



Gulfood Manufacturing 2018

Gulfood Manufacturing 2018 embraced global food industry challenges

Guided journey around region's largest F&B processing industry forum offered perfect way for visitors to explore futuristic solutions, from smart packaging to healthy ingredients.

The future of food was at Gulfood Manufacturing 2018, the 5th edition of the region's biggest food and beverage processing industry event took place from 6th to 8th November 2018 at Dubai World Trade Centre (DWTC).

With more than 35,000 visitors in three-day expo seeking the latest solutions to feed the needs of an ever-evolving industry being shaped by technological developments and changing consumer habits, the Gulfood Manufacturing 'Innovation Tours' provide direct access to the new-to-market, cutting-edge products and services driving the future of food and beverage production.

The tours, which take place three times a day, were a convenient way to

navigate an effective and efficient path through the 80,000 square metres of exhibition space, encompassing 1,600 local and international exhibitors across 16 halls, covering core industry sectors: Ingredients, Processing, Packaging, Automation & Controls and Supply Chain Solutions.

Germany-headquartered GEA, one of the largest suppliers of technology to the food processing industry, took the opportunity to show those taking part in the first Innovation Tour its 'Smart Packer': a swift, convenient and completely automated food packing system, which will help local producers develop the 'Smart Factories' of the future. The Smart Packer is "highly flexible, low maintenance and very use to own, use and operate," said

GEA spokesperson Ralph Arends.

MULTIVAC, a leading global provider of packaging solutions, launched a new recyclable food packaging material – paper board – during the tour, with Amir Sotoudeh, Multivac Middle East Managing Director, revealing that he is seeing great demand for greener packaging solutions, from both food manufacturers and consumers. He said: "We are looking forward to supporting our main markets, the UAE, Saudi Arabia and Kuwait - with this packaging – which makes products look natural and appealing, while being more environmentally-friendly.

Global technology powerhouse Siemens took advantage of Gulfood Manufacturing's massive industry-specific

audience to reveal its food and beverage digitization solutions. From product conception to testing, Siemens provides online assistance until products are released into the real world. From its regional headquarters in Abu Dhabi, Siemens aims to help the food and beverage industry digitize the entire value chain.

Germany's Dohler, a producer of technology-based natural ingredients, ingredient systems and integrated solutions for the food and beverage industry, is highlighting its innovation in healthier ingredients and beverages. "We are one of the world's largest producers of natural ingredients, and we are seeing a move towards healthier ingredients. This year, we have showcased a range of new dried berry and fruit products, as well as some exciting low-sugar fruit beverages," said spokesperson Pamela Kohle.

"The food processing and supply sector is being challenged like never before to keep up with rapidly changing consumer trends and technological advances. Changing tastes and technology represent a host of opportunities and initiatives such as the Innovation Tours demonstrated how Gulfood Manufacturing is assisting and guiding the world's leading manufacturers, suppliers and end users in this bright new world."

"This year's show was underpinned by the rise of the fourth industrial revolution, combining automation and robotics with the likes of artificial intelligence, biotechnology, and the Industrial Internet of Things (IIoT), but it still takes human ingenuity to create the next-gen automation in focus across the floor," said Mark Napier, Show Director, Gulfood Manufacturing 2018.

The Innovation Tours took place three times a day, at 11am, 2pm and 4pm – starting from the Manufacturing Advice Centre in the Trade Centre Arena. With limited spaces, the tours were hosted by official media partner Food Business Gulf & Middle East.

Gulfood Manufacturing 2018, the fifth edition of the region's biggest food industry processing event - witnessed a major expansion of the annual show's vis-

itor geographic footprint across continents, further cementing its position as a gateway to Africa – one of the world's major global growth markets.

Key players among the 35,000-strong turnout of visiting industry professionals from 160 countries, revealed that commercial potential evidenced by African buyers had delivered an unexpected, yet welcome, windfall over the three-day show.

For global sector leader International Flavors & Fragrances Inc. (IFF), which leveraged an experiential display to attract high levels of interest on its first Gulfood Manufacturing outing, the show's ability to unearth intercontinental opportunities made the long journey to Dubai worthwhile.

"The effect of our multi-sensorial experience room, where we tried to re-imagine the future of food to foresee what changes might be and how they might translate into today's F&B world, was certainly the highlight of our participation," said IFF's Mamdouh Seoudy, Business Development & Marketing Manager Middle East & North Africa. "We were thrilled with the commercial potential we generated and the diversity of new buyers we were able to meet. The geographical diversity of visitors was especially noticeable for us, with Sub-Saharan Africa delivering a great and unexpected representation. The size of the event, the number of visitors, and the quality of exhibitors and content was beyond our expectations."



IFF's ringing endorsement was underpinned by other mainline exhibitors, who all reported a significant uptick in on-the-floor business compared with the 2017 event.

Dohler, the global technology-driven ingredient, systems and solutions provider, reported a 15 per cent first-day upswing in lead generation with the quality of leads leaving the company's MENA Regional Project Manager Gayatri Vivek Damle, "most impressed."

German smart processing solutions provider GEA added that the 2018 show proved invaluable in reaching new prospects with Branding and Advertising Director Stefan de Roo celebrating actual early-show signed deals. "Half way through the show we'd nearly met our targets," he said.

The breadth and speed of buyer response came as no surprise to show organisers DWTC, with the 2018 edition taking on the mantle of 'Future in Focus' for the global food processing and distribution industry which is on the cusp of a major disruptive overhaul.

"The show has huge industry appeal as it hosted a spread of international breakthrough technologies which are set to reshape a sector, which is racing to meet seismic changes in consumer demand and driving the 4th industrial

revolution efficiency to heighten competitiveness," explained Trixie LohMirmand, Senior Vice President, Exhibitions & Events Management, DWTC.

"Across the globe, every serious industry player acknowledges the need to keep abreast of the new sector dynamics and that investment for competitive advantage is now non-negotiable. The upsurge in interest from Africa is attributed to the huge investment upswing under way on the continent to optimise its agricultural potential and the fact that Dubai is a gateway to this vast market with daily flights to most African nations being only around four-hours and with freight sea-lanes easily accessible from Jebel Ali port."

The net result was a show which morphed into a 'laboratory of the future', with Gulfood Manufacturing's 1,600 exhibitors from 60 countries applying cutting-edge innovation to a range of critical industry issues, from improved food safety and traceability systems, to food waste, improved yields, labour scarcity and shifting consumer preferences.

All these key issues were aired at show's associated 'Food Tech Summit', which ran on November 7 and 8 and blueprinted the Factory of the Future by exploring next-gen technologies, including artificial intelligence, digitalisation, the

Industrial Internet of Things (IIoT), automation, robotics and blockchain transformation.

"The future-themed content of the conference, and the wider show, provided an enormous pull, with the conclusion being that for this industry the future is quite literally here today," said LohMirmand. "Our history of value-add show features continued with new-look innovation demos and tours."

The innovation demos ensured that visitors - including some of the 2,000 C-level executives who were hosted on a Big Buyers programme - received deep insights into the progressive technologies on offer. The tours took in the show's five dedicated sectors: Ingredients, Processing, Packaging, Automation & Controls, and Supply Chain Solutions.

"This is an industry which is at the vanguard of national priorities and the 4th industrial revolution practices. With regional players keeping a close watch on global developments, we are committed to ensuring Gulfood Manufacturing reflects a sector where the pace of change in massively outstripping that of many other manufacturing segments," concluded LohMirmand.

Gulfood Manufacturing returns to Dubai World Trade Centre from 29-31 October 2019. ♦

