

Gulfood Manufacturing

drew its curtains down with yet another record breaking performance



The Middle East's biggest food manufacturing, ingredients, processing and packaging exhibition, Gulf Food Manufacturing 2015 came to an end with all its glory on 29th October 2015 yet breaking again all its previous records at Dubai World Trade Centre (DWTC). More than 26 countries including Germany, Austria, China, Egypt, France, Iran, Jordan, Lebanon, Switzerland, Taiwan, Thailand, Turkey, India, Italy, the USA and the UK. Local, regional and global trade professionals represented themselves at this global event. Trixie LohMirmand, Senior Vice-President, Events & Exhibitions Department, DWTC said, "Gulfood Manufacturing plays a multi-faceted role for the international industry. For the region, we have offered direct access to international technical, product and service providers to continue the development of the fast-growing food manufacturing industry across MEASA. For the global market, we have provided a platform for sourcing of products, such as Halal foods and services,



and exceptional new business opportunities for suppliers across all verticals of the industry."

His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, and UAE Minister of Finance inaugurated the trade fair for the expected 30,000 visitors from the region. Joining His Highness Sheikh Hamdan bin Rashid Al Maktoum were His Excellency Helal Saeed Almarri, Director General, Department of Tourism & Commerce Marketing (DTCM) and Director General of Dubai World Trade Centre Authority (DWTCA) and a number of leading UAE business chiefs and VVIPs.

Over 1,500 exhibitors from more than 55 different countries participated in this mega event. These exhibitors were able to show their products and meet potential





clients from across the Middle East, but also Africa and Asia, as the trade fair drew customers from around the world.

Running concurrently with Gulfood Manufacturing was a three-day conference programme of highly informative, practical and sector-leading knowledge seminars that were attended by more than 1,200 delegates. These included Next Generation Manufacturing, Food Logistics and F&B Innovation.

Food Shows at the Gulfood Manufacturing

Running parallel to Gulfood Manufacturing was the DWTC's trio of sectorised food shows namely Speciality Food Festival, Sweets and Snacks Middle East and SEAFEX which had attracted 600 local, regional and international food suppliers from over 60 countries. The shows' largest-ever pool of exhibiting companies showcased thousands of specialist food products to an anticipated three-day crowd of more than 15,000 influential buyers, a group that included senior product sourcing delegations Jumeirah Group, Dubai Duty Free, Emirates Flight



Catering, Spinneys, Carrefour and Saudi Arabia's Manuel Supermarket chain.

"We have raised the bar again this year with our trio of niche food events," said Khalid Al Fahim, Show Director of the Speciality Food Festival, Sweets and Snacks Middle East and SEAFEX. He further added, "In addition to C-Level purchasing delegations from leading regional hospitality and retail brands conducting multi-million dollar product sourcing excursions, our highly-specialised food events feature the UAE's first-ever National Ibric Championship, seven Italian masterchefs in thrilling live cooking demonstrations and a series of Italian-themed pizza, risotto, pasta and espresso making competitions at the 7th Italian Cuisine World Summit."

With year-on-year growth of 20% in terms of floor-space and total exhibitor participation, the Speciality Food Festival featured 200 exhibitors from over 50 countries including a raft of new national pavilions and mega pavilions housing Europe's finest food companies from Italy,

France, the UK, Spain and Portugal. The ninth Sweets and Snacks Middle East 2015 is the show's largest-ever edition. With an increase of 25% compared to 2014 show it featured more than 300 specialized exhibitors including mammoth national pavilions for Turkey, Germany and Egypt, which is operating its largest stand since the show's inception in 2007.

SEAFEX also swelled its nets, with the expanded 2015 show boasting more than 110 exhibitors from over 26 countries. This was the dedicated platform's largest collection of sector-specific suppliers to date.

The Next Gulf Food Manufacturing will be held from 7th to 9th Nov 2016. ♦