



# Automation takes centre stage as Gulfood Manufacturing returns for fourth midable edition with end-to-end food industry solutions

**With Industry 4.0 movement to drive USD 17 billion annual revenue growth across Middle East industry and manufacturing sectors by 2021, automation will be a key focus at the food manufacturing trade show among other latest F&B production innovations.**

As the rise of robots gathers pace across global industries, Gulfood Manufacturing, the Middle East's biggest ingredients, processing, packaging, and logistics exhibition, will shine the spotlight on how automation is revolutionising the world's food supply chain when it returns for its fourth edition at Dubai World Trade Centre (DWTC) this 31 October to 2 November, 2017.

According to the Pricewaterhouse Coopers (PwC) 2016 report 'Middle East Industry 4.0', companies in the Middle East anticipate significant gains with the adoption of digitisation and integration over the next four years, witnessing increased annual revenues of up to USD 17 billion across various industries, including product development and purchasing, manufacturing, logistics and service.

Automation and Controls will be one of five dedicated sectors at Gulfood Manufacturing this year, as the spin-off to Gulfood enters its fourth year. The show, which will span more than 80,000 square metres of exhibition space across 13 halls at Dubai World Trade Centre, and which has cemented Dubai's reputation as a major player in the global food supply chain, provides the perfect platform for



industry leaders to demonstrate the latest automation innovations alongside complete food and beverage solutions reshaping the global food manufacturing industry.

Other dedicated sectors within the mammoth exhibition include Ingredients, which will cover the latest in taste and flavour solutions – from amino acids to yeast nutrients; Processing – featuring the latest answers to all needs from baking to water treatment; Packaging; and Supply Chain Solutions – covering everything from cold storage to forklifts.

“Gulfood Manufacturing offers a unique, tailored platform for international

food producers and companies across the global food production value chain to connect and network with local and regional partners,” said Trixie LohMirmand, Senior Vice President, Exhibitions & Events Management, DWTC. “The show is a conduit for industry stakeholders eager to accelerate their regional distribution and sales potential, and develop new routes in the food manufacturing sector.”

“The continued growth in the show’s participation emphasises how the world’s leading equipment, ingredients, logistics and chain suppliers view Gulfood Manufacturing as the preferred platform

to leverage an operational foothold in the regional market, specifically via Dubai. Despite global political and economic challenges, Dubai continues to offer a supremely stable base in which to do business, backed by a visionary leadership and a government that is committed to investment and diversification of the economy as part of its long-term future growth strategy.”

Gulfood Manufacturing 2017 will present food and beverage manufacturers with the unique opportunity to connect with more than 1,600 local, regional and international, suppliers and industry service providers, while creating easier access



for these exhibitors to meet new customers to boost their business potential.

With consumer tastes and preferences constantly changing and with experience, sustainability and affordability now more in focus than ever, exhibitors will be eager to show that they have the answers to address the latest demands.

Exhibitors from more than 60 countries will be showcasing their latest innovations, including 30 national pavilions, with first-time participation from countries including Poland and across the CIS. Gulfood Manufacturing 2017 will see the biggest Italian participation in the show's history, with 3,800 square metres dedicated to companies spanning all sections

of the country's food manufacturing and equipment industry supply chain. Every major manufacturing nation will be present at Gulfood Manufacturing including Austria, France, Germany, Italy, Korea, Malaysia, Spain, Switzerland, Taiwan, Turkey, USA and the UK. China, meanwhile, will also roll-out its biggest participation to date as the Far East giant challenges the status quo across the industry.

Andrea Caselli, Managing Director, Organizzazione Vittorio Caselli, representing the Italian participation said: "Italian participation at Gulfood Manufacturing 2017 is bigger than ever with more than 200 direct companies exhibiting in the

different sectors of the show, including Ingredients, Processing and Packaging, covering all food & beverage manufacturing sectors,"

"At this unique trade show, international trade visitors can discover the best Italian technology from some of Italy's leading companies. Italy occupies an important position in the ranking of the main exporting countries and the Middle East is one of the key areas. All of the major Italian companies in the food technology industry will take part in Gulfood Manufacturing 2017, such as Ima Industries, Sacmi, Coesia, Enrico Giotti, Selmi, Pavan and much more."

A vast range of industry heavyweights have already confirmed their participation, including Tetra Pak, IFFCO, Cargill, Döhler, Multivac, Aasted, Kerry Foods, REDA, Ishida, Mecatherm, ABB, Coesia, Johnson Controls, Sensient, Symrise and many more.

To ensure participating companies can connect with the right partners and investors, Gulfood Manufacturing 2017 will host the 'Big Buyers' Programme, which will host more than 2,000 pre-qualified serious buyers at the show from across the Middle East and Africa, with a pre-determined budget to spend with participating exhibitors.

Also new for this year are the Gulfood Manufacturing Awards, which will recognise industry excellence in a glittering ceremony on the evening of October 31, while the Innovation Tours will offer visitors a memorable journey showing real-life innovations within some of the region's top, award-winning food factories.

An industry-leading conference will also be held on the sidelines of the exhibition featuring in-depth analysis, debate and discussion on topics including digitisation in the industry, smart manufacturing, big data and analytics.

Gulfood Manufacturing 2017 will open from 10 am – 6 pm on 31 October and 1 November, and 10 am – 5 pm on 2 November 2017. The show is only open to F&B trade professionals and visitor attendance is free of charge. For more information, please visit [gulfoodmanufacturing.com](http://gulfoodmanufacturing.com). ♦

