



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

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## United Arab Emirates

### ATO ACTIVITIES reports

## 11th Gulf Food, Hotel & Equipment Exhibition in Dubai, UAE

### 2006

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**Report Highlights:** On February 19, 2006, the 11<sup>th</sup> Gulf Food, Hotel & Equipment Exhibition opened. The U.S. Consul General in Dubai, the guest of honor, opened the USA Pavilion, the largest ever at this event with 55 exhibitors occupying 855 square meters.

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Dubai [TC1]  
[TC]

**I. Show Summary**

Number of firms in the U.S. Pavilion 70  
(15 signed for the USA mini-pavilion in the inaugural Wine & Spirits Pavilion)

U.S. Non-food (equipment) companies 6  
(located in the non-food section and not counted in the USA Pavilion count)

Types of foods promoted by U.S. firms: Frozen, chilled, canned, packaged and fresh meat, poultry, seafood, produce in addition to a complete and wide range of Mexican, grocery line, dry beans, peas, lentils, rice, soybean and health products.

Number of Country Pavilions at the show 40

**II. Show Highlights**

H.E. Sheikh Hasher Al Maktoum, Director of Information, Dubai Government opened the 11th Gulf Food, Hotel and Equipment Exhibition and Salon Culinaire. Mr. Jason Davis, U.S. Consul General, Dubai, opened the USA Pavilion, the largest U.S. presence ever at Gulf Food. The U.S. Consul General, assisted by the ATO Director, escorted Sheikh Hasher on tour of the USA Pavilion where he met and queried several exhibitors about their products. The U.S. Pavilion was one of just a few country pavilions that H.E. Sheikh Hasher toured.

The U.S. representation on opening day including a large contingent of U.S. company officials who made the long journey. First day visitor activity was heavy, reflecting the strong interest in U.S. products around the region and the competitiveness of the U.S. dollar vis-à-vis other currencies.

The USA Pavilion, at 855 square meters, is the largest in size while the 70 U.S. exhibitors featured products from more than 100 companies.

**III. Show Start-up Problems**

Due to a structural defect detected at the last minute the inaugural Wine and Spirit Pavilion was cancelled. The Dubai World Trade Center Management Group, the show organizer, is taking full responsibility for compensating the 15 U.S. companies signed for that pavilion. In effort to provide some promotional opportunity for the U.S. companies, the ATO quickly organized a one-day wine tasting event for February 20 to be held at a local hotel.