

Join the NL Pavilions at Gulfood 2026
Your Gateway to the Middle East's Thriving Food Market, the Power of 2

Gulfood 2026, the world's leading food and beverage trade exhibition, is set to be bigger and better than ever. As the global food sector moves to the cutting-edge Dubai Exhibition Centre (DEC), other industry sectors will continue to showcase their innovations at the Dubai World Trade Centre (DWTC). This strategic relocation ensures a more focused and immersive experience for the food and beverage industry, bringing together key players, decision-makers, and buyers from across the region and beyond.

Information about Gulfood 2026

To meet growing demand, we are expanding across two venues. This provides:

- Larger stand spaces for impactful displays
- Wider aisles and improved navigation
- Enhanced product zoning for sectors like Meat, Poultry & Seafood, Dairy, Fats & Oils, Beverage and Rice Pulses & Grains.

Note: these product categories must be displayed in their designated sector halls!

Dubai World Trade Centre (DWTC):

- Beverages
- Dairy
- Meat & Poultry, Seafood
- Power Brands
- Fats & Oils

Dubai Exhibition Centre (DEC):

- World Food
- Rice, Pulses & Grains
- Gulfood Green: Fresh fruits and vegetables
- Gulfood Innovation Hub
- Gulfood Logistics
- Gulfood start ups
- Grocery Trade

Please [CLICK here](#) for the situations and sectors at DWTC and DEC.

Why Dutch Companies Should Join

The Netherlands has long been a leader in food innovation, sustainability, and agri-tech solutions. By participating in Gulfood 2026 within the Netherlands Pavilion, Dutch companies gain unparalleled access to:

- A booming Middle Eastern food market driven by increasing consumer demand for premium, healthy, and sustainable food options.
- High-level B2B networking opportunities with distributors, retailers, foodservice professionals, and government representatives.
- Exclusive branding and visibility within the Netherlands Pavilion, offering a unified and strong Dutch presence.
- Insights into market trends and regulations that can help facilitate trade and business expansion in the region.

The early bird price for participation in one of the NL Pavilions is €1,170.00 (excl. VAT) per m2 of exhibition space. A compulsory insurance of €178.00 is also calculated per participating company. An amount of €518.00 must also be paid for the internet listing and €314.00 for registration costs. These costs are imposed by the exhibition organization. **After the deadline of 1 September the costs for stand space are €1,290.00 (excl. VAT) per m2 of exhibition space.** This price per m2 also applies to companies that do not pay the amount within the payment term!



DWTC has a strict policy regarding the admission of **"Chocolate and Hard Candy manufacturing companies"**. These companies will **NO LONGER** get a place on editions of Gulfood. These companies **must** participate in ISM ME

Who's Visiting Gulfood 2026?

Gulfood consistently attracts a diverse audience of:

- Retail buyers and distributors looking for new and innovative food products.
- Hospitality and foodservice professionals seeking premium

ingredients and solutions.

- Government and regulatory bodies overseeing food imports and trade regulations.
- Investors and entrepreneurs eager to collaborate with international brands.

Please [CLICK here](#) for the Post Show report of Gulfood 2025

Market Information: The Middle East's Food Sector

The Middle East is a rapidly expanding market for food and beverage products. Some key trends include:

- Rising demand for healthy and organic food options as consumers prioritize wellness (World Food sector).
- Growth in plant-based and alternative protein products, aligning with global sustainability goals (World Food sector).
- Expansion of food e-commerce and delivery services, creating new distribution opportunities.
- Government initiatives to enhance food security, fostering partnerships with international suppliers.

Organized by Orange Exhibition Management

Orange Exhibition Management is the trusted organizer of the Netherlands Pavilion at Gulfood 2026, ensuring a seamless and impactful exhibition experience. With years of expertise in trade show management, we provide:

- Premium stand locations for the NL Pavilion
- Turnkey booth solutions
- Comprehensive exhibitor support

The conditions of participation, together with the registration form, can be found in the annex. In order to participate in this fair, you must complete the application form and sign it by an authorized representative within his/her organization who is registered as such with the Chamber of Commerce as authorized to sign. **If this is not met, the registration is not valid.**

Deadline for registration is **Friday 20th June**. **So be on time, first come first serve!**

Secure Your Spot in the Netherlands Pavilion!

Don't miss this opportunity to showcase your brand, expand your network, and tap into the lucrative Middle Eastern market. Contact us today to reserve your place at Gulfood 2026!

If you would like to receive more information about the NL Pavilion, please contact OEM, Caroline Cramer, telephone: +31 6 15371456, e-mail: cc@orange-management.com. We look forward to receiving your application.

Best regards,

Caroline Cramer
Managing Director