



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## **United Arab Emirates**

### **ATO ACTIVITIES reports**

# **Promotion Opportunities Report for September 1999 1999**

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#### **Report Highlights:**

**The Agricultural Trade Office at the U.S. Consulate Dubai will carry out a number of market development activities in support of U.S. food and agricultural export interests in late 1999 and throughout 2000. From in-store promotions with leading supermarket chains in the region, to menu promotions and trade shows, we're working to build upon record 1998 U.S. food exports to the region.**

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

**The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.**

#### Section I. Trade Shows

MEFEX - The 11<sup>th</sup> Middle East Food, Hotel & Catering Show and Salon Culinaire

February 26-29, 2000

Bahrain International Exhibition Centre - Manama, Bahrain

U.S. Pavilion Organizer: Commerce Tours International, 870 Market Street, Suite 918, San Francisco, CA

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MEFEX appears to be the region's sole food, hotel and equipment show event in 2000. Though this show has waned in significance over the past few years, it could still be a viable venue to meet Bahraini and Saudi buyers.

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

Dates (1999)	City	Chain	# Of Stores	Comments
Nov. 22-30	Dubai, UAE	Continent	2	The UAE's only hypermarket, including the biggest volume food retail store in the UAE.
Nov. 17-26	Abu Dhabi, UAE	Abu Dhabi Co-ops	5	The UAE Capital's largest food retail chain
Feb 2000	Kuwait	Kuwait Co-ops	8	The Kuwaiti food retail group that handles about 75% of the market
April 2000	Qatar	Food Centre	4	1st U.S. retail food promotion in Qatar in 4 years
May 2000	Kuwait	The Sultan Center	5	Get in on the action with Kuwait's largest private food retail operation.

### Section III. Hotel, Restaurant, Institutional (HRI) Food Service Promotions

1. Great American Foods restaurant promotion is planned for March, 2000 with one of Dubai's leading Five Star hotels. Details are forthcoming.

### Section IV. Other Promotional Activities

1. The ATO and FCS (U.S. Dept. Of Commerce) office at the U.S. Consulate in Dubai are organizing a catalog and product tasting (for food) show on April 2-3, 2000 at the Dubai Hilton Hotel. For just a \$100 product introduction fee, your company's literature and samples will be on display to hundreds of local importers and distributors. There is a no cost for participation; all you need to do is send your company's product literature and price lists and product samples (if you choose) to the mailing address listed at the end of this report.

Similar shows for Kuwait and Qatar are foreseen in early to mid-2000, but dates have not been fixed. Stay tuned!

2. Great American Wine Tasting - U.S. wines will be sampled at the 2nd Annual American Wine Tasting to be held the evening of April 11, 2000.

### B. 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-5<sup>1</sup> reached a record level of \$300 million in 1998, up 50 percent from 1997. 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 other Middle East countries, 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 identifying potential agents, importers and distributors for your products in this region. 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:

- UAE Annual Poultry Market Report (TC9025, 8/16/99)
- Kuwait Honey Market Brief (KU9002, 7/21/99)
- UAE Fresh Fruits Market Brief (TC9024, 7/11/99)
- Qatar Food and Agriculture Import Regulations and Standards (FAIRS) (6/20/99)
- Food Exporter's Guide for Doing Business in the GCC-5 (TC9018,6/8/99)

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<sup>1</sup> ATO-Dubai covers Bahrain, Kuwait, Oman, Qatar and the United Arab Emirates

To take part in the any of the activities you have read about in this report or for any questions you may have, please contact us as follows:

ATO Dubai

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