

Gulfood 2014 drives global growth for food & beverage industry

Annual food and hospitality show "Gulf Food" was organized in Dubai from 23-27 February 2014. Gulfood welcomed over 80,000 trade visitors from around the world on its opening day at the Dubai World Trade Centre (DWTC). With a record 113,398m² in exhibition space and 4,500 companies from 120 countries participating as exhibitors.

The trade-only show was professionally managed and hosted by the Dubai World Trade Centre (DWTC). The extensive portfolio of leading trade and consumer brand events include The Speciality Food Festival, Sweets & Snacks Middle East, SEAFEX, GITEX Technology Week, Dubai International Boat Show and Dubai International Motor Show.

Gulfood 2014 was inaugurated by H.H Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance and Industry, in the presence of H.E Helal AlMarri, CEO, Dubai World Trade Centre (DWTC) and Director General, Department of Tourism & Commerce Marketing (DTCM), country ministers, ambassadors and dignitaries from around the world, highlighting the importance and stature of the world's biggest annual food and hospitality industry trade show.

"This year's record participation at Gulfood comes as Dubai's position as the regional hub for hospitality, trade and tourism is accelerated by the emirate's confirmed hosting of the World Expo in 2020, which is fuelling further market growth opportunities for the global foodservices industry. Gulfood has grown consistently over the last 27 years to become a significant driver for global food and beverage markets and is a key enabler in Dubai's

status as an international events destination and trading hub", said Trixie LohMirmand, Senior Vice President, DWTC, organizer of Gulfood.

The inaugural World Food Security Summit - a Gulfood Leaders Event, welcomed over

300 high-ranking ministers, industry thought leaders, government representatives and sector-specific visionaries, to address the importance of securing a stable, cost-effective and safe supply of food for the world's growing population.

Organized with the official support of the Ministry of Water and Environment, the Summit was opened by H.E. Engineer Saif Al-Shara, Assistant Undersecretary, Agricultural Affairs and Animal Sector, who delivered a keynote address on the state of food security in the UAE and the Middle East, as well as the challenges in securing the region's future food supplies.

Welcoming the participants at the Summit, His Excellency said: "We are proud to be hosting this global summit in the UAE, and hope our discussion will enrich the ongoing global dialogue to improve the world's food security situation. There is no doubt that this is a global prior-



H.H Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance and Industry inaugurated Gulfood 2014.

ity and the contribution and commitment from all parties participating in this significant summit will help feed the world's population in the future."

A line-up of innovative features addressing the latest trends in the industry will take place during Gulfood including the fifth edition of the Gulfood Awards, the Innovation Gallery that showcases groundbreaking elements recognised by the Gulfood Awards, the Gulfood Franchising Conference, the first Barista Bonanza and Coffee Council, and the inaugural Tea House that celebrates Dubai's position as the largest re-export hub for tea.

Leading local, regional and international companies and brands participating at Gulfood include Almarai, Nestle, PreGel, Sunbullah, Nadiya, Transmead, RAK Porcelain, Del Monte, Manitowic, Iffco, HSA, Agthia, Truebell, Chef Middle East, Choitrams and EMKE Group. ♦