



# Gulfood 2020: A platform for new product launches



Gulfood 2020 build on its 25-year legacy as an on-point trend tracker and robust business facilitator, while continuing to strengthen its position as a springboard for introducing new products and food solutions in the Middle East and North Africa (Mena) region. The five-day show, which ran from February 16-20, 2020 at the Dubai World Trade Centre (DWTC), will also continue to be an important access platform in developing relations with partners and distributors. For its silver edition, Gulfood's knowledge forum tackled pressing issues and imminent industry opportunities under the show theme 'Rethinking Food.'

"We are engaging the industry's leading experts to assess what needs to be done differently in the F&B industry across five core pillars: technological advancements, government and policy-making, marketing practices, lifestyle and markets including developing economies," explained LohMirmand, Senior Vice-President, Exhibitions &

Events, DWTC. "For exhibitors, they would be hard-pressed to find a forum where they can increase their margins by connecting with competitive suppliers of cutting-edge product innovations, as well as household name brands. They will unearth business opportunities from leading companies and visitors, who are hungry to keep up with emerging trends and source new and innovative products."

"As Gulfood 2020 brings this new era into focus, we anticipate the 25th edition will be a hotbed of innovation reflecting wider trends within an industry where demographic shifts such as urbanisation, migration and the rise of the middle class are reshaping consumer lifestyles and purchasing decisions."

With the global food industry in the midst of transformation across the entire production chain, innovation will hallmark exhibitor promotions at Gulfood 2020. To ease business facilitation, the show is divided into eight categories: beverages;

dairy; fats and oils; wellness and free from; meat and poultry; power brands; pulses, grains and cereals; and world food, which will feature 120 national pavilions with niche and speciality products in 2020.

Inside the event, the Gulfood Startup Programme, where entrepreneurs demonstrate how their innovation, light the path to a smarter food tomorrow, while the Gulfood Innovation Awards celebrated and reward excellence across brands and products. The Discover Zone, where the spotlight falls on product releases, featured new categories for an enhanced shopping experience, while the Chef Tours provided a guided tour on the latest culinary trends and adventures.

## Hamdan bin Rashid Al Maktoum inaugurated Gulfood 2020

H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance, opened 25th edition of Gulfood 2020, the annual food

and beverage, F&B, trade show at Dubai World Trade Centre, DWTC.

An open invitation for F&B producers to demonstrate how they are 'Rethinking Food' to serve a global population that is set to reach eight billion by 2030, the five-day mega exhibition, which runs until 20th February, has attracted high-calibre interest from government ministers, trade delegations and national organisations.

The show highlighted latest F&B innovations and explored exhaustive business opportunities as the global F&B sector seeks to keep pace with changing consumer habits and spiralling spending, which now stands at more than US\$7.2 trillion annually, according to the Gulfood 2020 Industry Outlook Report.

Touring the exhibition, H.H. Sheikh Hamdan was given a snapshot of the latest innovations and technologies that are redefining the regional food sector landscape at DWTC amid growing demand. Gulfood 2020 showcased large-scale innovation in the F&B sector, with a wide array of industry disruptors exhibiting innovative products and solutions, new-to-region flavours and products, and the global networking opportunities with F&B businesses from every corner of the world.

"The rising demand for sustainability in the F&B sector, coupled with consumer

trends that have shifted dramatically and the growing shift away from animal-based foods, headline the Gulfood 2020 agenda. The challenge for the F&B industry is to fast-track innovation and provide safe and sustainable food sources for an increasingly eco-conscious global population. Gulfood's 25th anniversary is the perfect place to experience, analyse and collaborate on developing solutions that will propel the F&B sector into this thrilling new decade of opportunity," said Trixie LohMirmand, Executive Vice President, Exhibitions and Events, DWTC.

Running alongside the main exhibition, the second edition of the three-day Gulfood Innovation Summit brought together major players from across the international industry to examine the latest challenges and opportunities in the global F&B market.

With the food rethink narrative serving as the show's guiding theme, a brand-new feature titled 'STREAT made its debut with street food pioneers Chef Chan Hon Meng, the first Michelin-starred hawker (street food) chef from Singapore's celebrated Liao Fan Hawker Chan, and Tsuta by Chef Yuki Onishi, founder and executive chef of the Tsuta Japanese Soba Noodles, the world's first Michelin-starred Ramen eatery.

Michelin-starred chef Massimo Bottura is joined by three Michelin-starred chef Elena Arzak, and chef Paco Pre. Joining the international chef trio are the region's top culinary talents, including Nick Alvis and Scott Price of acclaimed Dubai restaurant Folly; Gregoire Berger of Ossiano, and Akmal Anuar of 3 Fils.

"I am impressed with the new culinary ideas in the UAE. The country is a vibrant place to dine right now and is also very inspiring for chefs and gourmands who are constantly searching for new cultural interactions," said Bottura. "At Gulfood, I am showcasing a collection of our most iconic dishes from France as we travel through the evolution of our culinary world."

During the event sidelines, the Gulfood Innovation Summit has attracted a power-packed line-up of speakers including high-ranking ministers, thought-leaders and industry stalwarts.

Speakers taking to the Summit stage include Mariam bint Mohammed Saeed Hareb Al Mehairi, Minister of State for Food Security of the UAE; Prince Waleed Al Saud, President – Saudi Arabia Restaurant and Cafés Association, and Darine Al Khatib, Goodwill Ambassador, Food and Agriculture Organisation of the United Nations. ♦

