

SIAL Middle East

83% of exhibitors at Sial Middle East 2011 re-book for 2012 edition

Dedicated food industry event reports 34% increase in visitor numbers

83% of exhibitors participating at the 2011 edition of SIAL Middle East have already re-booked their spaces for the next year's trade show, event organiser Turret Media said today. SIAL Middle East 2011, held from 21-23 November in Abu Dhabi turned out to be a successful event for the region's food industry as business deals worth AED1.3bn (\$350m) were inked.

The exhibition, held under the patronage of His Highness Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister of the UAE, Minister of Presidential Affairs and Chairman of Abu Dhabi Food Control Authority and in strategic partnership with Abu Dhabi Food Control Authority, attracted more than 9700 visitors from 71 countries, registering 34% growth rate compared to the footfall in the inaugural year.



Mohamed Jalal Al Reyaysa, Chairman of the Higher Organizing Committee for SIAL Middle East and Official Spokesperson for Abu Dhabi Food Control Authority, said that the percentage of exhibitors already rebooking for the show next year is a significant milestone for the event.

"The success of the second edition of SIAL Middle East is reflective of a booming food industry in a region experiencing massive growth and offering unlimited opportunities for both regional and international food manufacturers, suppliers, distributors, buyers and service providers," said Al Reyaysa.



Giorgio Starace, Italian Ambassador to the UAE commented: "The value of Italian food and beverage exports into the UAE for 2011 currently stands at AED213.8 million – an increase of 20% from last year. SIAL Middle East is therefore a very important initiative for us as we look to increase exports into the UAE by as much as 40% next year."

Bilal Khan Pasha, Commercial Counsellor at the Pakistan Embassy, UAE said: "The 7 exhibitors at the Pakistan pavilion received over 100 serious enquiries, with 5 receiving orders worth more than US\$ 272,000 (AED 1 million)."

"Additionally, four exhibitors closed Memorandum of Understandings appointing sole distributors in Abu Dhabi for their products. This is the first time our exhibitors have participated at an event in Abu Dhabi, and SIAL Middle East has exceeded all expectations."

Jalel Aosse, Owner and Managing Director, Midamar Corporation, one of 500 exhibitors at the event, and who also re-booked for the next year said: "SIAL Middle East provided us with a tremendous opportunity to further market our Midamar Halal USA products at a globally recognised food trade event."

SIAL Middle East is part of the world's largest network of professional food events, which include SIAL Paris, SIAL China, SIAL Canada, and SIAL Brazil. The trade show brought 500 food and equipment manufacturers and suppliers, in addition to 14 national pavilions from Turkey, Argentina, Korea, China, Taiwan,



Iran, France, Italy, Vietnam, Thailand, USA, Pakistan, Tunisia and the UAE.

SIAL Middle East 2011 also hosted 500 key buyers under its specifically designed SIAL Purchasers Club, the Africa & Middle East semi-finals of the WACS Global Chefs Challenge and Hans Bueschgens Young Chefs Challenge; the United Nations Industrial Development Organisation (UNIDO) Investment meetings; and The Grocery @ SIAL Middle East.

Al Ain Dairy Food Company was also announced as the first winner of the prestigious SIAL Innovation Award, for their cardamom flavoured vitamin A and D enriched milk. The award, taking place for the first time at SIAL Middle East was contested by 16 most innovative food products from around the world, with six having been manufactured in the UAE. WOW, a vitamin enhanced flavored mineral water manufactured by Agthia, was

selected by Disney as the best food innovation for children during SIAL Middle East 2011.

Testimonials

SIAL Middle East is one of the most important food exhibitions in the region and an exceptional opportunity for international food companies to present and promote their products in the region's markets." H.E. Mohammed Hilal Al Muheiri, Director General, Abu Dhabi Chamber of Commerce and Industry (ADCCI).

The value of Italian food and beverage exports into the UAE for 2011 stands at AED213.8 million – an increase of 20% from 2010. SIAL Middle East is a very important initiative for us as we look to increase exports into the UAE by as much as 40% in 2012." Giorgio Starace, Italian Ambassador to the UAE.



Mr. Farrukh Shahzad & Mr. Rohan Munir of Maqsood Flour & General Mills.



Mr. Sajid Kabir, Mr. Ahmed Hussain Hashmi & Mr. Faisal Shahab at Pakistan Rice Complex Stand.

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SIAL Middle East provided us with a tremendous opportunity to further market our Midamar Halal USA products at a globally recognised food trade event." Jalel Aoussy, Owner and Managing Director, Midamar Corporation.

SIAL exhibitions always pull out the stops to showcase true food product innovations and the world's hottest trends." Xavier Terlet, CEO, XTC World Innovation and President of the SIAL Innovation Jury.

We at Van Gils General Trading were satisfied with SIAL Middle East and are

looking forward to have a greater presence in the next one. We received many visitors on our tiny stand, and the curiosity was higher than we truly expected." Nicolas Barghout, General Manager, Van Gils General Trading LLC.

"SIAL Middle East was an excellent gathering of food related activities". Zaigham Haque, SCAFA.

"SIAL Middle East is a great platform to focus and understand the Abu Dhabi market". Mohammed Shahid Azmi, Sales & Marketing Manager, Barakat Quality Plus.

"SIAL Middle East was good for us to get to know more people in



Mr. Waheed Zafar Director Sales and Marketing of Naurus Pvt Ltd.



Mr. Jawed Akhtar of Mehran Bottlers (Pvt) Ltd at Pakola Stand.



Mr. Khizer Saeed, Director, Ideal Rice Industries.



Mr. Arslan Amdani & Mr. Nafees Ahmed of TASCO fruits.

the Middle East region, an excellent platform for other companies internally and externally to know our product, and to make deals with them". Tariq Al Mutawa, Almutawa Foods Trading.

New events running alongside SIAL Middle East 2012 will be

Seafood Middle East

A unique opportunity to present buyers in the region with the most innovative products from around the world. Buyers and sellers of fresh, canned, and frozen

seafood will join storage, processing and handling equipment companies at the region's new marketplace for the seafood industry.

Ingredients MENA

A rapidly growing and increasingly multicultural population is driving rapid growth in demand for international foods and ingredients throughout the MENA region. Serving the food ingredient, additive and flavouring industries, Ingredients MENA will be a brand new exhibition dedicated to food ingredients.

The Food Processing & Packaging Expo

A new platform for companies selling the machinery, equipment and services required to manufacture, process and package foods for retail. A high-level conference held in association with UNIDO will facilitate business relocation and expansion and guarantee attendance from food manufacturers wanting to set up operations in the Gulf region.

The third edition of SIAL Middle East returns on 26-28 November 2012, at Abu Dhabi National Exhibition Centre. ♦