



Mr. Mark Napier, Exhibitions Director at Dubai World Trade Centre, had the task of organizing Gulfood. He has been organizing Gulfood for the past seven years.

He says "I love it because every year the show develops into something bigger and better. With an unrivalled track record for delivering record business deals, quality customers and entry into lucrative new markets, Gulfood is now a key element in the business plans of food, beverage and hospitality companies around the world."

"The sheer scale of the event is probably the biggest challenge we have as an organiser. With over 5000 exhibitors and nearly 1.2 Million square feet of exhibition space, there is never a dull moment! Fortunately we have a very experienced team who are as passionate about this show as I am."

How do you feel after observing the crowd here at Gulfood 2016?

An exhibition organizer has a habit of looking at the crowd and determines whether they should be satisfied or not

Interview of Mr. Mark Napier, Exhibitions Director at Dubai World Trade Centre

and after observing the incredible footfall here we are in a WOW effect and we are going to exceed our previous records.

How would you compare Gulfood with other global events in terms of its commercial value?

Going beyond the expected total and the visual check around the event it's clear that the visitors attending Gulfood, the 21st edition are here with some serious budgets and are coming to invest in significant trade. When we look towards Gulfood, it is unique amongst global food trade events in the on floor transactional value. We have exhibitors reporting with already deals signed on just the second day worth millions of dollars. And when we observe the legacy of this event, I think it is a trade show where billions of dollars worth of transactions takes place.

How would you view the interest of the participants and exhibitors here at Gulfood?

If we look at the exhibitors participating at the show, the enormous amount of exhibition space is a reflection of their interest of them being in this global food market here in Dubai for one of their highlights of annual sales calendar in the 3rd week of February, this event being a benchmark for global pricing which will carry through for the rest of the year .

Q. What do you think will be the footfall this year seeing the current scenario?

I think it is very clear that we will exceed a figure of 90,000 visitors and many of them staying for the full five days of the event and with over 5000

exhibitors participating this year . We clearly have depths and breadths of products for every wholesaler, retailers, importer and trader who can find the right product for the right price.

What do you think differentiates Gulfood from other global food events?

I cannot compare this event with other food events as we have a unique positioning standing here in Dubai, connecting East and West. This region has its own important positioning as a import and export hub with a logistic industry second to none and other facilities which are second to none provides Gulfood advantages compared to other events in the world.

What are the other value added events part of this Gulfood 2016?

As usual Gulfood will be hosting some great events this year as well. We are hosting the third Halal World Food the world's biggest annual Halal food sourcing trade event.

Gulfood 2016 will be also hosting the ninth World Cezve / Ibrik Championship, first time the competition for the centuries-old art of brewing Coffee. Apart from all of this you will also see the show-floor culinary demonstrations peaked at the annual Emirates Culinary Guild International Salon Culinary, a showcase of the region's best culinary talent and expertise. Last but not the least, we will be presenting the seventh Annual Awards recognizing best in-class excellence of individuals and companies behind the region's leadership and innovation in the food and beverages industry. ♦