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## United Arab Emirates

**Post:** Dubai

### Successful Participation at NRA Show 2017

**Report Categories:**

Trade Show Evaluation

**Approved By:**

Kurt Seifarth

**Prepared By:**

Fayrouz Zghoul

**Report Highlights:**

The Foreign Agricultural Service Office in Dubai (FAS Dubai) recruited nine potential food and beverage buyers representing seven major food importing companies based in the United Arab Emirates (UAE) to attend the National Restaurants Association Show (NRA) in Chicago this year. Eight representatives completed the evaluation survey and reported a total of \$8.75 million increase in projected U.S. food imports over the next 12 months as a result of their visit to the show. This increase is a testament to the demand for U.S. food products from UAE consumers. FAS Dubai recruited buyers were keen on attending the NRA show to see new trends, innovative products, and find new U.S. suppliers.

**General Information:**

Name of show: National Restaurants Association Show

Dates: May 20 - 23, 2017

Location: McCormick Place, Chicago, IL

**I. Statistical Summary****A. Participants**

FAS Dubai promoted the National Restaurants Association Show among food traders in Kuwait, Qatar, Oman and the United Arab Emirates (known as the GCC-4). As part of our office coordination, FAS Dubai shared information about the show's latest offerings and collaborated with NASDA and participating buyers to foster business-to-business meetings with U.S. Exhibitors participating in the event. A total of nine UAE food and beverage representatives from seven major food importing companies attended the show. An FAS Dubai staff accompanied the group and facilitated meetings with U.S. Exhibitors.

Based on the surveys received from seven out nine recruited participants the rating results were as follows:

Criteria	Rating			
	Excellent	Good	Poor	N/A
Effectiveness of the Show	4	3		
Quality of Exhibitors	4	3		
Pre-Show Assistance	5	2		
On-Site Show Assistance	5	2		
Quality of Seminars if Applicable	1	2		4

**B. Survey Results**

- Value of confirmed orders at the show \$1M
- Number of contacts generated during the show 54
- Value of current imports from the United States \$160M
- Combined expected increase in imports over the next 12 months \$8.75M

Note: One participant declined providing the value of their annual food imports from USA. This figure is based on an estimated value and percentage increase of purchases over the next 12 months.

**II. FAS Field Evaluation****A. Market Constraints and Opportunities****Constraints**

- Some of our recruited buyers commented that U.S. Exhibitors have limited knowledge of the GCC-4 market including rules, regulations and consumer culture. They suggested giving U.S. suppliers, who are interested in the GCC-4 market, a brief on import regulations related to requirements on labeling, halal certifications, and prohibited ingredients before the beginning of

the NRA Show.

- Not all U.S. exhibitors were interested in international markets for export. A suggestion was provided to identify those U.S. Exhibitors interested in exporting to help streamline the buyers time. This will save time and energy considering the size of the show.

## Opportunities

- U.S. trade exhibitions like NRA provide excellent exposure for new U.S. exhibitors and potential buyers to develop new contacts and business opportunities.
- These shows offer a wide range of new and innovative American products to the GCC 4 market.
- This venue encourages GCC-4 importers to work with U.S. consolidators who are able to fill a container with mixed items sourced on behalf of the importer(s).
- Most local exchange rates are pegged to the U.S. dollar compared to other currencies, which facilitate trade.
- Affluent societies with great disposable income for purchases of goods, including food.
- Open, stable and growing markets for food exporters, including those from the United States.

## B. Mission Objectives

- Increase the number of GCC-4 recruited buyers attending U.S. food exhibitions, including NRA.
- Enhance the imports of American food products into the GCC 4 especially new-to-market products.
- Increase the awareness of U.S. food exporters of the importance of the GCC 4 markets.

## C. Participants Feedback

- The show organization and logistics were efficient. This includes transportation, ease of venue access, and NRA staff resources available to provide assistance.
- NRA show 2017 has grown in both number of participants and exhibitors. This year the exhibition was not organized by category so visitors found different products ranging from clothing, to equipment, to food all in one location. It would have been preferable to have exhibitors arranged by category, food and non-food separated, so that visitors could find their targeted exhibitors faster.