

# Gulfood Manufacturing shines spotlight on German Technology



**Middle East's Largest Trade Show Debut to Host Mammoth Germany Pavilion Featuring 103 Leading Manufacturers and Suppliers. VDMA Members to Showcase Innovative Manufacturing Technology & Equipment.**

Germany's leading food and beverage (F&B) technology pioneers will showcase the country's cutting-edge processing equipment and packaging machineries to thousands of senior decision-makers and influential buyers from all over the world at next month's inaugural Gulfood Manufacturing – running November 9-11 at Dubai World Trade Centre (DWTC).

Living up to its billing as the show's Official Country Partner, more than 100 leading German firms will descend on the country's 1,900m<sup>2</sup> national pavilion at Gulfood Manufacturing to highlight the latest products and business improvement tools to heavyweight global buyers and regional companies facing up to increased demand for fully-automated, customised processing and packaging systems.

According to a 'GCC Food Industry Report 2013' by Alpen Capital, the Middle East's fast-paced and hectic lifestyle has resulted in its populations spending less time on preparing elaborate meals and consuming an ever greater number of ready-to-eat, chilled, processed, canned, preserved and frozen food.

The growing appetite for processed foods – a trend supported by Frost & Sullivan findings which indicate processed or pre-packaged food now accounts for more than 50 per cent of the GCC food industry - has led to a renewed drive for efficient manufacturing equipment that increases productivity, reduces staffing costs and caters for more hygienic and sustainable processed goods.

"The heightened preference of regional residents to prefer food that takes less time and hassle to prepare pres-



ents significant business opportunities for private sector food manufacturers to explore regional expansion opportunities," said Trixie LohMirmand, Senior Vice President, Exhibitions & Events Management, DWTC, the Gulfood Manufacturing organiser. "The rise in regional demand for processed and packaged F&B products is already reflected in associated import growth of state-of-the-art food processing and packaging machinery.

"With Germany being a key source of some of the world's finest, most advanced and highly-reliable F&B manufacturing machinery, the presence of more than 100 German companies at Gulfood Manufacturing endorses the show's credentials as a platform for industry-leading firms to showcase their products to local, regional and international companies eyeing development of Middle East operations and revenue growth."

According to VDMA, the German

Engineering Federation, countries in the Middle East have become important and promising markets for German food processing and packaging machinery manufacturers. In 2013, the value of sector-related imports across the region reached AED6.49 billion (€1.4 billion) - with Germany exports contributing more than a sixth of the region's imports.

In the same year, German exports of food processing and packaging machinery to the Middle East amounted to AED1.27 billion (€274 million) - an increase of nine per cent on the previous year, while the UAE alone imported AED1.16 million (€251 million) worth of food processing and packaging machinery - with AED158 million (€34 million) of that coming from German manufacturers.

Due to rising demand and government-led strategies to address an over-reliance on food imports, VDMA has recognised that investment in food processing technologies will be a core ele-



ment of Middle East countries' ever-increasing investment in home-grown manufacturing industries.

"Constant innovation and the use of the latest technologies are the reason that the German manufacturers of food processing and packaging machinery have expanded their international leading position," said Vera Fritsche, advisor in the VDMA Food Processing and Packaging Machinery Association. "Significantly, the rising population as well as the positive developments happening across the Middle East, Africa and South Asia, offer a huge potential for further growth of German exports from this sector."

"With the attendance of food and beverage manufacturers from these markets at Gulfood Manufacturing, not only does it present an excellent platform for the German companies to showcase their expertise, it will also drive their business" added Vera Fritsche.

One of mainland Europe's key association service providers, VDMA offers the largest engineering industry network on the continent. On a national and international level, VDMA represents the German capital goods industry's common interests in economy, technology and science. As one of VDMA's 39 industry-specific professional associations, the Food Processing and Packaging Machinery Association accounts for more than 300 member companies.

The region's largest-ever trade show debut, Gulfood Manufacturing will feature more than 1000 global food manufacturers, suppliers and service providers, including a world-class line-up of international brands including IFFCO, Cargill Europe BVBA, Markel Bakery Group, Bosch Packaging, 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 Germany, Egypt, Turkey, Jordan, Lebanon, Iran, Switzerland, Taiwan, China, Thailand, India, Italy, Austria, France, the USA and the UK.

In addition to the core exhibitions, Gulfood Manufacturing will host the region's largest-ever specialised Hosted Buyer Programme in partnership with Tetra Pak. With industry representatives from both established and industry newcomers from the Middle East and Africa due to conduct high level networking and investment-driven discussions across the region's food manufacturing sphere, influential buyers will come from countries including Saudi Arabia, Kenya, Egypt, Turkey, South Africa, Algeria, Tunisia, Morocco, Libya, Iran and Nigeria amongst others.

### Gulfood Manufacturing boosts Middle East bakery sector

Members of the USA's Bakery Equipment Manufacturers Association (BEMA) and other leading international producers of high quality food manufacturing equipment from 50 countries are poised to descend on the inaugural Gulfood Manufacturing – running November 9-11 at Dubai World Trade Centre (DWTC) – to highlight cutting-edge innovations and technologies that will aid the productivity and business efficiencies of the Middle East's burgeoning bakery sector players.

As the region's bakery sector continues to flourish - with Saudi Arabia alone accounting for more than US\$4.3 billion worth of bakery products according to Global Industry Analyst - a contingent of international associations and companies

are aiming to capture a lion's share of the growing regional requirement for state-of-the-art bakery equipment.

"With Gulfood Manufacturing so focused on manufacturing, we knew it would be an excellent gateway to growing markets for our members. In particular, the quick-serve restaurant growth and much-needed bakery support in the Middle East, Africa and Indian sub-continent are of interest to our members, who can bring the required automation and quality equipment to regional wholesale producers," said Kerwin Brown, BEMA President & CEO.

"By hosting the BEMA Pavilion, we are allowing North America's leading bakery equipment manufacturers and ingredient companies to engage with food producers in new and important markets. BEMA members also recognise the opportunity and the importance of the developing food processing markets in the Middle East, Africa and Indian Sub-Continent," Brown added.

Among the companies showcasing products, ingredients and solutions at the BEMA Pavilion are American Pan, Bettendorf Stanford, Burford Corporation, Hansaloy Corporation, KWIK LOK Corp., LeMatic Inc., Unifiller Systems, Topos Mondial and Shaffer Mixers & Processing Equipment. In addition to selling direct to GCC markets, BEMA members are looking to expand their business by engaging new agents and distributors that can sell and support their machinery and products.

