



Gulfood 2015: The world's biggest annual food & hospitality show celebrated its 20th edition

Gulfood, the world's largest annual food and hospitality trade show came to an end on 12th February 2015. It was inaugurated by His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance and Industry. The 2015 edition of Gulfood marked the 20th anniversary for one of the most important international platforms for the global food trade. Took place from 8 to 12 February 2015 at Dubai World Trade Centre (DWTC), Gulfood continued to play a pivotal role in connecting nations and suppliers, opening distribution channels for industry-related business and highlights Dubai's strategic role as a key trading hub for the global food industry.

Gulfood 2015 is the biggest edition in the show's history as it attracted more than 4,800 international companies from 120 countries and more than 85,000 visitors from over 170 countries.

A unique trade and sourcing platform for finished food suppliers, bulk commodity wholesalers and exporters across the spectrum of fresh frozen, dry and processed food and beverage products, Gulfood 2015 facilitated substantial global transactions for foodstuff commodities such as meat, cereals, grains, rice, coffee and tea.



Driven by a fast growing population, burgeoning hospitality and tourism markets and its prominent position as a re-export hub, the UAE's demand for food staples is increasing at a rate of 30% every year, according to the Ministry of Economy. With imports accounting for between 80-90 percent of GCC food consumption, Dubai is the best place to cater for increasing demand in regional food trading.

"A landmark celebration of 20th anniversary of Gulfood was an opportunity to reflect on the show's growth in both scale and stature over the past two decades and to reiterate the role Gulfood continues to play in brokering significant partnerships and business deals between companies, corporations and countries around the world," said Trixie LohMirmand, Senior Vice President, Exhibitions & Event, DWTC.

Gulfood 2015 hosted an increasing number of international heads of state, ministers and government officials, as national trade associations ink lucrative bilateral trade agreements and debate food industry trends at industry shaping conferences and summits scheduled during a series of Gulfood Conferences.

The key exhibitors were: Agthia Group PJSC, Al Ghurair Foods, Al Maya Trading Co., Al Rawabi Dairy Co. L.L.C., Al Saeed Trading Co. Y.S.C., ALI S.p.A., Alokozay Tea International Limited, Al-Rabie Saudi Food Company Limited, Al Rifai Group For Food Industries, Arabian American Technology (ARAMTEC), Aujan Industries Co., BIS Group, Coffee Planet L.L.C., CSM Deutschland GmbH, D&S Exports, Del Monte Foods (UAE) FZC, Doux, Dubai Multi Commodities Centre, Dubai World

Central, Electrolux Professional S.p.A., EMF Emirates L.L.C., Emirates Macaroni Factory, Emirates Meat (Galadari - EDAM) L.L.C., Emirates Modern Poultry Co., EMKE Group, Eurochef Gulf, Excel Kitchens L.L.C., Falcon Professional Kitchen L.L.C., Farm Fresh, French Bakery L.L.C., Freshly Frozen Foods L.L.C., Freshmate Co., Gyma Food Industries L.L.C., IFFCO Group of Companies, Lacobucci Middle East FZCO, JBS Middle East, KRBL Limited, La Marquise International Trading L.L.C., Lactalis International, Libbey Inc., M. K. Overseas Pvt. Ltd., Manitowoc Foodservice, Modern Bakery L.L.C., Nadec, Nadiya Ltd., Nestle Professional - Dubai, Ocean Spray International Inc., The Middleby Corporation, Truebell Marketing & Trading L.L.C., Tyson Foods Inc., Uhrenholt A/S and Unilever Gulf FZE.

Mr. Sanjeev Sachdeva, General Manager, GFC General Trading, UAE said, "I am a local distributor and I came to Gulfood to study the market and to buy and see new product lines. This year has been better than any other - excellent new prospect suppliers from around the globe. I will surely be visiting next year!"

Exhibitors feedback

"Gulfood is the right place to connect with people from Asia, Africa and the Middle East." Sudhakar Gupta, Director, International Business Development, IFFCO (UAE).

Gulfood is a must-go destination for our industry. Gulfood in its inception was an option, but now it's a necessity." Dilhan C. Fernando, Director, MJF Holding LTD. Dilmah (Sri Lanka).

Gulfood is the perfect platform for us to showcase our products to Chefs, F&B



professionals and the purchasing managers coming in from around the globe." Bhushant J. Gandhi, Divisional Manager - Retail & Foodservice, Truebell Marketing & Trading L.L.C. (UAE).

We have been participating at Gulfood for the past 20 editions - it is the leading exhibition for us. Every year is better and better." Fadi Al Shebli, Assistant Commercial Counsellor, Cyprus Trade Centre, Embassy of the Republic of Cyprus (Cyprus).

World Food Security Summit

A Gulfood leaders event, World Food Security Summit was created for global policymakers, public & private sector professionals and opinion leaders to explore strategies and lead the way for sustainable practices within the world's food arena, with the singular mandate to ensure food security for the global population.



Halal Investment Conference

The Halal Investment Conference brought together key halal sector players and senior government decision makers who discussed commercial and business opportunities within the \$1.1 trillion global halal market. More than 400 global Halal food companies participated in this forum.

Food Franchising Forum

Presenting the A to Z of franchising within the regional context, the forum was attended by franchisors, franchisees, investors, entrepreneurs and F&B consultants who explored the franchising climate in the region, proposed strategies, discussed best business practices and provided fresh insights on the success formula for franchises.

Gulfood Awards

The world's best and brightest food, beverage and hospitality industry pioneers were recognised at the sixth edition of Gulfood Awards, which has established itself as one of the region's most revered industry accolades. More than 300 exhibiting companies participated in the awards and over 500 industry leaders attended the stunning gala dinner.

The next edition of Gulfood will take place from 21-25 February 2016 at Dubai World Trade Centre. ♦

