

Join the NL Pavilions at Gulfood 2027 The World's Largest Annual Food & Hospitality Show

In March 2027, the global food industry will once again gather in the Middle East for Gulfood — one of the world's leading trade exhibitions for food and beverage professionals. Dutch companies are invited to strengthen their international position by joining the official NL Pavilions in the several dedicated sectors.

The Middle East continues to be a highly important and dynamic market for the Dutch food industry. The region relies heavily on food imports and values high-quality, safe, innovative, and sustainable products — all areas in which Dutch companies are globally recognized. Gulfood offers direct access to buyers, distributors, retailers, hospitality groups and government stakeholders from the GCC region, Africa and Asia.

Gulfood is where the latest tastes, trends and innovations are unveiled. It's where the global food industry meets to trade, so you can benchmark price, quality, service, reliability and consistency.

Gulfood 2026 hosted 8,500+ exhibitors, 195 countries participated and 268,643 visitors came to both venues, we say Gulfood is the world's biggest annual food and hospitality show.

For 2027, Gulfood will again take place across two venues in Dubai:

- **Dubai World Trade Centre**
Hosting the sectors:
 - Beverages
 - Dairy
 - Meat & Poultry
 - Seafood
 - Power Brands
 - Gulfood start ups
 - Gulfood Fresh
 - Gulfood Logistics
- **Dubai Exhibition Centre, Expo City**
Hosting the sectors:
 - World Food
 - Grocery Trade
 - Rice, Pulses & Grains
 - Fats & Oils

For more information on Gulfood 2027, please [click here](#) for the post show report 2026.

By participating in the NL Pavilion, Dutch companies benefit from strong international visibility, a professional collective presentation, networking opportunities, and support before and during the exhibition. Together, the Dutch presence creates a powerful platform that attracts attention from international buyers and trade professionals.

The current global situation continues to bring uncertainty in several markets and supply chains. Nevertheless, we remain positive and open-minded towards 2027 and sincerely hope that business relations and international trade opportunities will continue to grow and strengthen by March 2027. Gulfood remains an essential meeting point for reconnecting with partners and exploring new business opportunities in the region.

Deadline for application to join the NL Pavilion: 26 June 2026. So be on time, first come first serve! Secure Your Spot in one of the Netherlands Pavilions! 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!

The early bird price (paid invoice, until 18 September) for participation in one of the NL Pavilions is €1,235.00 (excl. VAT) per m2 of exhibition space. A compulsory insurance of €170.00 is also calculated per participating company. An amount of €525.00 must also be paid for the internet listing and €303.00 for registration costs. These costs are imposed by the exhibition organization.

After the deadline of 18 September, the costs for stand space are €1,355.00 (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.

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.

We look forward to welcoming Dutch companies to a strong and successful Dutch presence at Gulfood 2027.

Best regards,

Caroline Cramer
Managing Director