



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Scheduled Report - public distribution

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GAIN Report #TC9013

United Arab Emirates

ATO ACTIVITIES reports

Agricultural Export Opportunities Report for April 1999

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Report Highlights:

U.S. agricultural and food product exports to the five countries covered by ATO/Dubai were never higher than in 1998. In order to spread the word further on high quality American products, supermarket promotions are planned for April in Oman and May in Kuwait.

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

I. Upcoming Promotional Activities/Events

The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated.

A. TRADE SHOWS

None of significance to report

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

Dates (1999)	City	Chain	# Of Stores	Comments
April 28 - May 7	Muscat, Oman	Al Fair	5	Oman's largest food retailer.
May 26 - June	Kuwait	Sultan Center	7	Most upscale of Kuwait's food retailers

Interested companies, including those wishing to taste-test new-to-market products, should contact: Mr. Hovaguim Kizirian (Kuwait promotions) or Mr. Mohamed Taha (Dubai and Muscat promotions), U.S. Agricultural Trade Office, Dubai, UAE, Email: atodubai@emirates.net.ae; Tel: 971-4-314-063; Fax:971-4-314-998.

II. Key Market Information

1. U.S. exports of food and agricultural products to the Gulf Cooperation Council (GCC) countries covered by ATO-Dubai, the GCC-5¹ reached a record level of \$300 million in 1998. 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 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 importing and exporting alike. 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:

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

- Exceptional Growth in U.S. Exports to the GCC-5 in 1998 (TC9012, 4/7/99)
- Bahrain Food and Agricultural Import Regulations and Standards (FAIRS) (12/23/98)
- Kuwait Food and Agricultural Import Regulations and Standards (FAIRS) (11/30/98)
- GCC-5 Egg Trade Statistics 1994-97 (TC-8048, 11/24/98)
- 1998 Food and Agricultural Import Regulations and Standards (FAIRS) for the U.A.E. (TC8031, 9/15/98)