

World-class power brands to boost regional presence at Gulfood 2017

Celebrating its 22nd edition in 2017, Gulfood is the world's largest annual food & beverage exhibition, welcoming F&B professionals from all corners of the globe to meet for 5 days of business within this central hub for international trade and commerce. Launched as a biennial event in 1987, the exhibition has grown to promote F&B trade between more than 120 countries annually, enabling 5000 providers of raw materials and ingredients to showcase the tastes, trends and innovations that are shaping the future of food and beverage consumption worldwide.

Gulfood is a business to business trade exhibition that is professionally managed and hosted by the Dubai World Trade Centre (DWTC). With three decades of experience in delivering world-class events and an ongoing commitment to commerce and innovation within the exhibition industry, DWTC are recognized as a key driver of tourism growth throughout the MENA region.

Around 400 UAE-based F&B companies will be in attendance at the 22nd edi-



tion of Gulfood - the world's largest food and hospitality show which runs from February 26 to March 2, 2017, at Dubai World Trade Centre (DWTC). Record numbers of these are also set to introduce new ranges of products that aligns with the buying requirements of international visitors seeking the latest food concepts.

Gulfood 2017 will span more than 1 million ft2 of exhibition space allocated to 5000 international exhibitors, including more than 1,000 new-to-show food and beverage producers. Segmented into 8 of the largest commodity trading markets in separate halls, the event will play host to Malta, Finland, Slovakia, Somalia and Azerbaijan for the first time, amongst

more than 120 represented countries.

Commenting on the latest positive market indicators alongside the growth of the event, DWTC SVP exhibitions and events management Trixie LohMirmand explains; "Recent research is demonstrating that the UAE market remains resilient and there are strong fundamentals for long-term optimism in the F&B sector. Innovation is coming into its' own and the Gulfood exhibitor profile is awash with new and exciting concepts which are gradually transforming the end-user experience. This all holds out enormous opportunity for operators and suppliers who are looking to leverage the concepts and products within their own businesses and geographic footprints."

The Gulfood Innovation Awards

The Gulfood Innovation Awards recognize excellence and creativity within the global food and drink industry. The eighth edition of this prestigious annual event will award 20 accolades judged by an international panel of independent industry experts. Winners will be announced during a glittering gala ceremony that is widely regarded as the ultimate networking opportunity for the industry's elite.



The Emirates Culinary Guild International

Salon Culinaire is the largest single-entry chefs' competition in the world. Structured as a series of practical and display-based culinary challenges or 'classes', this globally renowned annual contest gauges the diversity of entrants cooking skills and pushes the boundaries of modern day food preparation and presentation. Evaluated by a panel of international experts and mandated by the World Association of Chefs Societies (WACS), the Salon Culinaire provides credible industry recognition to more than a thousand master chefs, pastry chefs, cooks and bakers all battling to receive the coveted titles.

Halal World Food

Halal World Food is a show-within-a-show concept returning for its 4th edition at Gulfood 2017. This major global trading platform generates lucrative investment opportunities for international F&B businesses looking to capitalize on the burgeoning halal sector that is witnessing significant growth in both Muslim and non-Muslim countries across the world. Reflecting the UAE's strategic position as an international centre for halal food trading, Halal World Food showcases the full spectrum of halal products – including vegan and vegetarian food, meat and poultry, canned goods, energy drinks, gourmet and much more.

World class power brands at Gulfood 2017

Power Brands is one of eight dedicated segments now housed within Gulfood to ensure buyers can navigate the expansive show more effectively. The other sectors are: Beverages, Dairy, Fats and Oils, Health, Wellness and Free-From, Pulses, Grains and Cereals, Meat and Poultry, and World Food.

The most significant representation of leading food and drink brands the MENA region has ever seen will soon be converging in Dubai, as more than 140 major international food and drink producers come together at the new Power Brands segment at Gulfood 2017.



Represented by a contingent of major food industry heavyweights including Unilever, Nestle, Del Monte and IFFCO, the throng of leading food and drink brands will go on display at the 22nd edition of the world's largest food and hospitality show. Commenting on the influx of world-class food producers and distributors at the show, James George, Analyst at Euromonitor International, said, "Manufacturers and distributors alike are looking at the Middle East and North Africa as one of the key growth regions. This is mainly fuelled by a handful of markets particularly the United Arab Emirates, Saudi Arabia and Egypt."

With recent Euromonitor data highlighting that the global packaged food market is expected to reach USD 2.2 trillion by 2020, George revealed that Asia-Pacific, and the Middle East and Africa are prevailing as the key growth drivers of packaged food globally.

"Through new entrants or brand expansion, many brands will look to capitalize on the growth potential that these regions offer with significant investments across the region. The need for quality products and services will continue to rise

as a growing population drive increased demand in the food and drink sector," added George.

Capitalising on this growth curve, the new Power Brands segment at Gulfood will connect regional buyers with international producers and distributors of both high-end and household name food and beverage brands in one place.

Del Monte

2017 is a special year for Del Monte as they are celebrating their 125th anniversary. They have come a long way, focusing always on quality, product innovation and freshness. During these years, Del Monte kept its promise by serving a meaningful cause, the health of its consumers, and providing nutritious, convenient and affordable fresh products.

Heloise Buzet, Head of Marketing MENA, Del Monte (UAE) said "For us, Gulfood and the new Power Brands segment in particular is an amazing opportunity to do business. As a truly global event, we are able to examine trends while increasing our trade networks to export on an even more significant scale," she added.



Fonterra

Fonterra, the world's largest exporter of dairy products, is set to debut at Gulfood with its eyes firmly set on MENA region growth.

"Built on the expertise and heritage of New Zealand dairy farming, Fonterra is behind brands known and loved by millions of people in more than 140 countries," said Santiago Aon, General Manager Fonterra Middle East. "We've supported the growth in dairy consumption across the Middle East and Africa for more than 40 years and we are focused on future investment and growth in this important region.

"Gulfood is a great opportunity for us to showcase our high-quality NZMP ingredients and Anchor Food Professionals products. We are keen to engage with customers to better understand and meet their evolving needs," added Aon.

Products being featured in the Power Brands segment at Gulfood 2017 include elite brands distributed regionally by La Marquise International, a specialist department of regional sector heavy-weight Buhaleeba Group's Foodservice Division, and Spanish food and beverage leader MVF Select.

La Marquise

La Marquise, who recorded a 25 %increase in sales in 2016, will use Gulfood 2017 to promote a range of specialist products including Saffron Syrup by 1883 Maison Routin.

"Our Gulfood stand will be interactive and engaging because we want our visi-

tors to feel like they're not at an exhibition, but in a bar with 1883 Maison Routin, or in a coffee shop with Pellini or a gourmet store with IRCA, Palais du Chef and MEC3."

MVF Select

MVF Select, which markets its products as perfect for the most discerning palates, is looking to its fifth Gulfood showing to introduce Spherification Products, a natural health product of fruit and honey, as well as its star performers, original Organic Caviar and Halal Meats and Pâté (deer and ostrich).

"The region is a very important market for us," explained Yamila Tawfik, MVF Select's International Business Manager. "It's the connection between Europe and Asia and offers great potential as a fast-growing market in high gastronomic products."

The food and drink purveyors are among 140 headline names lining up for Gulfood's first Power Brands feature.

Trixie LohMirmand, Senior Vice President, Exhibitions & Events Management, DWTC said: "With more than 5,000 exhibitors, Gulfood is the perfect springboard for major distribution

players who are looking to demonstrate their innovative products and solutions to international retailers. The show will provide a unique experience for buyers sourcing a full spectrum of boutique and household name brands.

"Following unprecedented demand for space, the new Power Brands platform will read like a Who's Who of the food and drink world, reflecting the growing need for quality products and services in this region."

Glud & Marstrand

At this year's show Glud & Marstrand will be presenting their two latest product launches:

The Conical Hansa Can in aluminium is designed for easy, reliable seaming and increased process speed in production. The Hansa ends are delivered with full periphery curling and a antirotation rivet tab, which provides seafood processors with a fast, strong option for seaming and a user-friendly tab design.

Glud & Marstrand is now the only manufacturer that offers an aluminium seafood packaging range consisting of Club, Dingley and Hansa, all conical cans with a fully-curved easy-open lid solution.

Stackable Luncheon Meat cans provide many benefits in the value chain. With its increased usability and greater visibility, the stackable LM can add a significant value to our customers' meat products.

Stackable Luncheon Meat cans are available in all heights and with both easy open and score and key closing.

In addition to seafood and meat packaging, we offer a broad packaging range for Infant Nutrition, Cookies & Confectionary and for the media industry. ♦

