

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary Public

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United Arab Emirates

Post: Dubai

Dramatic Increase in Projected U.S. Sales at Gulfood 2017

Report Categories:

Trade Show Evaluation

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Report Highlights:

U.S. exhibitors report a total of \$85.5 million in on-site sales and project \$722 million over the next 12 months as a result of their participation in the event. The USA Pavilion was comprised of 169 U.S. companies, 27 percent being first time participants in the show. Additionally, the United States Department of Agriculture (USDA) Foreign Agricultural Service (FAS) recruited 46 potential food and beverage buyers from Africa, South Asia and the Middle East to meet with U.S. exporters during the event.

Executive Summary:

Dubai's Gulfood 2017, the largest annual food and beverage marketing event in the world, hosted more than 5,000 exhibitors from 120 countries occupying 120,000 square meters. Approximately 96,000 people were in attendance from over 180 countries, an increase of over two percent from 2016, drawing visitors and participants from across the globe to witness the new trends in food products.

Gulfood 2017 featured the largest commodity trading groups with dedicated halls organized by sectors such as: Beverages, Dairy, Fats & Oils, Pulses, Grains & Cereals, and Meat & Poultry.

This year's USA Pavilion measured 2230 square feet and housed 169 U.S. exhibitors who showcased more than a thousand new items from their product lines. Based on evaluations from U.S. exhibitors, 27 percent of the U.S. companies in attendance were first-time participants in the show, and 27 percent were small companies under 50 employees. As an example of Gulfood's continued popularity and marketing importance for food and beverage producers, exhibitor booth allocations in the USA Pavilion were sold out in less than 24 hours, similar to past years.

U.S. exhibitors reported on-site sales of \$85.5 million, an increase of over 3.5 percent from last year, with an additional 12-month projection of \$722 million in sales, nearly 35 percent more than 2016. This success is a testament to the strong demand for U.S. agricultural products from consumers across the globe. The products that generated the most buyer interest were: tree nuts, dairy, chicken leg quarters, popcorn, and condiments and sauces.

The content of the show provided a broad overview of food trends and innovation, this year's Gulfood program included the Gulfood Innovation Awards, Salon Culinaire, and a Halal World Food Forum. U.S. meat, poultry, and dairy products were showcased at Gulfood's Salon Culinaire featuring educational seminars and chef competitions. Additionally, the USA Poultry and Egg Export Council (USAPEEC) received the Gulfood Innovation Award for "Best Large Stand Build" among all of the show's exhibitors.

Many exhibitors expressed satisfaction with both the quantity and quality of the buyers in attendance. The GCC market continues to offer excellent export opportunities to meet food demands caused by the growing tourist industry and the increasing population.

OAA Dubai staff, in conjunction with 14 FAS overseas offices, organized 46 foreign buyers from across Africa, South Asia and the Middle East for business-to-business meetings with U.S. exhibitors participating in Gulfood. Furthermore, to provide a better understanding of the regional market, OAA Dubai conducted a market briefing for U.S. exhibitors and managed a FAS information booth to facilitate a connection between U.S. exhibitors, foreign buyers, and local importers.

General Information:***I. STATISTICAL SUMMARY*****A. Profile of Visitors**

1. Total number of show visitors: **96,000**

2. Estimated number of trade visitors (identify by type of business, if possible): **96,000** (All show visitors were identified as trade visitors, as the general public was not allowed to the show).
3. Percentage of foreign (third country) visitors (if applicable): **70%**
4. Estimated number of visitors to U.S. Pavilion: **35,000**
5. Number of serious trade contacts made by U.S. companies **5,174**

B. Profile of U.S. Pavilion

1. Size in square meters: **2,230**
2. Number of U.S. booths: **228**
3. Number of guests at U.S. trade reception, if held: **275**
4. Number of U.S. exhibitors (firms, trade associations, and Departments of Agriculture): **169**
including 45 first time exhibitors, 22 new to market, 8 new to export, 45 small companies under 50 employees and 29 minority companies.

C. Product/Sales Information

1. Number of new products test-marketed (approximately): **1,011**
2. Products that generated the most buyer interest:

A Variety of products: Sauces (Pasta, BBQ, Cheese), Mayonnaise Ranch, Peanut Butter, Organic Snacks, Snack Food, Gourmet Treats, Cheese, Cheese Dispensers, Guacamole, Tortilla, Baklava, Chips, Pita Bread, Gyros, Tree Nuts especially (Almonds, Walnuts, Pecans, and Pistachios), Coconut, Almond Spice, Iced Coffee, Energy Drink, Ice Cream, Hot Chocolate, Skim Milk Powder, Baby Formula and Food, Medical Formulas, Oats, Waffle, Bragg Apple Cider Vinegar, Frying Oil, Medjool Dates, Dried Cranberries, Berries, Cherries, Raisins, Popcorn, Permeate, Candies, Frozen Fruits, Vegetable, Chicken especially leg quarters and drumsticks, Eggs, Turkey, Fresh and Frozen Salmon, Beef, Tenderloins, Luncheon Meat, Burgers, Rice.

3. Total estimated on-site sales \$85,528,500
4. Total projected 12-month sales resulting from show \$722,305,530

D. Show Expenses

1. U.S. Pavilion
 - a. Space Rental \$ N/A
 - b. Design \$ N/A
 - c. Construction \$ N/A
2. Public Relations \$ N/A
3. Catalog \$ N/A
4. Reception(s) and Seminar(s) \$ N/A
5. Customs Clearance \$ N/A
6. Other \$ N/A
7. Total Expenses (aggregate of items 1-6) \$ N/A

E. Exhibitor Expenses and Revenues

1. Participation fees/direct payments
 - a. Average cost per firm \$ N/A
 - b. Total for all firms \$ N/A
2. Total exhibitor expenses (aggregate of items 1b + 2b) \$ N/A
3. Revenues
 - a. Average per firm \$ N/A
 - b. Total for all firms \$ N/A

II. FAS FIELD EVALUATION

A. Show Objectives:

FAS objectives in the event were as follows:

1. Present U.S. suppliers and U.S. agricultural products to as many food buyers as possible with an ultimate goal to increase the U.S. market share of food and beverages imported into the UAE and other GCC and Middle East countries.
2. Maintain a robust market presence by helping to strengthen trade connections between U.S. food suppliers and GCC food importers.
3. Increase importers' awareness of the wide range of U.S. food products.
4. Increase U.S. food exporters' awareness of market opportunities in the Gulf region and surrounding markets.
5. Work closely with other FAS overseas offices, particularly in Asia and Africa, to recruit food importers to attend Gulfood and meet directly with U.S. food suppliers to develop trade partnerships.

B. Show's Success in Achieving the Objectives (report relevant evidence):

This year, the USA Pavilion housed 169 U.S. exhibitors who showcased more than a thousand new items from their product lines. Based on the evaluations of the U.S exhibitors, 27 percent of the U.S. companies in attendance were first-time participants in the show despite socio-political uncertainties in the region.

This year's Gulfood success is illustrated through the following figures provided by U.S. exhibitors:

- Record on-site sales: \$85,528,500
- Projected record sales over the next 12 months: \$722,305,530
- Serious trade contacts made: 5,174

C. Show Highlights (mention any special features or events):

- The Hosted Buyers Program
- Gulfood Innovation Awards
- Salon Culinaire
- Halal World Food Forum

D. Suggestions for Improving Future Shows:

- Most of the U.S. exhibitors appreciated the location but stressed a need to improve the design of the USA Pavilion.
- Begin registration process much earlier in the year.
- Improve wifi and internet service.
- Transparent booth allocation and sizing process for U.S. exhibitors.

E. Suggestions for Improving FAS/W Management or Support of Show:

No suggestions provided.

F. Exhibitor Problems:
None reported.

G. Public Relations/Advertising:

The show was publicized on major local events and promotions websites such as Dubai Calendar and Dubai Tourism. OAA Dubai worked closely with the Public Affairs Office (PAO) at the U.S. Consulate General in Dubai to cover the activities at Gulfood through their social media channels, local newspapers, and magazines. Sample from the press: <http://www.gulfood.com/gulfood-2017/press-releases>

To view videos and photos from the Gulfood 2017 trade show please visit the following links:

Video: https://youtu.be/_fE_a3_j3Tk and https://youtu.be/jleB_poZ-Ss

Photos: <http://imgur.com/a/idHKQ> and <http://imgur.com/a/0wuNV>

H. Photographs:



U.S. Consul General Paul Malik, FAS Dubai, U.S. Exhibitors at USA Pavilion Official Opening



Agricultural Counselor Kurt Seifarth with Chef Uwe in Live Cooking Demonstration at Taste of USA Stand at Salon Culinaire



USAPEEC receives Gulfood Innovation Award for “Best Large Stand Build”