



# Gulffhost's second year expansion puts hospitality growth centre stage

With a triumphant 2017 launch under its belt, GulffHost - the complete hospitality equipment sourcing expo for the Middle East, Africa and Asia - returns in October with new and exciting industry-defining sectors and dedicated zones for Gelato & Bakery, Café & Bar and HORECA.

International, regional and local suppliers have rushed to grab a piece of the GulffHost action after the show's debut turned a searing spotlight on seemingly insatiable regional demand. The 2018 edition, which runs at Dubai World Trade Centre (DWTC) from 30 October – 1 November, will feature 2,500 brands and more than 8,000 products across six core sectors and is set to draw upwards of 25,000 buyers.

"GulffHost quickly established credentials as the home for hospitality equip-

ment in an expanded region which takes in some of the world's fastest-growing hotel, restaurant, general and specialist catering and F&B segments," explained Mark Napier, Exhibition Director, GulffHost. "Its runaway success is largely a result of the vibrancy of the wider regional market but also of Dubai's ability to serve a region that takes in the world's biggest populations with dynamic air, transport and logistics links enabling simple and seamless travel, supply and distribution. GulffHost is now the destination of choice for buyers from the Middle East, Africa and Asia looking to connect with the world's biggest hospitality equipment suppliers."

With competition in the Foodservice industry on the increase, there is a hunger and demand for the latest solutions designed to improve efficiency, optimize kitchen space and reduce food waste,

while increasing customer retention by revamping the overall dining experience. As guest expectations continue to evolve, the appetite for automated smart kitchen technologies and statement serving materials is exponential.

GulffHost 2018 will build on the success of its headline sectors of Front of House, Back of House and Tableware and unlock a slew of opportunities through its new zones which are key to driving a multi-billion-dollar combined hospitality market.

"The new zones will mirror rapidly evolving consumer landscapes in the wider region," explained Napier. "Whether it is technology-driven coffee shops, new artisan gelato and bakery products responding to a health and diet-conscious consumer base or demand for ready-to-go bakery snacks, innovation,

change and competitiveness are spurring transformational concepts. The show will shine a spotlight on these trends enabling show-goers to fine-tune their plans and go-to-market strategies while seeking out the latest equipment enablers."

Running alongside GulfHost will be DWTC's trio of tightly-targeted food product trade shows: The Speciality Food Festival, yummex Middle East and SEAFEX Middle East.

"The co-location of these shows means hospitality professionals can get a wide breadth of opportunity, knowledge and networking in one visit, while those who are finely focused can home in on their specific sector with ease," added Napier.

Show floor opportunities will be augmented by a full schedule of onsite features and training initiatives supported by major culinary associations. A focal point will be the GulfHost Restaurant

Development Conference, powered by the International Center for Culinary Arts in Dubai and the Middle East Food Forum.

"This conference is an open-door, transformative learning platform hosted by the shining stars of regional F&B," explained Napier. "Over three days, more than 60 high-profile speakers will take to the floor to share proven methods for navigating the latest foodservice shifts. It's a valuable opportunity for local and regional professionals to gain insights that will enable them to keep abreast, if not move ahead, of dynamic industry changes."

Another major draw will be the ICCA World Chefs Education Theatre hosted in partnership with the World Association of Chefs Societies. This onsite workspace will serve up certified training to executive chefs seeking next level culinary development. Utilising custom built, cutting-edge

kitchen technology on the theatre floor, participants will be guided through workshops covering food preparation techniques and trends, ingredient cost management, food waste reduction and productivity output. The comprehensive agenda also includes the National Barista & Latte Art Championship, as well as the second GulfHost Innovation Awards, which will recognise progressive technologies shaping the future of hospitality equipment solutions across the MENA region.

"The programme's depth ensures that this platform will be a chance to source restaurant equipment and cosmopolitan F&B options, making it a rare opportunity to remain at the cutting edge of foodservice preparation for the year ahead," said Napier.

For the full list of features, showcases and industry trends visit <https://www.gulfhost.ae/> ♦

