

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

Voluntary Public

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United Arab Emirates

Post: Dubai

USA Pavilion at SIAL Middle East Show

Report Categories:

Trade Show Evaluation

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Report Highlights:

17 exhibitors comprised the USA Pavilion at the 5th edition of SIAL Middle East food show that took place in Abu Dhabi, United Arab Emirates, November 24-26, 2014. Total number of exhibitors was reported by the organizer at 818 companies from 44 countries. The USA pavilion featured suppliers for a wide range of U.S. foods, including frozen, chilled, dry and processed products. U.S. exhibitors reported \$122,000 of on site sales, and \$2,590,000 of projected sales during the next 12 months.

General Information:

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Name of Show : 2014 SIAL Middle East
Date : November 24 -26, 2014
City/Country : Abu Dhabi, United Arab Emirates

SIAL Middle East is a relatively new exhibition that takes place in Abu Dhabi, the capital of the United Arab Emirates (UAE). Abu Dhabi is regarded as one of the richest cities in the world. This market is not to be ignored and continues to offer excellent export opportunities to meet food demands caused by e booming businesses and the growing tourist industry.

The United States' Pavilion at Show featured 17 exhibitors occupying 22 booths. A wide range of U.S. food products was displayed during the show. Excellent coordination between OAA Dubai and U.S. exhibitors was a major reason for the US' companies' successful participation in the show.

His Highness Sheikh Mansour Bin Zayed Al Nahyan, Deputy Prime Minister of the UAE, Minister of Presidential Affairs and Chairman of Abu Dhabi Food Control Authority opened the show. He was accompanied by Dr. Rashid Ahmad Bin Fahad, UAE Minister of Environment and Water, UAE high-level government officials, members of the diplomatic core, including U.S. Deputy Chief of Mission, Ethan Goldrich and the Dubai based Mr. Quintin Gray, Regional Agricultural Counselor, Office of Agricultural Affairs. Also, ministers from Lithuania, Poland, Portugal, and Georgia were also present to support their national pavilions.

SIAL 2014 was held at the Abu Dhabi National Exhibition Center and had 818 exhibitors from 44 countries.

I. GULFOOD GENERAL STATISTICAL SUMMARY 1/

A. Profile of Visitors

- Total number of show visitors 15,736
- Estimated number of trade visitors 14,000
- Estimated number of foreign visitors 4,000
- Estimated number of visitors to U.S. Pavilion 5,500
- Number of serious trade contacts reported by U.S. companies 273
- Total number of exhibitors 818
- Number of participating countries 44
- No of VIP hosted buyers 434 buyers from 34 countries

B. Profile of U.S. Pavilion 2/

1. Size in square meters	198
2. Number of booths	22
3. Number of U.S. exhibitors (firms, trade associations and State Departments of Agriculture)	17

C. Product/Sales Information

1. Number of products test-marketed (approximately)	145
2. Products that generated strong buyer interest: A Variety of products: Candies; Wild rice; Teas; Smoked salmon; Canned food; Chicken; Pickles; Popcorn; Ice creams; Ice cream cakes; Snacks; Pretzels; Juices; Sodas; Mayonnaise; Pizza; Pancake; Waffle mix; and Cakes.	
3. Total reported on-site sales (US\$)	122,000
4. Total projected 12-month sales resulting from the show (US\$)	2,590,000

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

- 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 to the UAE and other GCC and Middle East countries;
- Strengthen trade connections between U.S. food suppliers and food importers;
- Increase importers' awareness of the wide range of U.S. food products;
- Increase U.S. food exporters' awareness of market opportunities in the Gulf region and surrounding markets;

- **Success in Achieving Objectives**

This year the USA Pavilion included 17 exhibiting companies.

Based on show evaluations received from all the exhibitors, 45% listed the show as extremely effective, while 40% rated it as satisfactory to very effective. Also, 70% rated the quality of the visitors as high and 50% confirmed their intention to exhibit in SIAL 2015.

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

- Confirmed on-site sales	\$122,000
- Projected sales over the next 12 months	\$2,590,000
- Serious trade contacts made	273

- **Support of Show**

The USA Pavilion organizer provided one internet station to U.S. exhibitors.

- **Exhibitors' Comments**

The exhibitors provided comments on various topics:

WiFi:

- 1 out of 17 exhibitors requested the USA Pavilion coordinator to provide the exhibitors with Wi-Fi in their booths.

Location & Design of USA Pavilion:

- All exhibitors appreciated the USA Pavilion location and design.

Show dates:

- 2 out of 17 exhibitors suggested changing the exhibition dates as not to coincide with other popular events such as the Grand Prix.

. Public Relations

- This year the USA pavilion was centrally located.
- The OAA Dubai Agricultural counselor Quintin Gray was interviewed by several members of the local press.