



Gulfood 2010

Dubai 21-24 February

Applications are closing soon for Gulfood 2010, the Middle East's largest and best food trade exhibition.

Established in 1987, Gulfood is the region's largest and most important industry event of the year and a strategic platform for buyers and sellers to conduct direct business face to face. The exhibition is a showcase for manufacturers, distributors, and suppliers from around the world, representing all of the key sectors within the food and hospitality trade.

Gulf countries import around 90% of their own food requirements. With an established trading culture in place, the UAE alone is the world's third largest re-exporter, with over 70% of all imports being re-exported to more than 160 countries. This re-export value of US\$15.8 billion highlights the opportunities available in one of the world's richest trading hubs.

Fast food and supermarket chains are continuing to expand throughout the region and Dubai's efforts, in particular in tourism development, have boosted the restaurant and fine dining sectors to record levels.

The Middle East food-service market is estimated to be worth more than US\$31 billion annually and the World Tourism Organisation projects that the Middle East will continue to be the world's fastest growing tourism market reaching an annual growth rate of 6.7% to 2010.

Over 90 Australian companies successfully exhibited at Gulfood 2009, which had 2013 exhibitors from 76 countries, including 75 national pavilions. There were over 45,735 trade visitors from 152 countries, most looking for new products and suppliers.

The Food Group at the Victorian Government's Department of Innovation, Industry and Regional Development (DIIRD) is recruiting:

The cost of a 9sqm stand within the Australian National Pavilion is Au\$4340 (including construction and furniture). The stand comprises white walls, carpet, fluorescent lights, power point, reception counter, chairs, table, wall shelving, lockable cabinet, wastepaper basket, coloured fascia with company name and Australian branding featured overhead. Additional furniture and equipment is available for hire.

Food Group (DIIRD) Assistance:

DIIRD's Food Group is offering financial assistance to Victorian companies that exhibit at Gulfood 2010. At this stage, it is expected that a grant of up to \$3000 (depending on participant numbers) will be provided directly to each Victorian food company that takes an individual booth.



www.gulfood.com

REGISTER NOW!

Please contact Paul Cahir asap:

To exhibit at Gulfood 2010, please contact Paul Cahir, the official Australian agent for Gulfood 2010.

Paul Cahir (Managing Director, International Trade Show Management)

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Display Chillers/Freezers:

Companies requiring display chillers and freezers need to book them with Paul Cahir immediately.

DIIRD Food Group contact:

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Department of Industry, Innovation and Regional Development
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