



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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United Arab Emirates

ATO ACTIVITIES reports

Promotion Opportunities Report for the GCC-5

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Report Highlights:

Gulf Food (February, 2001) is the next international trade show to make sure you consider if you want broad exposure to the markets of the Middle East. In addition, ATO Dubai is organizing a number of supermarket promotions in the next nine months as well as a catalog/sample show in Dubai in April 2000.

Includes PSD changes: No
Includes Trade Matrix: No
Trade Report
Dubai [TC1], TC

The promotional activities listed below are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

Section I. Trade Shows

- None of trade significance in the region until Gulf Food, February 25-28, 2001. Gulf Food is the Middle East's premier food trade event and ATO Dubai organizes a U.S. Pavilion which in the 1999 show was comprised of 50 U.S. companies.

- PLEASE NOTE: MEFEX 2000 which was scheduled for Manama, Bahrain in February 2000 has been cancelled by the show organizers.

Section II. Retail In-store Promotions - The following promotions will feature U.S. consumer ready food products.

Dates (1999)	City	Chain	# Of Stores	Comments
Nov. 22-30	Dubai, UAE Ajman, UAE	Continent	2	The UAE's only hypermarket, including the biggest volume food retail store in the UAE.
Nov. 22-30	Abu Dhabi, UAE	Abu Dhabi Co-ops	5	The UAE Capital's largest food retail chain
May 2000	Kuwait	The Sultan Center	5	Get in on the action with Kuwait's largest private food retail operation.

Section III. Hotel, Restaurant, Institutional (HRI) Food Service Promotions

1. Great American Foods Restaurant Promotion is planned for March, 2000 with one of Dubai's leading Five Star hotels. Details are forthcoming.

Section IV. Other Promotional Activities

1. The ATO and FCS (U.S. Dept. Of Commerce) office at the U.S. Consulate in Dubai are organizing a Catalog and Product Tasting Show on April 2-3, 2000 at the Dubai Hilton Hotel. For just a \$100 product introduction fee, your company's literature and samples will be on display to hundreds of local importers and distributors. All you need to do is send your company's product literature and price lists and product samples (if you choose) to the mailing address

listed at the end of this report.

2. Great American Wine Tasting - U.S. wines will be sampled at the 2nd Annual American Wine Tasting to be held in Dubai the evening of April 11, 2000. In addition, a U.S. wine tasting is presently planned for March, 2000 in Muscat, Oman.

B. Key Market Information

1. Through the first eight months of 1999, U.S. exports of food and agricultural products to the Gulf Cooperation Council (GCC) countries covered by ATO-Dubai, the GCC-5¹, were 15% above 1998 values. For 1998 as a whole, U.S. food and agricultural product sales reached a record level of \$300 million, up 50 percent from 1997. Countries in the GCC import a greater percentage of U.S.-produced consumer-oriented food products than bulk or intermediate agricultural goods. This is a marketplace highly dependent on food imports, and U.S. products enjoy a strong reputation. In addition to meeting the demands of the markets here, there is a constant flow of food product and agricultural commodity reshipment to other Middle East countries, CIS countries, Iran, India and East Africa.

2. The 1999 edition of ATO Dubai's American Food Directory is available. This annual publication lists suppliers and importers of U.S.-origin food products to the GCC-5. Indexed by product, country and brand, it is an excellent, up-to-date reference for identifying potential agents, importers and distributors for your products in this region. Please let us know if you want a copy.

3. Reports of Interest: Below is a list of recent post reports of possible trade interest:

- Kuwait Annual Poultry Meat Report (KU9003, 9/14/99)
- UAE Annual Poultry Market Report (TC9025, 8/16/99)
- Kuwait Honey Market Brief (KU9002, 7/21/99)
- UAE Fresh Fruits Market Brief (TC9024, 7/11/99)
- Qatar Food and Agriculture Import Regulations and Standards (FAIRS) (6/20/99)
- Food Exporter's Guide for Doing Business in the GCC-5 (TC9018,6/8/99)

Please note that these and other ATO Dubai reports are available on the USDA/FAS web page at the following URL:
http://www.fas.usda.gov/attache_frm.idc

To take part in the any of the activities you have read about in this report or for any questions you may have, please contact us as follows:

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¹ ATO-Dubai covers Bahrain, Kuwait, Oman, Qatar and the United Arab Emirates