

SIAL Middle East 2013

Fastest growing B2B event for the food, drink and hospitality industries

SIAL Middle East exhibition highly regarded throughout the globe by the industry, returns to the Middle East in November 2013.

The show will be welcoming exhibitors from around the world and trade buyers from the Middle East, Africa and the Indian subcontinent. Abu Dhabi regarded as one of the richest city in the world, will once again host the 3rd edition of SIAL Middle East from November 24-26, 2013. Home to over 2 billion consumers, the Greater Middle East boasts an estimated food service market of \$35 billion and ranks 4th in global retail index.

More than 12,630 professional visitors from 92 countries; 496 pre-qualified VIP hosted buyers from 18 countries including Saudi Arabia, Iraq, Kuwait, Qatar, Lebanon, Oman, Bahrain, Egypt and

Jordan are expected to attend this show. These will include agents, distributors, wholesalers, retailers, supermarkets /hypermarkets, grocery stores, hotels & restaurants, bars and cafes, caterers, hospitality and food manufacturers/producers/processors.

An estimated figure of 552 Exhibitors from 51 countries are expected in this event. In SIAL Middle East 2013, Pakistan will be represented by Sufi Group, Chappel Traders and Qarshi Industries.

Qarshi Industries (Pvt) Ltd

Qarshi Industries (Pvt.) Ltd. is one of the largest natural products companies in Pakistan. They manufacture market leading brands that have become a household name in Pakistan. As one of the leading

manufacturer of natural products, Qarshi is engaged in promoting healthy living for over 70 years.

Established in 1968, Qarshi Industries (Pvt.) Ltd. is now among Pakistan's largest herbal pharmaceutical company.

Sufi Group of Industries (Pvt) Ltd

Sufi Group of Industries (Pvt.) Ltd. was founded in 1963. The founder of "Sufi Group" was Sufi Ghulam Rasool. From the beginning to the present "Sufi Group" is offering their products in the textile and food sector.

In order to better satisfy the needs of its customers and to improve the management of the company, Sufi Group has developed and implemented quality management system.

Chappel Traders

Chappel Traders is working as exporter of rice / grain / sugar / spices / pulses / fresh vegetables and animal by products from Pakistan. It believes in "highest quality with competitive price" in order to achieve utmost customers' satisfaction. It has always looked towards exploring new markets by joining hands with new customers.

They export to customers in countries like China, Singapore, Malaysia, Bangladesh, Srilanka, U.A.E, Yemen, Turkey, Kingdom of Saudi Arabia, Dubai, Mauritius, Oman, Bahrain, Kuwait, Iran, United Kingdom, Ethiopia, Thailand, Kenya, Ghana and Mexico. ♦



SIAL Middle East 2013 event will be held from 24 – 26 November at the Abu Dhabi National Exhibition Centre.

