



Gulfood 2019: The 24th edition of the world's largest annual food and beverage trade show

Gulfood 2019, the 24th edition of the world's largest annual food and beverage trade show, has once again reinforced its reputation as the tailor-made trading platform for F&B specialists from around the world to display their latest innovations with thousands of global reveals and new-to-market launches rolled out across the 1,000,000 sq. ft exhibition at Dubai World Trade Centre (DWTC) from 17th to 21st February 2019.

Since its launch in 1987, the exhibition has grown to promote F&B trade between more than 180 countries annually. In 2018 Gulfood set records with 97,000 visitors attending and over 5000 companies from over 185 different countries exhibiting their products. UAE imports over 80% of its food product, of which around 50% are re-exported to Gulf Cooperative Council countries, the

Indian subcontinent and Eastern Africa. The key to Gulfood is that it attracts buyers not only from the Gulf region but from all over the Middle East and North Africa region (MENA).

The 2019 edition of the show was the largest to date, attracting more than 100,000 visitors from 200-plus countries seeking business opportunities and exploring the latest F&B products and innovation. In line with its constant evolution to deliver an unparalleled experience for exhibitors and visitors, this year's show incorporated a range of new features under the theme 'The World of Good. The World of Food'.

For three decades now, Gulfood has continually raised the food industry forum bar, and this year is no different. The Food & Beverages landscape is continually evolving, consumer preferences and

F&B producers are having to adapt and evolve, yet one thing remains constant, global food and beverage specialists see Gulfood as the ideal vehicle to launch their new products. This year the show has witnessed thousands of global reveals and new-to-market product launches. Gulfood is a great show for attracting a wide spectrum of people and helps to initiate really positive conversations with buyers from Ukraine, Pakistan and across the Middle East.

This year's edition saw the launch of the Gulfood International Culinary League, a one-day competition where four teams of world-renowned chefs took on the challenge of preparing world-class cuisines representing Asia, Europe, Africa – Middle East, and America. The winner was Chef Francesco Guarracino and his team.

Gulfood is an even more important show now because it goes beyond the Middle East region and is a global event – that's why global businessmen have to tap into it. The exporters come to the show because the logistical connections in Dubai mean they can see people from South America, China, Africa, Hong Kong – everyone is here. Since there is a huge opportunity in the regional market and Gulfood is the platform to embrace that opportunity. It is expected to attract around one lacs industry professionals for its 24th outing – and the multi-region business potential is massive.

As the mega F&B fair held successfully, here's a selection of global reveals and regional launches at the show:

Innovation at the heart for UAE's Agthia

UAE F&B industry power brand Agthia demonstrated its commitment to advancing the regional industry and a commitment to the growing demand for health and wellness with the launch of two new innovative products, the region's first zero-bromate water, and the first vitamin D fortified flour.

The firm says its Al Ain Zero Bromate water "is one of the purest drinking solutions available, making it "suitable for pregnant women" and people with kidney disease. The new vitamin D multi-purpose flour contains the daily requirement of vitamin D, created to address

vitamin D deficiency in the UAE and the region.

A gateway to Chile

Highlighting the appeal of Gulfood as the ideal platform for global food exporters to make their mark on the industry and a gateway to new markets, ProChile, the Chilean Export Promotion Bureau, chose Gulfood 2019 to unveil its new e-commerce platform to the world.

As digital transformation sweeps across industries, ProChile's new platform shows how F&B exporters can use technology to their advantage. The website www.Chileb2b.cl has been designed to provide buyers with a comprehensive overview of all Chilean products, including its renowned fresh grapes and blueberries, salmon fillets, dried plums, and dried apples - and walnuts. In 2018, Chilean exports of nuts to the world reached USD425 million, with the Middle East accounting for USD50 million. USD26 million worth of Chilean walnuts were exported to the UAE.

Protein water from New Zealand

NZMP, the global dairy ingredients and solutions business of Fonterra, from New Zealand, showcased its innovation, unveiling its protein water concept, made with its NEW SureProtein™ Clear WPI, and designed to meet requirements of growing sports and active lifestyle market

in the region.

"It's an interesting and unique product in the region as it gives consumers the benefits of dairy protein and hydration in a clear, refreshing low-calorie drink, that tastes great," says Simon Penfold, NZMP General Manager, Middle East, and Africa.

"The value in health and wellness products is rising rapidly across the Middle East and Africa and we expect this trend will continue. At the same time, demand grows for affordable nutrition and dairy ingredients that can meet the varied needs of consumers in the Middle East and Africa,"

Meat-free alternative from the UK

With health, wellness and free-from front and center of more consumers worldwide, the UK's Meatless Farm Co. chose Gulfood 2019 to bring its range of plant-based meat alternative products to the regional market. The British company's burgers are made with plant-based ingredients from pea protein to chicory root and are convenient offering that is high and protein and a good source of fiber.

Gulfood is an opportunity to do business outside of the EU and grow our business in a very important region. We're using Gulfood to tap into the Middle East and Asia-Pacific," said Roger Woodall, CEO Meatless Farm Co.



Notions in the know with a new snack

Demonstrating how it is keeping pace with consumer trends, UAE-based Notions Global unveiled its new premium chocolate range Rouge. With each piece containing 10g of chocolate, Rouge is a bite-sized snack that is the right side of “indulgence”.

“This is the only product in the market based on pure, high-quality chocolate, with a very good percentage of roasted nuts, almonds and hazelnuts or fruits. It is premium chocolate. At just 10g it’s a snack that is not too much indulgence,” said founder Fawaz Masri, who added that the company is finalizing partnerships with leading UAE supermarkets to bring the product to UAE consumers.

Gulfood Innovation Awards

Eleven Nations from five continents feature in winners’ roll call, Health, Wellness, and Sustainability top the agenda and shape the future at a gala gathering. The Gulfood Innovation Awards has marked it’s biggest show to date by honoring 12 breakthrough product and new-to-market concepts with winners hailing from 11 nations across five continents.

The 2019 awards, which attracted more than 300 entries in 12 categories, including two new honors – The Best Packaging Design Impact and The Best New Product Development.

“The expansion of the honors’ list is a reflection of the diversity of the industry and its ability of F&B innovators to continue to push the boundaries,” said Mark Napier, Exhibition Director, Gulfood 2019.

“The caliber of entries from the Health & Wellness, Organic and Sustainability segments also demonstrates the continued growth of these sectors and the ability of Gulfood to set the agenda for industry development.”

Innovators take top honors

UAE Company Hunter Foods Ltd LLC claimed the inaugural Best New Product Development honor for its Gourmet Mixed Tropical Fruit Chips, while Iran’s Mani Food Development Company took The Best Packaging Design/Impact award for its Pure Honey Sachet.

Innovators across the board were rewarded for their ingenuity in progressing the industry during the gala ceremony. Sri Lankan company Eternitea claimed the Most Innovative Soft Beverage title for its collagen drink, while Switzerland’s Sustainable Coffee SA clinched Most Innovative Hot Beverage honors for its 100 percent compostable pods that are oxygen tight and compatible with the highly popular Nespresso Pro machine.

Gulfood Innovation Summit

Adopting a “glass half-full” mentality to change the way the world produces and consumes food is the key to a bright and sustainable future for the global food industry, according to a leading international food scientist speaking at the Gulfood Innovation Summit.

As the global food industry faces up to rising populations, supply concerns and food security challenges, the Summit - a new knowledge platform at this Gulfood, the world’s leading food and beverage trade show - has attracted an illustrious list of industry thought-leaders and industry disruptors to dissect and debate worldwide industry challenges.

Dr. Bernhard van Lengerich, CEO of Food System Strategies and Board Member of Beyond Meat, used his keynote address - The Future of Food:

Challenges and Opportunities - to stress the future of food is not about reacting to “what happens to us, it is about what we can do”.

Planting the seed for a brighter food future

The pioneering food scientist highlighted that as global population figures worldwide soar towards 8.5 billion by 2030, agricultural efficiency is plateauing at one percent growth – a fact van Lengerich partially attributed to 50 percent of the planet’s arable land being used for industry rather than food production.

Citing data that revealed 40 per cent of all food produced globally is wasted post-harvest, with 30 per cent lost post-production, van Lengerich described the current food production system as “relatively inefficient” because plant-based and alternative proteins are grown and instead of going straight to the consumer they are used to feed animals, which are then eaten.

“We must waste less, we must change our diets,” he told Summit delegates. “It takes a lot of energy for a big animal to produce 1kg of meat, protein,” he added, stressing that the same amount of protein can be grown from plant-based and alternative sources with much less energy, and land. ♦

