

Inaugural Gulfood Manufacturing sells out

Region's biggest-ever trade show launch to highlight food logistics, processing, packaging and ingredients sectors. Global food specialists and industry leaders to address Middle East food safety. Organisers add new halls to meet international demand.



Conceived to capitalise on unprecedented market demand for the region's manufacturing, processing, packaging and ingredients sectors, Gulfood Manufacturing 2014 – being held 9-11 November at Dubai World Trade Centre (DWTC) – has officially sold out.

Amid steady domestic and regional growth in the food manufacturing and processing industry, the sector-specific spin-off of Gulfood – the world's largest annual food and hospitality trade plat-

form – will debut as the Middle East, Africa and South East Asia's (MEASA) biggest-ever trade show launch. With a host of global food manufacturers, suppliers and service providers requesting exhibition space, organiser DWTC is adding new halls to cater for intense international demand.

At present, more than 1,000 international suppliers have committed to the specialist show, which is expected to gather more than 10,000 regional and

global trade visitors, as well another 1,500 delegates who will share the latest industry insights, market trends and state-of-the-art technology and product innovations in a cache of niche shows, conferences and technical workshops.

"The Middle East is rightly viewed as a key growth territory for the global food processing, packaging and manufacturing sectors," said Trixie LohMirmand, Senior Vice-President, Events & Exhibitions Department, DWTC. "Gulfood

Manufacturing will give international equipment, logistics and cold chain suppliers a tailored investment platform to gain an operational foothold in one of the world's fastest growing markets."

"Internationally, the sector is seeing multi-billion dollar investments and Gulfood Manufacturing will help facilitate and accelerate regional development. The fact the show is sold out five months ahead of its launch speaks volumes about how international suppliers, producers and manufacturers in various segmented industry sectors view the burgeoning regional market. We have listened to our customers and have committed to extending the debut show's capacity."

Similarly to its Gulfood namesake, the new show will feature a world-class line-up of international brands including IFFCO, Cargill Europe BVBA, Markel Bakery Group, Multivac, TNA Packing Solutions, Ishida Europe Ltd., Döhler Middle East and CSM Deutschland GmbH. The industry heavyweights will participate in themed sectors or within more than 24 national pavilions including Egypt, Turkey, Jordan, Lebanon, Iran, Switzerland, Taiwan, China, Thailand, India, Italy, Austria, France, the USA, the UK and Germany – also the show's Official Country Partner.

With Dubai already established as the world's third-largest international re-export hub, the Dubai Strategic Plan (DSP) 2015 outlines the government's strategy to develop sectors earmarked as



key contributors to economic growth, such as transport and logistics.

Best-in-class infrastructure and a modern distribution network have led Frost & Sullivan to predict the UAE's logistics market will reach AED24.5 billion (USD9.4 billion) by the end of 2014, while the International Air Transport Association (IATA) forecasts nationwide growth and demand will confirm the UAE's ascent to the world's sixth largest international cargo handler in the next six months, moving an estimated 2.75 million tonnes per year.

With the logistics industry a fundamental contributor to the country's economic development, Food Logistics Middle East - one of three focused Gulfood Manufacturing sectors – will

highlight key trends affecting the global sector, such as materials handling, transport and commercial vehicles, I.T. and technology, warehousing and operators, facilitators and service providers.

Elsewhere, with processed and packaged foods already accounting for more than 50% of the GCC's total food market, ProPack Middle East and Ingredients Middle East - two additional platforms at the show – will strengthen the UAE's position as the region's driving force in both lucrative sectors.

The events, which are designed to leverage local investment in procuring food processing and packaging machinery which surpassed AED1 billion in 2012, will cover essential ingredients and raw materials such as meat, fish processing, dairy, beverage, bakery, sweets and snacks, as well as the entire value chain of packaging distributors and suppliers.

In addition to the core exhibitions, Gulfood Manufacturing will host a Food Safety Conference highlighting issues related to regional food safety. A host of internationally-acclaimed speakers and key industry figures will be confirmed in coming weeks.

Gulfood Manufacturing is open between 10am-6pm from 9-10, November and 10am-5pm on 11 November 2014 at DWTC. Visitor attendance is free of charge. For more information, please visit www.gulfoodmanufacturing.com. ♦

