



# GulfHost, The Hotel Show, The Leisure Show, Speciality Food Festival, SEAFEX Middle East & yummx ME

As markets across the Middle East look to diversify their economies, the launch of Dubai International Hospitality Week (DIHW) in September this year is recognition of the hospitality sector as a key driver of GDP growth in the region. Endorsed by Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism), what will be the largest hotel and foodservice expo in the Middle East takes place from 18-20 September and includes six co-located trade shows: GulfHost, owned and organised by Dubai World Trade Centre (DWTC); The Hotel Show and The Leisure Show, owned and organised by dmg events; and The Speciality Food Festival (DWTC), SEAFEX



Middle East (DWTC) and yummex ME, jointly organised by DWTC and Kölnmesse.

The scale of DIHW is unprecedented for the global hospitality sector, bringing together more than 2,000 of the world's top hospitality brands from across the Americas, Europe, Asia, Africa and the Middle East. The full spectrum of products and services required to operate hospitality businesses – whether global hotel chains, fine dining restaurants, quick service outlets or independent coffee shops – will be showcased between the six complementary shows.

More than 50,000 visitors, including buyers from top groups that include Crowne Plaza, Dubai Duty Free, Fairmont Hotels & Resorts, Hilton Hotels & Resorts, IHG, Marriott and Spinneys, among others, will be making key purchasing decisions during the show, ahead of the sector's high season.

Issam Kazim, CEO, Dubai Corporation for Tourism and Commerce Marketing (DCTCM), said: "The hospitality sector has long been a key pillar of Dubai's tourism industry and the emirate's wider economy. The dramatic growth we've seen in the sector over the years is testa-

ment to the attractiveness of Dubai as an investment prospect and a destination that prides itself in offering an environment that facilitates and supports business success. We are therefore very pleased to launch Dubai International Hospitality Week as a platform enabling the region's hospitality players to come together, exchange knowledge and learnings, and create valuable opportunities for future growth."

There are currently more than 800 hotels under construction in the Middle East and Africa, equating to over 200,000 rooms according to STR Global, with an urgent requirement for furnishings, equipment, technology and hardware to enable completion as quickly as possible. Equally, the foodservice sector continues to grow with a current CAGR of 7.6%, and is expected to reach a value of USD58.7 billion (AED215 billion) by 2021.<sup>1</sup>

The co-location of shows under the DIHW umbrella offers efficiencies and convenience for professionals and buyers on a scale not previously available in the region. GulfHost 2017 boasts a dedicated portfolio of hospitality and catering equipment solutions for both front and back of house, while The Hotel Show

showcases products and services for every aspect of hotel development, from build to technology. The Leisure Show takes this further with a focus on the leisure aspects of a hotel or resort including pool and spa, and sports and fitness. The Speciality Food Events by Gulfood include The Speciality Food Festival for gourmet, artisan, organic and halal foods, SEAFEX Middle East for seafood, and yummex ME for an extensive offering of global snacks and confectionery.

DIHW takes place from 18-20 September 2017 at Dubai World Trade Centre.

Despite the short-term challenges posed by global macroeconomic factors across the GCC, the region's tourism and hospitality industry remains on an upward trajectory as governments recognize the potential of the sector in enabling revenue diversification and job creation, and actively invest in its development. Set to be worth \$36.7 billion by 2020 according to Euromonitor International, and with a number of global events that include Expo 2020 Dubai scheduled to draw millions of visitors to the region, the industry is in critical need of a dedicated hospitality and foodservice platform to support its development.



Key exhibitors at GulfHost include A. Ronai, Ali Group, Alto Sham, Cimballi, Falcon Kitchen, Henny Penny, La Marquise, Manitowoc, The Middleby Corporation and RAK Porcelain, among many others.

With more than 40 years of operation in the Middle East, leading distributor Rio International's CEO, Abdul Rahman Zaki, said: "GulfHost comes at an important time in the regional development of the hospitality industry. Rio International has been operating here for over four decades, providing top quality and innovative food processing and catering equipment to customers across the Middle East and Asia, and to have a show that can focus in an all-encompassing way on everything the hospitality trade needs is valuable for both us and our customers."

A back of house global leader in commercial cooking equipment, The Middleby Corporation will present a broad range of advanced products at GulfHost. The company's Regional Vice President, Nabil El Baba highlighted the importance of the show for the US organization: "As the world leader in commercial cooking equipment, it is important for The Middleby Corporation to be at GulfHost 2017.

"The growth of hospitality across the Middle East and neighbouring regions is gaining pace every day, and not only are we able to provide the most advanced equipment, but through our leadership in innovation, we're able to help restaurants make enormous savings in both time and energy. This leads to better operations



and increased profitability. And that's not all; we also bring green benefits to their commercial kitchens which is key to sustainable success for us all. There's a reason that our products are in one of every three restaurants around the world, and GulfHost enables us to broaden our reach across this key market."

With the coffee market in the Middle East growing twice as fast as the global average in terms of consumption (Euromonitor International), thanks to a multi-cultural appetite for the beverage and 40% of the region's population fitting the coffee culture age demographic of 15 -34 years, GulfHost will provide a substantial platform for coffee equipment suppliers and café owners to connect.

Bruno Pignattelli of the Cimballi Group, said: "As a global company exporting to over 100 countries worldwide, it makes sense for Cimballi to participate at GulfHost 2017. The coffee business is flourishing in the Middle East, and understanding that top quality professional espresso and cappuccino equip-

ment like those produced by Cimballi is the best investment that a coffee bar, café or restaurant could make. GulfHost is the right showcase to continue to grow our presence across the region."

Innovation forms a key focus at GulfHost 2017, with a dedicated Innovation Corner showcasing the latest cutting-edge technology solutions being introduced to elevate commercial kitchen performance. The show also sees the introduction of the Gulfhost Innovation Awards, to recognize the innovators and disruptors championing new techniques, products and technologies within the hospitality industry.

Also taking place during GulfHost, in partnership with the International Centre for Culinary Arts (ICCA) Dubai, is the Middle East Food Forum – a three day conference enabling professionals from all facets of the F&B industry to gain insight into the opportunities, challenges and innovations of their trade. Sessions will include franchising, business set-up, talent management and regional F&B regulations & policies, among others. A "Dragon's Den" style competition will also take place during the forum, offering F&B entrepreneurs a chance to pitch their ideas to potential investors face to face.

Sunjeh Raja, CEO ICCA said: "The Middle East Food Forum is a relevant platform to run alongside Gulfhost and we're delighted to partner with this key trade exhibition. Knowledge sharing is an important building block in the support and development of the industry, and our role in facilitating this complements the critical value GulfHost brings to the regional F&B industry."

