



Gulfood 2016: Draws its curtains with participation of 120 pavilions from five continents

Gulfood, the world's biggest annual food and hospitality trade platform, has set its own new record by confirming its largest country and pavilion line-up to date for the 2016 event. The 2016 edition of Gulfood came to a fantastic end on 25th of February 2016 at Dubai World Trade Centre (DWTC). Cementing its standing as the world's leading global food trading platform 5,000 international companies from 120 countries participated in this great event.

More than 85,000 visitors from 170+ countries participated in the event. Gulfood 2016 hosted international heads of state, ministers, government officials and national trade associations from five continents. With event and year-round legacy trading running into billions of dollars, Gulfood 2016 connected nations and suppliers,

open distribution channels for industry-related business, and highlighted Dubai's strategic role as a key global food industry trading hub. Having this year celebrated its landmark 20th outing, Gulfood 2016 has delivered 'More Tastes, More Trends and More Trade' as the specialist event readies to welcome tens of thousands of finished food suppliers, bulk commodity wholesalers and exporters, and the show's largest-ever collection of hospitality equipment suppliers.

Led by the nation's Ministry of Agriculture, Gulfood 2016 also welcomed its first Russian national pavilion one of 120 national pavilions spanning in excess of 120,000m² of world-class, multifunctional indoor exhibition space and two purpose-built, temporary structures spanning a 10,900m² at DWTC. The expanded indoor

exhibition space included three new DWTC halls - Za'abeel 4, 5 and 6.

"Gulfood is internationally renowned for providing a trusted and accessible platform for the world's food industry to meet, transact and trade out of Dubai, one of the world's most diverse, energetic and vibrant trading hubs," said Trixie LohMirmand, Senior Vice President, Exhibitions & Events Management, DWTC. "As global food producers and traders establish new supply routes to reach customers and monetize opportunities in emerging markets, the heightened visitor experience will enable industry heavyweights to make strategic purchasing decisions with trusted suppliers, all while consolidating the UAE's key role as a major transshipment destination for food products and hospitality equipment," added LohMirand.



Third Halal World Food

Gulfood 2016 also hosted the third Halal World Food, the world's biggest annual Halal food sourcing trade event. The dedicated show-within-a-show leverages Dubai's mounting credentials as a global Islamic Economy capital and increase the emirate's share of year-round trading in halal foods. "This is now an essential prerequisite for any supplier looking to establish a foothold in the world's fastest growing food industry sectors with the global Halal market expected to reach US\$10 trillion by 2030," said LohMirand.

While facilitating global transactions for halal food and foodstuff commodities such as meat, cereals, grains, rice and tea, Gulfood 2016 shined a spotlight on coffee as well.

Ninth World Cezve / Ibrik Championship

In a historic first, Gulfood 2016 also hosted the ninth World Cezve / Ibrik Championship, the first time the competi-

tion for the centuries-old art of brewing coffee in a 'Cezve' or 'Ibrik' the small, long-handled pot has been held in the Arabian Gulf.

With an international field of 20 baristas bringing their own style and cultural elements to one of the world's oldest and most traditional coffee-making methods, popularly known as 'Turkish coffee', the World Cezve / Ibrik Championship saw the UAE's very-own Karthikeyan Rajendran square-off against reigning world champion Italy's Davide Berti.

Owned and organized by the Specialty Coffee Association of Europe (SCAE), the ninth World Cezve / Ibrik Championship was overseen by an independent judging panel that will rate baristas' brewing skills on criteria including taste, presentation and technique. "To debut the World Cezve / Ibrik Championship in a region of the world where the technique was first created feels like something of a homecoming," said David Veal, Executive Director, SCAE.

"Cezve coffee preparation remains hugely popular across the Middle East, as

evidenced by the standards shown during the National Championship in October. I'm sure our other competitors will be keeping a keen eye on Karthikeyan Rajendran, he's definitely got a chance of giving the UAE its first World Cezve title."

Annual Emirates Culinary Guild International Salon Culinare

The show-floor culinary demonstrations peaked at the annual Emirates Culinary Guild International Salon Culinare, a showcase of the region's best culinary talent and expertise. One of Gulfood's undisputed draws for the regions' top professional chefs, pastry chefs, cooks and bakers, this year's Salon saw more than 1,300 professional chefs evaluated by a panel of 25 renowned experts, mandated by the World Association of Chefs Societies (WACS) to judge culinary events across the globe.

Seventh Gulfood Awards

Every year, thousands of F&B products and services debut at Gulfood and the seventh Gulfood Awards also recognized best-in-class excellence of individuals and companies behind the region's leadership and innovation in the food and drink industry. Judged by an international panel of independent industry experts, the Gulfood Awards cover six categories and 10 accolades. ♦



Gulfood 2016 glimpses



Gulfood 2016

