



# GULFOOD 2018: Closes with yet another successful event



Dubai World Trade Centre (DWTC) welcomed top-level ministers and high-profile trade delegations from East to West and North to South for the annual Gulfood exhibition, as the world's largest food and beverage exhibition once again set the agenda for the global industry amid soaring demand, constantly evolving consumer preferences and game-changing new technologies.

The event took place between 18 February and 22 February, the five-day mega show, is attracted up to 97,000 food professionals, with more than 5,000 plus exhibitors and 120 country pavilions featuring the latest products and innovations across eight dedicated sectors: Beverages; Dairy; Fats & Oils; Health, Wellness & Free-From; Pulses, Grains & Cereals; Meat & Poultry; Power Brands and World Food. The show will also host Halal World Food, the world's biggest annual Halal food sourcing trade show, featuring more than 1,000 Halal specialist brands.

Spanning 120,000 square metres the size of 17 football pitches, Gulfood 2018 occupied every inch of internal space across 19 DWTC halls, as well as two purpose-built outdoor structures, as thousands of exhibitors and buyers eyed new opportunities in the multibillion-dollar MENA market and ways of meeting the demands of a rising, younger more urbanized population, who are increasingly incorporating technology in the way they see, select and buy food and beverage produce.

While deals were negotiated, debated and agreed on the exhibition floor, government-level trade agreements and policy were discussed behind the scenes. In addition to the annual gatherings such as the high-powered Dubai Chamber of Commerce and Industry breakfast briefing and Dubai Exports' hosting global partner buyers, the UAE/India Business Council embarked on a full programme of industry-specific meetings and bilateral food trade talks. The UK was represented by a ministerial delegation while the

Japanese participation was significantly beefed up by the inclusion of five special government advisors. Poland's food and trade minister was presented at the exhibition among countless other top-level officials.

The show organizers DWTC had pointed to the presence of abundant top-level officials as a sign of the show's stature as a must-attend event for everyone connected with the global food and beverage sector.

"Gulfood has rightly earned a reputation as an event that sets the agenda for the regional and global food industry. Once again, demand was incredibly high for this year's show and the commitment of returning exhibitors and first-time participants eager to show they have the innovative solutions to meet the evolving demands of consumers is testament to the show's appeal," said Trixie LohMirmand, Senior Vice President, Exhibitions & Events Management, DWTC. "Furthermore, the high volume



of interest and participation of top-level policy makers from around the world, emphasizes the global status of the show."

"The food and beverage sector is ripe for disrupting with the emergence of new technology and the rise in a younger population driving that adoption. Gulfood 2018 will serve as a true benchmark as food manufacturers, producers and suppliers are responding to that change and setting the course for the future."

New to the 2018 event is the Gulfood Discover Zone, where exhibitors showcased recently-launched products in an exclusive and interactive lounge. The Zone also featured a dedicated area for companies that have never conducted business in the MENA region before and

are using Gulfood as a market-entry opportunity. Finalists for the Gulfood Innovation Awards, which returns for 2018, will also be showcased in the Gulfood Discover Zone.

With more than 5,000-plus exhibitors at the 23rd edition of the event, Gulfood 2018 featured more than 120 country pavilions including first-time participants from as far afield as Estonia, ProColombia, Tajikistan, Nigeria, Serbia and Slovakia.

Gulfood 2018 also saw the return of perennial features including Halal World Food, the world's largest annual Halal food sourcing trade show; the annual Emirates Culinary Guild International Salon Culinare; the world's largest single-entry chef competition; the Speciality

Coffee Association endorsed World Cevze/Ibrik Championships and the Gulfood Innovation Awards, which recognized best-in-class excellence and innovation across the region's food and drink industry.

## Global Food Industries wins big at Gulfood Innovation Awards 2018

Global Food Industries (GFI) bagged two major awards at this year's edition of the Gulfood Innovation Awards, held at the Dubai World Trade Centre (DWTC).

GFI is a world-class value-added frozen food manufacturing company, part of Albatha Holding, one of the largest conglomerates in the UAE.

The company's "Chicken Quinoa & Kale Burgers" and "Super Chicken Quinoa & Kale Nuggets" won in the "Best Halal Food" and "Best Meat or Poultry Innovation" categories, besting other local and international brands. The awards were organized as part of the annual Gulfood show, the largest gathering of food, beverage and hospitality suppliers, which opened on Sunday and will run until Thursday at the DWTC.

The awards were given in recognition of the company's contributions to the rapidly growing food industry and its achievement as the first company in the Middle East region to launch a pioneering range of healthy chicken burgers and nuggets, which are being produced and manufactured under GFI's Healthy Farm brand.



The company's "Chicken Quinoa & Kale Burgers" and "Super Chicken Quinoa & Kale Nuggets" are all 100% natural with 30% more protein, 90% more fiber, 40% less sodium, 40% less carbohydrates and 60% less calories. The products also offer eight times less fat, 12 times less saturated fat and six times more calcium as compared to the other chicken burger patties and nuggets available in the market today.

Jacek Plewa, general manager of Global Food Industries, said: "It is a very inspiring moment for Global Food Industries to once again be recognized for two major awards at Gulfood. These awards demonstrate our relentless efforts to create innovative products that aim at addressing health challenges of our consumers like obesity to diabetes via our Healthy Farm products. This win proves the very strong potential of our unique chicken burgers and nuggets to truly serve the UAE and regional market with highly nutritious and tasty food products."

Plewa added: "These awards have prompted us to work harder with our research and development initiatives in the food sector and continue to demonstrate our commitment toward promoting a healthy and balanced lifestyle to our consumers. The rising health concerns of our society have inspired us to keep intro-

ducing new products that will significantly contribute to the country's efforts in reducing lifestyle diseases."

## Halal World Food

Halal World Food is a show-within-a-show concept organized for its 5th edition at Gulfood 2018. This major global trading platform generated lucrative investment opportunities for international F&B businesses looking to capitalize on the burgeoning halal sector that is witnessing significant growth in both Muslim and non-Muslim countries across the world.

Reflecting the UAE's strategic position as an international centre for halal food trading, Halal World Food showcased the full spectrum of halal products including vegan and vegetarian food, meat and poultry, canned goods, energy drinks, gourmet and much more. The purpose of the event was

- ❖ Easily locate and appraise the halal products that are most relevant to your needs
- ❖ Acquire granular insight into investment opportunities entering the Halal sector throughout the world
- ❖ Meet with halal food policy-shapers to discuss certification and quality assurance in this highly profitable and fast-growing sub-sector

## The Emirates Culinary Guild International Salon Culinare

The Emirates Culinary Guild International Salon Culinare is the largest single-entry chefs' competition in the world. Structured as a series of practical and display-based culinary challenges or 'classes', this globally renowned annual contest gauged the diversity of entrants cooking skills and pushes the boundaries of modern day food preparation and presentation.

Evaluated by a panel of 30 international experts and mandated by the World Association of Chefs Societies (WACS), the Salon Culinare provided credible industry recognition to more than a thousand master chefs, pastry chefs, cooks and bakers. The salon served to inspire and encourage young chefs to continue striving for ever upward improvement in their daily work practice. Gold, Silver and Bronze medals and certificates were awarded to those competitors whose exhibits, in the opinion of the judges, have reached the commensurate international standard.

In addition to the medal awards, there were special trophies awarded to individuals who had attained excellence at the competition in their particular field: gastronomy; bakery/pastry; artistic - and a new award designed to encourage the development of Arabic cuisine. ♦



# Gulfood 2018



# Fruit Logistica

