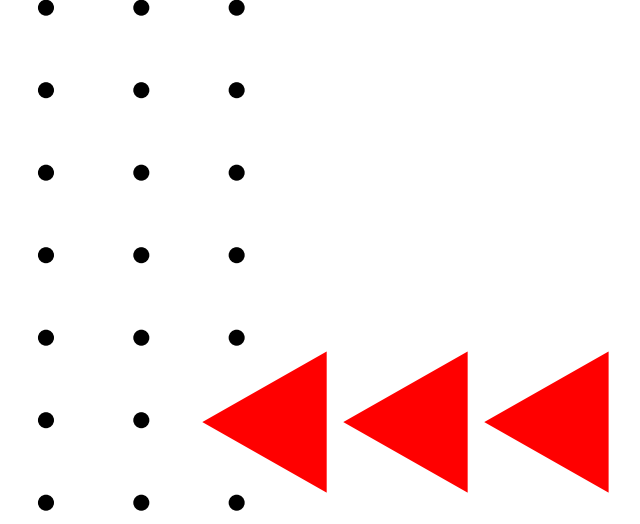
PAUL KALI
CEO, FWIP
 United Kingdom

“

I've connected with so many people all over the world and I'm so happy to go home with so many connections. Thank you.

VERONICA NSOWAH
Sales Manager
CN-Nazareth Ventures
 Ghana

[CLICK HERE](#)



BUSINESS WAS THRIVING WITH MAJOR ORDERS SIGNED AT THE SHOW



INDONESIA CELEBRATES ORDERS OF 40 TONNES OF COFFEE

24 Feb 2021

Indonesia had a taste of success with one of its coffee producers securing an order from a regional buyer for 40 metric tonnes of arabica and robusta coffee.



COSTA RICAN F&B CLIMBS UP THE SHOPPING LIST OF MIDDLE EASTERN BUYERS

25 Feb 2021

Costa Rica hit the ground running with beverage maker Tertulia Brugge S.A scooping the 'Most Innovative Beverage' honour at the Gulfood Innovation Awards.



“

It was really good! We had qualified contacts with international visitors from the everywhere; from Africa, from the Maghreb region, (all the way to) Afghanistan and India too.

FRANZ ERNSTBRUNNER
Project Director , Austria Advantage,
Austrian Pavilion

SPANISH COMPANY SIGNS 12 MOUS AT GULFOOD 2021

24 Feb 2021

The event proved to be the perfect platform for GILIUS, an agro-forestry farm from the province of Albacete - Spain. The company has signed 12 MOUs for orders of its products.



GULFOOD 2021 UNLOCKS 'INCREDIBLE BUSINESS POTENTIAL FOR MEXICO'S F&B PRODUCERS

24 Feb 2021

Pre-event 110 planned meetings exceeded 'five times' over and country pavillion inundated with serious buyers as global industry reconnects at world's safest and most competitive sourcing platform.

85 EXHIBITING COUNTRIES REPRESENTED



...and many more



This exhibition is very important for F&B businesses, it is a signal that we are ready to return to normal to business life despite all the obstacles. I would like to express my gratitude to the organisers, it's a unique event.

VLADIMIR ULAKHOVICH
Chairman of the Belarus Chamber
of Commerce and Industry



Many of the 100 plus Italian companies participating at Gulfood this year generated potential sales leads from distributors in the Middle East.

AMEDEO SCARPA

Italian Trade Commissioner to the UAE and
Director of Italian Trade Agency (ITA), Dubai



GULFOOD INNOVATION AWARDS

Celebrating global excellence in food



265
Entries



44
Countries



10
Categories



Gulfood

INNOVATION AWARDS WINNERS



Best Packaging Design Impact

HUNTER FOODS (L.L.C)



Most Impactful Sustainable Product

AGTHIA GROUP PJSC



Most Innovative Baked Product

WINGREENS FARMS PVT. LTD



Most Innovative Beverage

TERTULIA BRUGGE S.A.



Most Innovative Frozen or Chilled Food

OVOSTAR LTD.



Most Innovative Health & Wellness Product

EASTERN CONDIMENTS MIDDLE EAST AND NORTH AFRICA



Most Innovative Meat or Poultry Product

BEYOND MEAT



Most Innovative Organic Product

JOGURTY MAGDA SP. Z O.O.

gulfhost
A Gulfood Hospitality
Equipment and Food Service Expo

INNOVATION
AWARDS
CATEGORIES



Smartest Innovation
– Smart tech back of house

RATIONAL



Best Coffee Innovation
– Any coffee machinery
or accessories

STREE GENERAL TRADING

GULFOOD
INNOVATION
SUMMIT

New Perspectives & Ground-Breaking Insights



**HER EXCELLENCY
MARIAM AL MHEIRI**

Minister of State for Food and
Water Security – Government
of the United Arab Emirates



**AHMAD SULTAN
AL HADDAD**

Chief Operating Officer,
Parks and Zones - DP World,
UAE Region



AMADOU DIALLO

CEO Middle East & Africa - DHL
Global Forwarding



CARLOS GARCIA

Partner, Middle East
Customs and International
Trade Leader – PwC



**SHEIKH DR. MAJID
AL QASSIMI**

Founding Partner
- SOMA MATER

110⁺

Speakers

38

Sessions

5 STREAMS

Food Security | Co-operation | Technology | Hospitality | Trade

60⁺

Hours of Immersive
Content



Success stories and secrets of the world's most innovative entrepreneurs

FEATURED SPEAKERS



TOMASO RODRIGUEZ

CEO, talabat
Serial entrepreneur, venture capitalist and business head at the helm of the UAE's leading food delivery platform



HEATHER MILLS

Founder, Vbites
A pioneer in plant-based, ethical vegan food



KRIS FADE

Founder of Fade Fit and Host of The Kris Fade Show, Virgin Radio

TASTES of the World

A multi-sensory
festival of food and
culinary genius

60⁺ Chefs, Business Heads
& Technical Kitchen
Experts – in action!

21 Live
Masterclasses

30⁺ Hours of Experiential
Engagement



MICHELIN STARS SHINE AT GULFOOD

“

Thanks to Gulfood, they managed to organize the event successfully.

NORBERT NIEDERKOFER

3 Michelin Star
Italy/Germany

“

I’m the judge of a great competition with great talents, and I’m very excited about it. I think Gulfood is the best event this year in the world.

I wish we can organize something like this in Europe.

RUI SILVESTRE

1 Michelin Star
Portugal

“

The industry suffered during COVID-19, it’s good to have a kickoff for chefs to start again in the regular business. Gulfood enables us to meet different chefs and people, see different opinions and have discussions about food.

RENÉ FRANK

2 Michelin Guide
Germany



MARCO SACCO
Star Michelin Chef



GAL BEN-MOSHE
1 Michelin Star
Germany (Israeli)

CHEFS TALKS

Game-changers shared
the passionate stories
behind their culinary
breakthroughs



26

chefs engaged in a
candid talk on their
life's journey to
becoming a Chef



The experience here at Gulfood
has been absolutely phenomenal.
Incredible suppliers, chefs, so
many people in the industry, and
it's just been absolutely amazing.

CHEF JAMES KNIGHT-PACHECO

Executive Chef, ME Dubai Host of the
'Chef JKP Podcast'



Coming to the Gulfood, since 2006, till now,
I have not missed one! The beautiful thing
about Gulfood is that every year is different.
Every year is growing. Every year you find
something new. We all think of our safety,
but we also come here to do business.

CHEF TAREK IBRAHIM

Certified Master Chef
Meat and Livestock Australia

GULFOOD INTERNATIONAL CULINARY LEAGUE

A battle between four continents and their eclectic cuisines



ASIA

Captain
MARIO FICO
Head Chef Zuma



AFRICA & MIDDLE EAST

Captain
MOHAMAD CHABCHOUL
Grand Millenium Business Bay Executive Chef



AMERICA

Captain
JAMES KNIGHT PACHECO
Executive Chef ME Dubai

WINNER



EUROPE

Captain
BERNARDO PALLADINI
Head Chef Torno Subito by Bottura



NEW

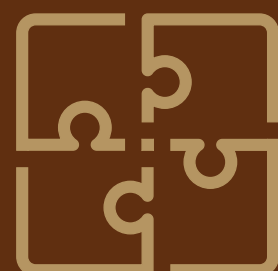


UAE NATIONAL BREWER'S CUP CHAMPIONSHIP

Battle of the world's top baristas



5 Days



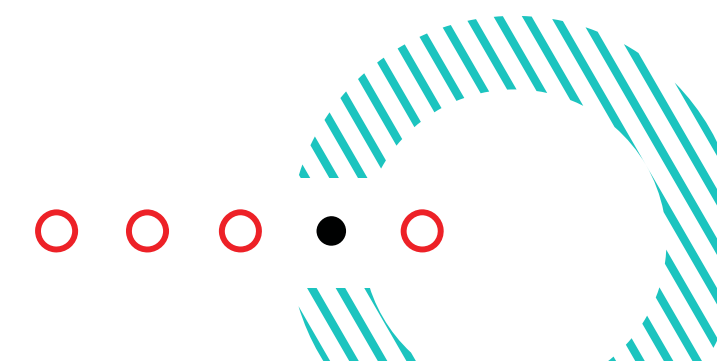
19 Challenges



16 Competitors



38 Freshly Brewed Coffees Prepared



WINNERS



CHAMPION
Mariam Erin Pinza, Expresso Lab



2ND PLACE
Frederick Bejo, Archers Coffee



3RD PLACE
Ibrahim Al Mallouhi



Brought to you by: The Specialty Coffee Association

NEW

LATTE ART GRADING BATTLE

From high-impact learning to thrilling competitions

4 CREDIBLE JUDGES

CARMEN CLEMENTE

LAGS black Jug and the current SCA Italian Latte Art Champion

MESHARI ALYAQOUT

LAGS Official Chapter and Exclusive Destructor for GCC countries

MANUELA FENSORE

Current SCA World Latte Art Champion and the current World Latte Art Grading Battle Champion

LUIGI LUPI

One of the world's top awarded coffee experts with 30+ years experience



WINNERS

ADVANCED - BLACK JUG CHAMPION

Dodi Alsen



INTERMEDIATE - RED JUG CHAMPION

Ali Khuraibet



INTERMEDIATE - GREEN JUG CHAMPION

Abdul Mohsen Al Jaser



BEGINNER - ORANGE JUG CHAMPION

Noura Thani



BEGINNER - WHITE JUG CHAMPION

Eisa Al Mheiri

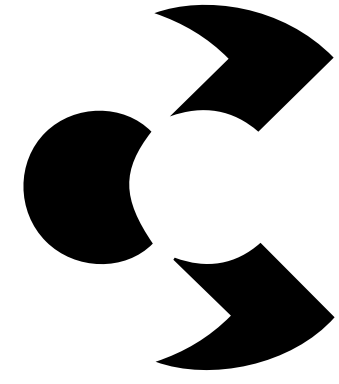


3 DAYS

of Latte Art Courses



NEW



CHEF'S CLUB

Created to celebrate the
UAE's greatest chefs



LAUNCHED THE EXCLUSIVE
'CULINARY & BUSINESS CHEF'S
CLUB' EBOOK

40

Top Chefs
Featured



NEW



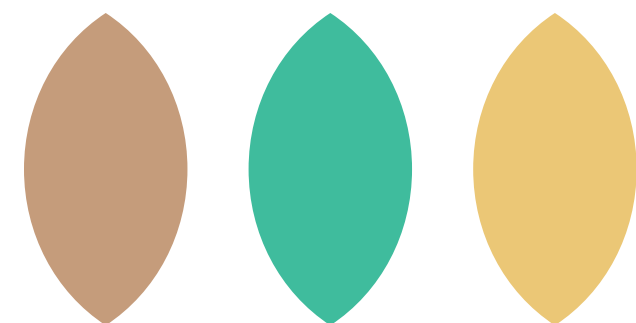
Insights To Power F&B Marketing

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



NEW

First in food WORKSHOPS



Industry experts deliver
powerful hands-on learnings

• • •
• • •
• • •



BHUSHAN N YENGADE

Food Industry Consultant

**Binder Technology
Consultancy**



GREG OHANNESSIAN

Founding Partner

Soma Mater



ROHA DAUD

Brand Consultant - Food & Wellness

Founder of Cause Kitchn



RABBI LEVI DUCHMAN

Rabbi of the Jewish Community
of U.A.E., Founder

**Emirates Agency for Kosher
Certification**



SAMIR MOFTAH

Director Research & Innovation,
Quality & Food Safety

Danone

30

Hours of
valuable
learning

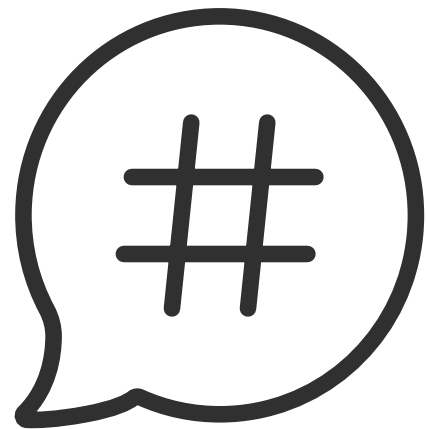
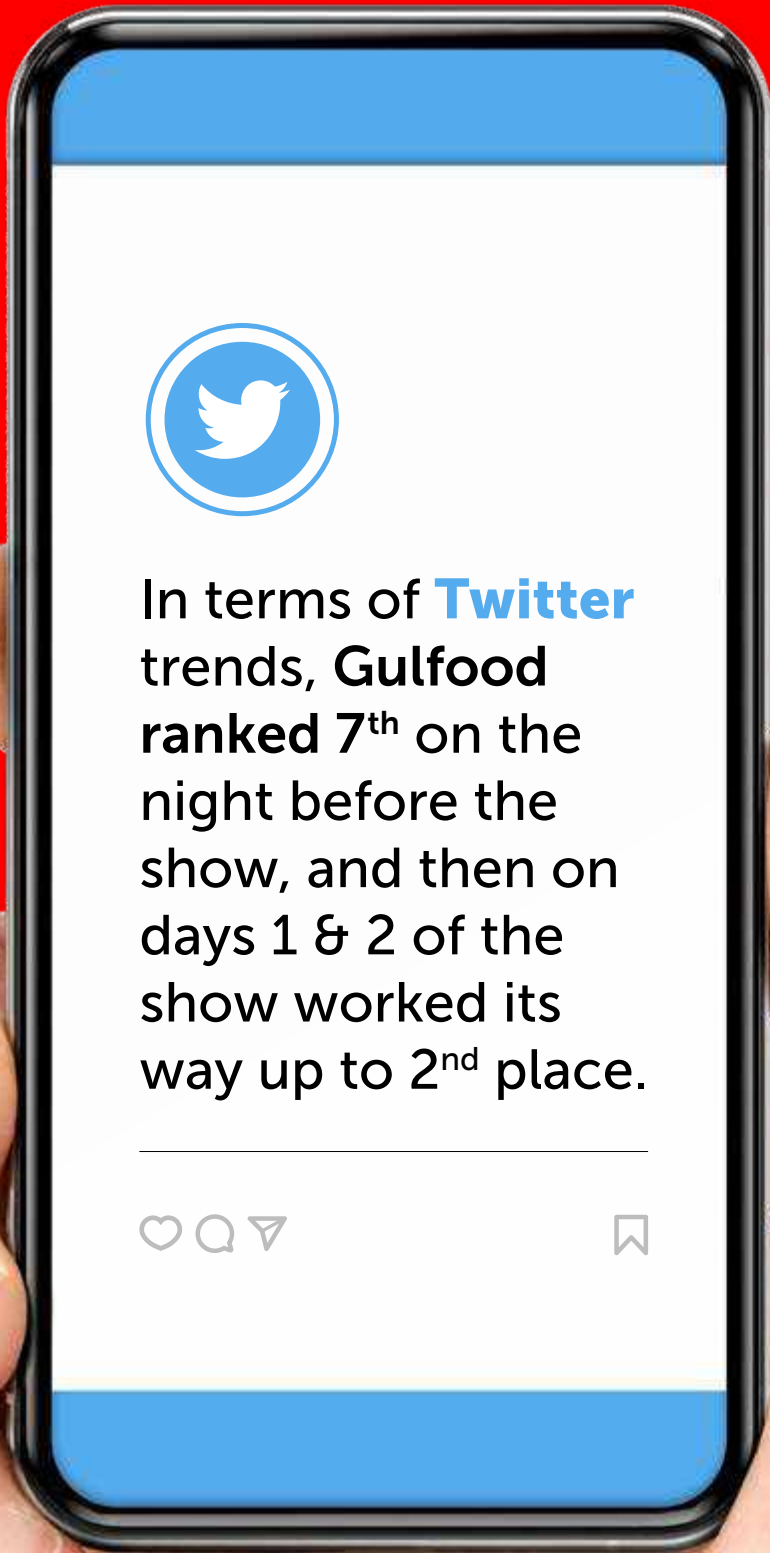
MARKETING & PR DRIVING HUGE BUZZ AROUND THE WORLD



85 MILLION
digital impressions



47 MILLION
impressions across
social media



#GULFOOD2021
Became the number
2 trending hashtag
on social media from
the 1st day of show

USD\$43,597,883
PR Value

4,736,218,616
Circulation

3,585
Total Clippings

GULFOOD MAKING HEADLINES WORLDWIDE

AGÊNCIA DE NOTÍCIAS BRASIL-ÁRABE (ANBA)



Gulfood rendeu US\$ 33 milhões a brasileiros

Apex-Brasil divulgou balanço da feira de Dubai, que marcou a retomada da participação brasileira em mostras presenciais no mundo árabe. Negociações devem gerar US\$ 236,7 milhões nos próximos meses.

01/03/2021 158



Da Redação
anba@anba.com.br

São Paulo – A feira **Gulfood**, maior do setor de alimentos e bebidas do Oriente Médio, rendeu cerca de US\$ 33,2 milhões em negócios para os brasileiros que participaram na edição deste ano. O evento ocorreu em Dubai, nos Emirados Árabes Unidos, de 21 a 25 de fevereiro.

No total, 42 empresas brasileiras apresentaram produtos em pavilhão organizado pela Agência Brasileira de Promoção de Exportações e Investimentos (Apex-Brasil). Além da estimativa total de negócios realizados na feira, há uma perspectiva de que eles alcancem US\$ 236,7 milhões nos próximos meses.

O balanço foi divulgado pela Apex-Brasil, que também contou com exposição de marcas por segmento em espaços organizados pela Associação Brasileira de Proteína Animal (ABPA) e a Associação Brasileira das Indústrias Exportadoras de Carne (Abiec).

HOSPITALITY WORLD - INDIA TIMES



GULFOOD 2021

Experience Dubai like never before with food, fun and laughter at Gulfood 2021

ETHospitalityWorld • Updated: March 09, 2021, 13:24 IST



From tackling supply chain inefficiencies to ensure food security, the 26th edition of Gulfood 2021, a five-day global F&B event, held at Dubai World Trade Centre, had all the right conversations on food

AZERNEWS



Azerbaijani products showcased at Gulfood 2021 int'l expo [PHOTO]

25 February 2021 16:10 (UTC+04:00) 1 461



SOVIET CHUVASHIA



Кондитерская фабрика «АККОНД» приняла участие в 26-ой международной выставке продуктов питания и напитков «Gulfood -2021»

26.02.2021



В Дубае (ОАЭ) завершилась крупнейшая международная выставка продуктов питания и напитков «Gulfood -2021». Кондитерская фабрика «АККОНД» уже второй год принимает участие в данном мероприятии, используя все ресурсы для поиска новых зарубежных рынков сбыта и развития экспортного потенциала.

Несмотря на существующие ограничения, посещаемость выставки довольно высока, переговоры на стенде фабрики и площадке Российского экспортного центра проходят в постоянном режиме.

Зарубежные клиенты уже хорошо знакомы с продукцией «АККОНД» и целенаправленно обращаются на стенд для обсуждения условий сотрудничества. На региональном уровне

BULTEN ISTANBUL



Ekonomi

"2021'de ihracatı en az yüzde 40 artırmayı hedefliyoruz"

ISTANBUL (DHA)

26.02.2021 11:5



PAYLAŞ

Meyve suyu markalarından Aroma, 21-25 Şubat'ta Dubai'de bu yıl 26'ncısı düzenlenen gıda fuarı Gulfood'a katıldı. Marka tarafından yapılan yazılı açıklamada, "Yurt dışında ürün sattığı ülke sayısını 55'e çıkardık. Aroma markalı ürün ihracatında en büyük payı Uzakdoğu ve Avrupa alırken, Afrika'da çok hızlı bir büyüme gerçekleşti. 2021'de bu alanda yüzde 40'ı aşkın büyüme hedefliyoruz" denildi.

10 farklı kategoride, 130'dan fazla ürün çeşidi sunan ve 6 kitada 55 ülkeye ihracat yapan meyve suyu markası Aroma, 21-25 Şubat tarihlerinde Dubai Dünya Ticaret Merkezi'nde 26'ncısı düzenlenen Gulfood Gıda Fuarı'na katıldı. Fuarda ziyaretçilerin ilgi odağı haline gelen markanın ilgi çeken ürünleri ise Aroma yüzde 100 Meyve Suyu serisi ve yüksek pH, zengin mineral ve düşük sodyum özelliğiyle öne çıkan Aroma Ömer Duruk Doğal Kaynak Suyu oldu.

2021 YILINDA İHRACAK YAPILAN ÜLKE SAYISI ARTACAK

AGRO24



Η Μύλοι Λούλη και η Kenfood συμμετείχαν με επιτυχία στην 25η Διεθνή Έκθεση Τροφίμων και Ποτών Gulfood



Η Μύλοι Λούλη και η Kenfood συμμετείχαν, για έκτη συνεχή χρονιά, με τεράστια επιτυχία στη Διεθνή Έκθεση Gulfood 2021 στο Ντουμπάι, η οποία διήρκεσε από τις 21 έως 25 Φεβρουαρίου, όπου παρουσίασαν τα προϊόντα τους και τις καινοτομίες πίσω από αυτά.

EXCELENCIAS GOURMERMET



Mateu Blanch enseña técnica de elaboración en 3D en el Gulfoof de Dubai

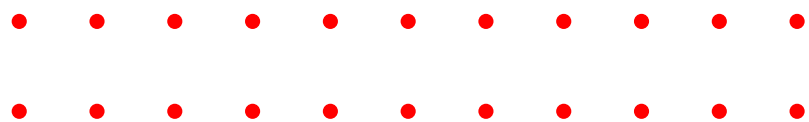
Creado: Sun, 02/28/2021 - 08:25 Autor: Enric Ribera Gabandé Categoría: Noticias Gourmet



Mateu Blanch, del restaurante Caravista de Lleida, vivió esta semana a Emiratos Árabes Unidos invitado por el Gulfoof Dubai, festival internacional que cada año se lleva a cabo en esta capital turística. El polifacético chef presentó la técnica de elaboración en 3D y fue protagonista, durante la celebración de este evento, de showings para el público, consistentes en réplicas alimentarias dedicadas a la torre Burj Khalifa de Dubai, principal emblema arquitectónico y turístico de esta ciudad dubaití, torre considerada la más alta del mundo con 830 metros de altura.

Recomendamos: Restaurant Caravista, un sueño hecho realidad

WOW MOMENTS OF THE SHOW



A BIG THANK YOU TO OUR SPONSORS AND PARTNERS

SPONSORS

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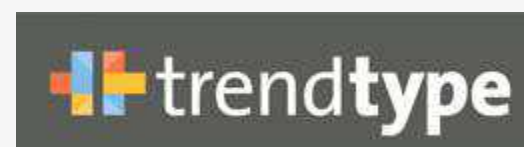
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SAM HOUSLEY

Sales Manager
T: +971 4 308 4594
Sam.Housley@dwtc.com



NADYA KHAN

Senior Sales Manager
T: +971 4 308 6499
Nadya.Khan@dwtc.com



SALIMA DADLA

Director - Commercial
T: +971 4 308 6746
Salima.Dadla@dwtc.com



GOLI VOSSOUGH

Director - Commercial
T: +971 4 308 6062
Goli.Vossough@dwtc.com