



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## **United Arab Emirates**

### **ATO ACTIVITIES reports**

## **December 1998 Agricultural Promotion Opportunities**

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#### **Report Highlights:**

**Gulf Food 99 starting January 31, 1999 is just around the corner. The U.S. Pavilion will consist of 46 booths with more than 50 U.S. companies' representatives and products on hand. A Supermarket Promotion with the largest food retailer in Kuwait will kick off February 24, 1999.**

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

## I. Upcoming Promotional Activities/Events

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

### A. Trade Shows

1. Gulf Food'99, January 31-February 3 , 1999, Dubai, UAE. The largest food show in the Middle East, drawing visitors from the Gulf region and beyond, including India, Africa, Russia and Asia. This trade-only event is expected to draw an estimated 10,000 visitors to Dubai, the Gulf's trade hub. The U.S. Pavilion of 46 booths and more than 50 U.S. food processors' representatives and their products on display will be the largest to date. Only two more booths are available on our "Main Street U.S.A.". For more information contact: Mr. Mohamed Taha, U.S. Pavilion Coordinator/ATO Dubai ASAP. Email:atodubai@emirates.net.ae; Tel: 971-4-314-063; Fax: 971-4-314-998.

### B. In-store Promotions

The first supermarket promotion for 1999 will be held in Kuwait in the 8 largest outlets of the Union of Consumer Cooperative Societies, which controls close to 80% of food retail in Kuwait. Two promotions will be held in the U.A.E., one other in Kuwait and one in Muscat, Oman in 1999. Interested companies, including those wishing to taste-test new-to-market products, should contact: Mr. Hovaguim Kizirian (Kuwait promotions) or Mr. Mohamed Taha (U.A.E and Oman promotions), U.S. Agricultural Trade Office, Dubai, UAE, Email: atodubai@emirates.net.ae; Tel: 971-4-314-063; Fax:971-4-314-998.

### C. Wine Promotions

Two separate wine tastings are planned to broaden awareness of U.S. brands and varieties. One promotion will be held in Abu Dhabi and the other in Dubai during the first week of April, 1999. Representatives of the two principal buying agencies will present the range of U.S. wineries' products now available, and F&B managers from all five star hotels and related restaurants, and local luminaries who's presence will contribute to the promotion's success are the target audience. For information about this event, please contact the 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. The countries that comprise the Gulf Cooperation Council (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 FSU countries, Iran, India and East Africa.

2. The 1999 edition of ATO Dubai's American Food Directory will be available in January 1999. This annual publication lists suppliers and importers of U.S.-origin food products to the GCC-5 (Bahrain, Kuwait, Oman, Qatar and the United Arab Emirates). 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:

- Kuwait Food and Agricultural Import Regulations and Standards (FAIRS) for 1998
- GCC-5 Egg Trade Statistics 1994-97 (TC-8048, 11/24/98)
- 1998 Wine Trade Barriers Report for GCC-5 (TC8047, 11/24/98)
- 1998 Food and Agricultural Import Regulations and Standards (FAIRS) for the U.A.E. (TC8031, 9/15/98)
- Kuwait & U.A.E. Poultry Annuals (KU8002 & TC8024, 8/15/98)
- The Food Retail Sector in the Gulf Region (TC8011, 6/21/98)
- Food Import Regulations for Oman (MU8001, 3/18/98)