

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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Gulfood Report 2015 - Final Report

Report Categories:

Trade Show Evaluation

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Report Highlights:

The largest ever USA Pavilion at Gulfood 2015 marked another success in participation in this important annual trade event. 157 U.S. exhibitors occupied more than 2,000 square meter of exhibit space reported on \$77 million of on-site sale and nearly \$ 290 million in expected sales in the next 12 months as a result of participating in the show.

General Information:**General Information:**

Name of Show: Gulfood 2015

Date: 8-12 February 2015

City/Country : Dubai, United Arab Emirates

The Gulfood Show (GF), now considered the largest annual food exposition in the world, is f the world's leading trade show for food and complementing industry products. GF 2015 featured the largest number ever of United States' show exhibitors with a record 157 exhibitors, surpassing previous years' participation. Excellent coordination between OAA Dubai, the show organizers, and the USA Pavilion coordinator was a major contributing factor to the US' successful participation in the show.

His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance and Industry, accompanied by His Excellency Helal Al Marri, Chairman of the Dubai World Center and Director General, Department of Tourism & Commerce Marketing, performed the opening ceremony of the show. In attendance were UAE Ministers, Ambassadors and other members of the diplomatic core from different countries, and other dignitaries. The U.S. Consul General to the United Arab Emirates Mr. Rob Waller, Ambassador Asif Chaudhry, General Sales Manager FAS/W, and Mr. Quintin Gray, OAA Dubai Agricultural Counselor participated in the show opening. Mr. Waller, Ambassador Chaudhry and Mr. Gray performed the opening ceremony of the USA Pavilion which was attended by FAS representatives from Washington and others that attended the show from several African, Asian, and Middle East countries.

The Dubai World Trade Center allocated exhibition space of 120,000 square meters for 4,800 exhibitors at Gulfood 2015.

I. GULFOOD GENERAL STATISTICAL SUMMARY 1/**A. Profile of Visitors**

- | | |
|--|--------|
| 1. Total number of show visitors | 84,642 |
| 2. Percentage of foreign visitors | 64 % |
| 3. Estimated number of visitors to U.S. Pavilion | 25,000 |
| 4. Number of serious trade contacts reported by U.S. companies | 5,316 |

B. Profile of U.S. Pavilion 2/

- | | |
|---|-------|
| 1. Size in square meters | 2,000 |
| 2. Number of booths | 211 |
| 3. Number of guests at U.S. trade receptions | 300 |
| 4. Number of U.S. exhibitors (firms, trade associations and State Departments of Agriculture) | 157 |

C. Product/Sales Information

1. Number of products test-marketed (approximately) 1,888

2. Products that generated strong buyer interest:

Almonds of all types raw and processed; All gluten free food products; All natural, no sugar cookies; Nuts; Sauces; Beef; Beef steaks; Blended iced coffee mixes; Bulk cheese & ingredients; Bulk dispensing bin product line; Butter; Cake mixes; California pistachios; California walnuts; Canned fruits; Canned products; Cereals; Cheeses; Cheese sauce dispenser & pouch; Cheese balls & cheese curls; Chicken leg quarters; Chicken products; Chickpeas; Chocolate covered dried fruits and nuts; Chocolates; Coffee; Condiments; Cream cheese; Dairy products; Deli & portion cut steaks; Dessert toppings; Dressing sauce; Dried fruits (Blueberries, Cherries, Cranberries, Mangos, Prunes); Dumplings (Retail packages); Eggs; Egg products; Fajita and BBQ seasonings; Food candy; Frozen U.S. poultry; Frozen beef; Frozen potatoes, vegetables, appetizers; Gluten free healthy products; Gourmet popcorn set up; Granola bars; Grocery & pastry; Gyro; Halal beef hot dogs/beef burger; Halal deli products; High Quality Beef (HQB) Cuts; Hummus chips; Ice cream; Jams; Juices; Liquid eggs; Lollipops; Mayonnaise; Mexican food products; Millet; Milk powder; Mozzarella; Organic milk; Organic tea; Pasta; Pasteurized eggs; Pecans; Pepperidge farm; Pistachios; Popcorn; Poultry products; Restaurant franchise model; Sauces; Shelled peanuts; Skimmed milk powder; Slush; Snacks; Snack bars; Spices; Sunflower; Sunflower seeds; Trans-fat free shortenings; Tuna; U.S. Chilled beef; US Meats; Rice; Vitamins; Whey; Whole milk powder; processed tomatoes.

3. Total reported on-site sales (million US\$) 77.00

4. Total projected 12-month sales resulting from the show (million US\$) 289.00

D. Show Expenses

1. U.S. Pavilion	
a. Space Rental	NA
b. Design	NA
c. Construction (design included)	NA
2. Public Relations	NA
3. Catalog	NA
4. Reception	NA
5. Customs Clearance	NA
6. Other	NA

E. Exhibitor Expenses and Revenues

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

b. Total for all firms:

NA

II. FAS FIELD EVALUATION

A. OAA objectives were to:

- Introduce U.S. suppliers and U.S. products to as many food buyers as possible in order to increase U.S. market share world-wide;
- Strengthen trade connections between U.S. food suppliers and food importers;
- Increase importers' awareness of the available wide range of U.S. food products;
- Increase U.S. food exports to the Gulf region and generate positive spillover influence in neighboring markets;
- Increase U.S. companies' awareness of market opportunities in the Gulf region and surrounding markets;
- Work closely with FAS offices in other posts; particularly in Asia and Africa to recruit food importers from their countries they cover to meet U.S. food suppliers at the show.
- Work closely with FAS Washington to organize and manage buyers' missions from African countries in support of the USDA goal to develop and expand trade in Africa.

A. Success in Achieving Objectives

This year, U.S.A. Pavilion with 157 exhibitors marked the largest ever USA Pavilion. There were 49 first-time exhibitors in spite of political uncertainties in some countries in the region.

FAS General Sales Manager, Dr. Asif Chaudry, U.S. Consul General, Rob Waller and FAS Washington visiting officers visited with U.S. exhibitors at their booths to welcome them and learn more about their products. Several FAS offices in the Middle East and Africa recruited and supported buying missions consisting of food importers from their countries of coverage to the show, to meet U.S. exhibitors. Among them were FAS representatives from Ethiopia, India, Jordan, Kenya, Nigeria, Pakistan, Saudi Arabia, Senegal, South Africa, Cairo, Morocco, and Algeria. FAS Washington staffs collaborated with OAA Dubai the briefing sessions to members of the buying teams.

Gulfood 2015 marked another record year for U.S. exhibitors. Based on surveys submitted by 151 exhibitors out of the 157 participants, 95% listed the show as effective, while only 4 exhibitors indicated that they will not participate in GF 2016. Also, nearly all exhibitors rated the quality of the visitors as high.

Success in reaching program objectives is illustrated by the following figures supplied by U.S. exhibitors:

- Confirmed on-site sales	\$ 70.00 Million
- Projected sales over the next 12 months	\$289.00 Million
- Serious trade contacts made	3,585

A. Show Highlights

For the second consecutive year, FAS Washington working closely with FAS African Posts recruited Buyers' Missions to attend the show, in support of USDA's goal to expand trade in Africa. One-on-one meetings between African delegates and U.S. exhibitors contributed to the success of this project.

A. Suggestions to Improve Future Shows

For Dubai World Trade Center (DWTC) Show Officials

1. OAA Dubai is working closely with the show officials to re-locate the USA pavilion to another more central location and to adopt a rotation policy among the national pavilions to ensure equality among them. Over the past few years, the Dubai World Trade Center has used the USA Pavilion as an anchor to attract visitors to halls that are separated from the core exhibition space. For the second year, the location of the USA Pavilion was less desirable- resulting in legitimate complaints from OAA Dubai and the U.S. exhibitors. OAA Dubai strives to provide valuable services to the U.S. exhibitors, similar to what they experience at other international food shows.

2. Introduce bar-coded visitor badges that include useful information, such as name, company, business type and country. That way, exhibitors could swiftly ascertain the business potential of a visitor.

A. Support of Show - Exhibitors' Comments

The USA Pavilion coordinator provided improved internet services to the U.S. exhibitors this year. Four PCs and printers were placed in the USA pavilion lounge for U.S. exhibitors' use. In addition, a limited number of Wi-Fi passwords were given out to the exhibitors for wireless access to internet. A computer technician was always present in the USA pavilion and did a good job attending to the exhibitors' requests.

F. FAS Sponsored Lounge

OAA Dubai arranged for a special business lounge strictly for the visiting members of the African and other Asian and Middle East buyer delegations, FAS officers, and staff., . This lounge allowed

the U.S. exhibitors to fully use the business lounge that the USA Pavilion coordinator provided.

Show Timings:

- Shorter hours: 11 am to 7 pm is too long & 5 days is too long
- Please convey to the organizers to offer 4 days for the show. 5 days is way too long and we feel it distracts from the quality of the show and visitors.
- The number of days is too long. Important visitors attended the event in the first 3 days.

Other comments given by U.S. exhibitors:

- Better location for USA Pavilion is needed. The location this time seemed too far from the main traffic area.
- USA pavilion should be in a more prominent/better location.
- The USA pavilion was located extremely far from the rest of the show tucked in a dark, back corner without visible signs.
- The stand design is too confining, too small. We need a more open structure.
- I believe our stands are dated compared to other countries (France)
- Wifi needs improvement

G. Public Relations

Organizers continue to locate the U.S. Pavilion in a hall with countries from Europe and Canada. For the second consecutive year, the USA pavilion was located at the end of the hall. Many of the visitors faced problem in locating the USA Pavilion.

On the second day of the show, the USA Pavilion coordinator organized a trade reception hosted by U.S. Ambassador to the UAE Barbara Leaf. Nearly 300 trade contacts from the GCC region and several African and Middle Eastern countries attended the event. On the last day, after the conclusion of the show, the USA Pavilion organizer invited all the US exhibitors to a dinner reception at his residence.

Other Gulfood Activities:

On the margins of the show, the management organized the following 3 major conferences and summit:

1. World Food Security Summit (A Gulfood Leaders' event):

This event brought together global policy makers and other public and private sector professionals to discuss the world food security situation, particularly in the Middle East and Africa, and explore possible strategies to overcome this serious problem.

OAA Dubai Agricultural Counselor Mr. Quintin Gray participated in this important event and gave an important presentation that received significant media attention.. High level government officials from Sudan, Kenya, African Union, South Africa and many prominent businessmen from the GCC countries participated in this summit.

1. Halal Investment Conference

This event brought together key Halal sector players and senior government officials to discuss commercial and business opportunities in the \$ 1.1 billion Halal food sector. More than 400 Halal food companies from different countries participated in the conference.

1. Food Franchise Forum

The forum was attended by franchisors, franchisees, investors, entrepreneurs and food and beverage consultants to discuss franchising environment in the region and how to improve it.