



2009 POST SHOW REPORT

The 14th Gulf Food, Hotel and
Equipment Exhibition and Salon
Culinaire

23 – 26 February 2009

www.gulfood.com

"Gulfood's achievement is an indisputable testament of the global confidence in the exhibitions capabilities to deliver and increase business and investments; more significantly, it reaffirms Dubai's leading position as the world's most strategic and influential business hub. We continue to deliver maximum return on investment for participants amidst unprecedented economic conditions". - *Helal Saeed Almarri, CEO, Dubai World Trade Centre*

Gulfood 2009 FACTSHEET

Show Name: GULFOOD 2009 - The 14th Gulf Food, Hotel and Equipment Exhibition and Salon Culinaire

Dates: 23-26 February 2009

Venue: Dubai International Convention and Exhibition Centre and Airport Expo Dubai

Halls: Zabeel Hall, Halls 1-8 The Pavilion, Sheikh Rashid and Sheikh Maktoum Halls and Al Mutaqa Ballroom, Central and West Hall – Airport Expo Dubai

Type: Trade Only Exhibition

Frequency: Annual

Show Size: 71,300 sq.m. Gross/ 39,043 sq.m. net

Companies/ Exhibitors: Total of 3,300 companies represented

Specialised Sectors:

Food and Drink: Halls 4, 5, 6, 7, 8, The Pavilion, Sheikh Rashid Hall & Sheikh Maktoum Halls, Central and West Hall – Airport Expo Dubai

Hospitality Equipment, Supplies and Services: Zabeel Hall

Restaurant & Café Middle East: Hall 1

Food Processing, Packaging and Labeling Machinery and Equipment: Hall 2

Beverage and Beverage Equipment: Hall 3

Salon Culinaire: Zabeel Hall

Website: www.gulfood.com

Organiser: Dubai World Trade Centre L.L.C.

Organised by



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

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Exhibitor Profile:

EQUIPMENT & SERVICES

- Bakery and Confectionery Products/Equipment • Catering/ Kitchen Equipment • Coding and Measurement Equipment • Food Packaging and Labeling • Food Processing Machinery • Hospitality Technology/ Equipment/ Supplies • Food Processing • Foodservices • Refrigeration Equipment • Hotel Supplies and Services • Shop fittings/ Display/ Retail Supplies • Storage Systems • Tableware and Accessories • Vending Machinery

FOOD & DRINK

- Coffee and Tea • Drinks (Non-Alcoholic) • Food Ingredients • Seafood • Food • Frozen Food • Dairy Products • Organic and Fresh Produce • Frozen and Chilled Foods • Meat and Poultry • Halal Food • Health Food • Speciality and Fine Foods • Snacks and Fast Food • Canned/ Processed Food



RESTAURANT & CAFÉ MIDDLE EAST

- AV • Bar Accessories and Equipment Design / Interiors and Furnishings • Cleaning • Coffee Machines • Display Systems • EPOS and Cash Systems • Floor Coverings • General Equipment • Glasses • Indoor and Outdoor Furniture • Kitchen and Cooking Equipment • Lighting • Magazines • Outdoor Canopies • Outdoor Equipment • Refrigeration • Refurbishment Services • Security Systems • Tabletop • Tableware • Technology • Telecoms • Training and Development • Uti

Visitor Profile:

- Agents • Airlines • Armed Forces • Bakeries • Civil Defense • Cafés • Clubs and Bars • Contract Caterers • Distributors • Duty Free • Food Manufacturers and Producers • Groceries and Convenience Stores • Education and Government Bodies • Hotels • Hospitals • Importers/ Traders • Municipalities • Restaurants • Retailers • Resorts • Supermarkets/Hypermarkets • Wholesalers

Special Features:

Emirates International Salon Culinaire

Organiser: Emirates Culinary Guild (ECG)

Dates: 23-26 February 2009 Location: Zabeel Hall

Description: Competitions and activities for chefs from around the world

Website: www.emiratesculinaryguild.net

The 4th Dubai International Food Safety Conference

Organiser: Public Health Department of Dubai Municipality

Dates: 24-26 February 2009 Location: Hall 4A/ Al Mutaqa Ballroom

Description: Discussions focused on crucial issues the food safety industry is facing today.

Website: www.foodsafetydubai.com

Beverage Opportunity Workshops

Organiser: Zenith International Ltd

Dates: 25 February 2009 Location: Ajman Room D

Description: An interactive workshop with series of management and technical briefings on beverage trends,

innovation and opportunities for the Gulf region

Website: www.zenithinternational.com

Restaurant & Café Middle East

Held alongside Gulfood, the event will showcase the latest innovations in interiors, equipment, supplies and services providing innovative and practical solutions to Architects, Baristas, Executive Chefs, Designers, Food and Beverage Directors and Proprietors.

Website: www.gulfood.com

Ingredients Middle East

Ingredients Middle East for the first time co-located with Gulfood 2009. Ingredients Middle East the regions premier international ingredients exhibition caters to suppliers of raw material and ingredients for food, beverages and health food.

Website: www.ingredientsme.com

Dates 21 – 24 February 2010



Gulfood 2009 Buyer Overview

45,489 total trade attendees
57% international



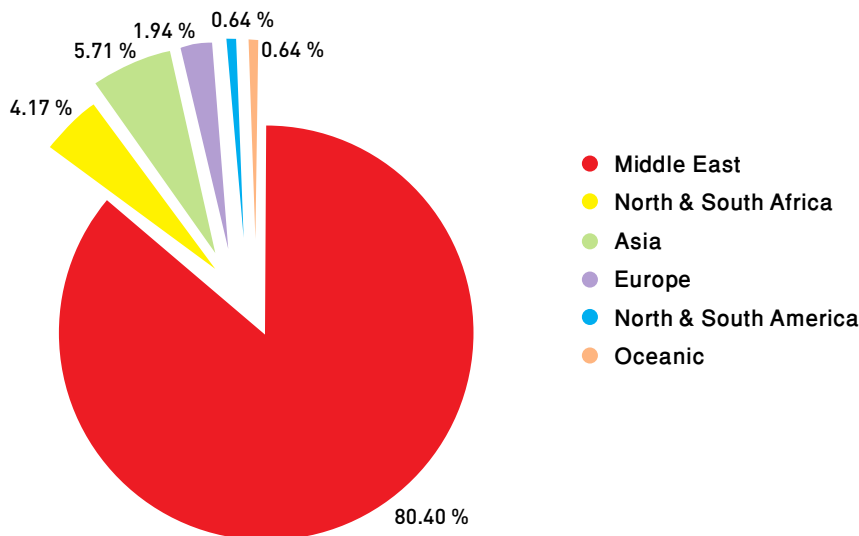
Trade visitors from 152 countries:

- | | | | |
|---------------------------|-------------------|------------------|------------------|
| Afghanistan | Ecuador | Lithuania | Seychelles |
| Albania | Egypt | Luxemburg | Sierra Leone |
| Algeria | Equatorial Guinea | Macedonia | Singapore |
| Angola | Eritrea | Madagascar | Slovakia |
| Argentina | Ethiopia | Malawi | Slovenia |
| Armenia | Estonia | Malaysia | Somalia |
| Australia | Fiji | Maldives | South Africa |
| Austria | Finland | Mali | South Korea |
| Azerbaijan | France | Malta | Spain |
| Bahrain | Gabon | Mauritania | Sri Lanka |
| Bangladesh | Gabow | Mauritius | Sudan |
| Belarus | Gambia | Mexico | Suriname |
| Belgium | Georgia | Moldova | Swaziland |
| Benin | Germany | Monaco | Sweden |
| Belize | Ghana | Morocco | Switzerland |
| Bosnia & Herzegovina | Greece | Mozambique | Syria |
| Botswana | Guinea | Myanmar | Taiwan |
| Brazil | Haiti | Nepal | Tajikistan |
| British Virgin Islands | Hong Kong | Netherlands | Tanzania |
| Brunei | Hungary | New Zealand | Thailand |
| Bulgaria | India | Niger | Togo |
| Cambodia | Indonesia | Nigeria | Tunisia |
| Cameroon | Iran | Northern Ireland | Turkey |
| Canada | Iraq | Norway | Turkmenistan |
| Cayman Island | Ireland | Oman | Uganda |
| Central African Republic | Israel | Pakistan | Ukraine |
| Chad | Italy | Palestine | UAE |
| Chile | Jamaica | Philippines | UK |
| China | Japan | Poland | USA |
| Columbia | Jordan | Portugal | US Virgin Island |
| Comoros | Kazakhstan | Qatar | Uruguay |
| Congo Democratic Republic | Kenya | Romania | Uzbekistan |
| Costa Rica | Korea | Russia | Venezuela |
| Cote D'Ivoire | Kuwait | Rwanda | Vietnam |
| Croatia | Latvia | Saudi Arabia | Yemen |
| Cyprus | Lebanon | Senegal | Zambia |
| Czech Republic | Lebauor | Serbia | Zimbabwe |
| Denmark | Liberia | | |
| Djibouti | Libya | | |



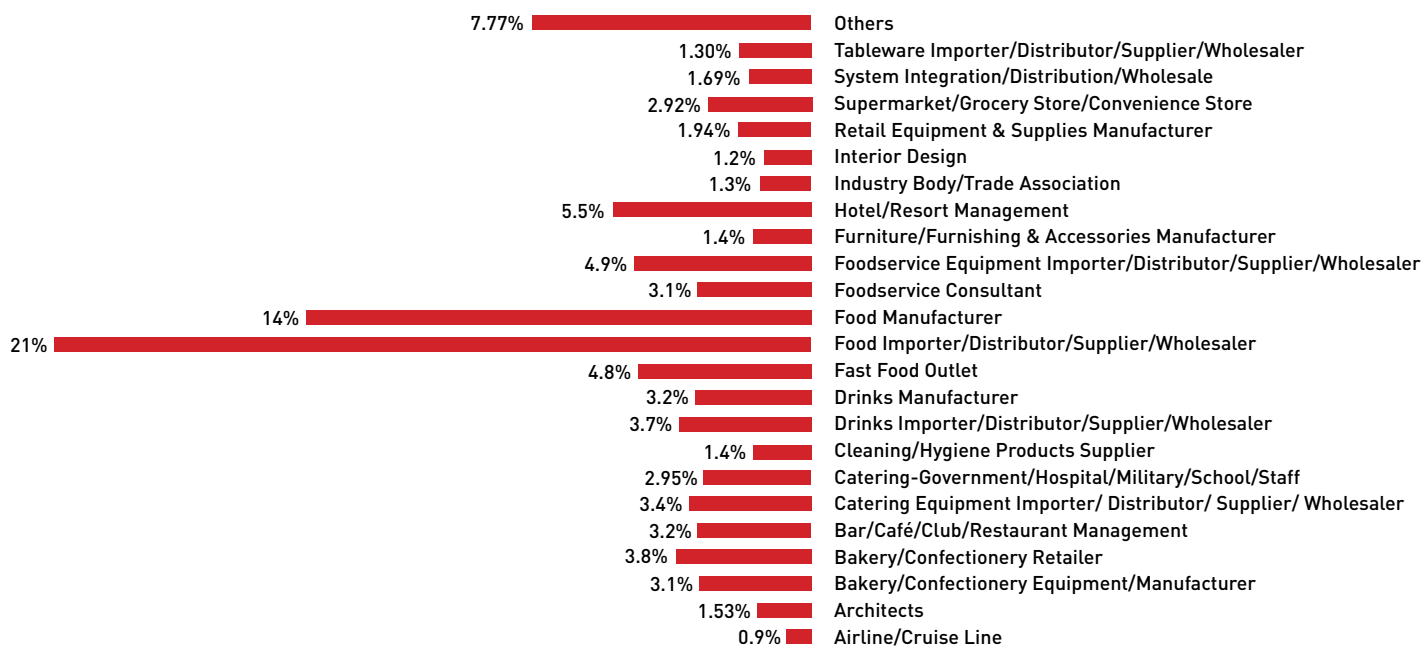
"If someone arrived at Gulfood 2009 from a different planet, they wouldn't realise there was supposed to be a global credit crisis, we have been extremely satisfied with the quality of the enquiries from both the local and regional trade visitors". - *Rabie Issa, Regional Business Manager, Nestle Professional*

Visitor attendance by continent/region



"Gulfood has established its place as the food exhibition for the Middle East and Africa. It is the event of the year for the Middle East and we are present every year to launch our innovative products and meet our partners from the same field - bakery, confectionary and chocolate". - *Walid El Dana, Commercial Manager, Middle East and Africa, Puratos.*

Buyers attend from all industry sectors because Gulfood is the primary sourcing platform for the entire MENA region.



Buyers by company's main activity

Buyers Overview

Product Interest Purchase Interest

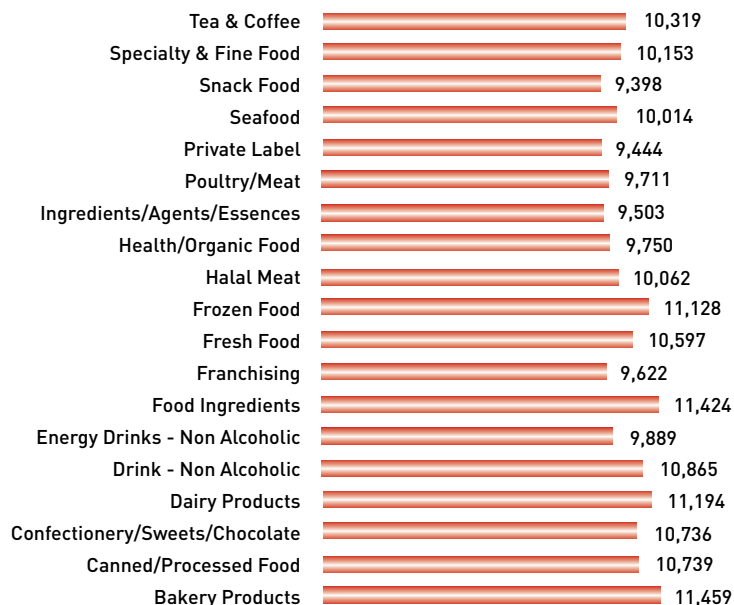


* Buyers were able to select more than one category



Buyers by product interest – Food and Drink

Product Interest Purchase Interest

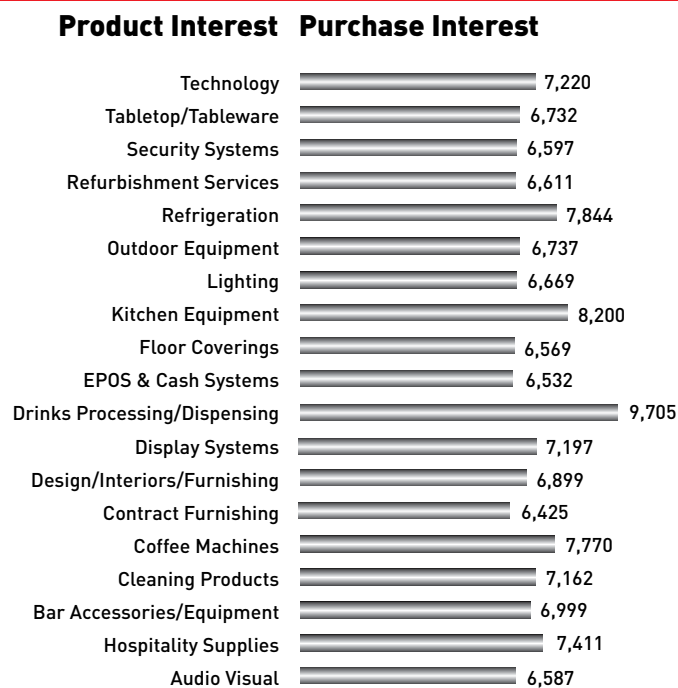


* Buyers were able to select more than one category



“Gulfood is the biggest and most important exhibition in the region! It is a central point to meet people in the industry and introduce our products to retailers and the restaurant and hotel industry”. - *Ali Shafqat, Business Development – Food Section, La Marquise International*

Buyers by product interest – Food and Drink



* Buyers were able to select more than one category

Buyers Feedback:

Reasons for attending Gulfood 2009

- 23.54% Purchase goods/services
- 38.31% Meet with manufacturers and suppliers
- 12.19% Specify or recommend goods/services
- 25.25% Gather latest market information

- 93% of buyers rated Gulfood as Good to excellent
- 90% of buyers said that Gulfood is a must attend event

- 51% of buyers were decision makers
- 25% of buyers at Gulfood were Specifiers
- 24% of buyers at Gulfood were Purchaser

Buying timeframe

- 29% buyers ready to make an immediate purchase at Gulfood
- 59% buyers ready to purchase within 6 months of visiting Gulfood

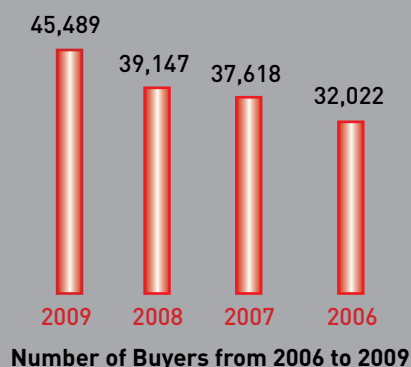
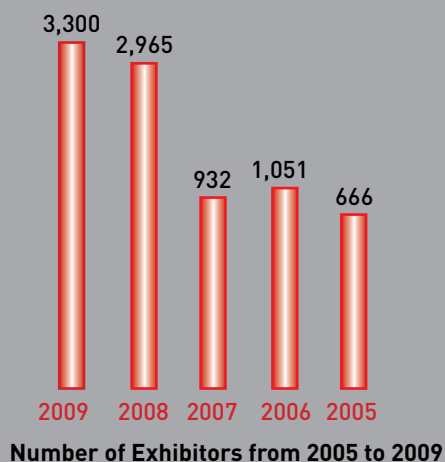
Size matters! With packed aisles, more buyers and more exhibitors every year, Gulfood is a propelling visitor proposition.



"The sheer size of Gulfood this year was impressive! Gulfood is the gateway for us to meet prospective clients and the constant flow and number of visitors exceeded our expectations". - *Austin Dias, Marketing Manager, Saudi MasterBaker Ltd*

"The size of the exhibition is mind-blowing; the place is packed with visitors and the exhibitors have some interesting stuff this year. Business opportunities in bakery products are numerous this year. A large number of vendors and suppliers from Europe, Australia and US are present and this provides an excellent business opportunity for us". - *Syed Ali from Al Jaheed Bakery*

Gulfood is a growing market



Gulfood 2009 Exhibitor Overview:

- 3,300 companies represented
- 87% International Exhibitors
- 13% Local Exhibitors
- 20% growth in exhibition space
- Gross: Over 80,000 m2 at DICEC and AED
- 60 % Food, Beverage and Ingredients
- 40 % Foodservice and Catering Equipment, Packaging, Processing, Labeling, Machinery and Equipment, Supplies and Technology
- 96% of exhibitors surveyed said Gulfood 2009 met their expectations



Exhibitors from 76 countries



"This is my first time at Gulfood and I'm here to test the business opportunities and meet with the suppliers. Networking has always been the gateway for new business ventures and from what I have witnessed so far there exists good business opportunities in the region". - *Lalit Asrani, Rodaa Ji Company, Delhi, India.*



The global scale and international support confirms Gulfoods importance for suppliers expanding to the MENA region.

75 international pavilions were represented at Gulfood, organised by leading industry export associations, government bodies and other pavilion organizers.

Equipment and Foodservice Pavilions:

Austria – WKO
Germany – HKI
Netherlands – NCH
Turkey – National Pavilion
Croatia – Zagreb World Trade Centre
Greece – HEPO
Spain – AFEHC
UK – CESA
Cyprus – Ministry of Commerce, Industry & Tourism
Italy – National Pavilion
Switzerland – OSEC
UK – PPMA
France – UBI France
Korea – KMIC
Taiwan – TFPMA
USA – NAFEM

Food and Drink Pavilions:

*Afghanistan-Chemonics Exporters
*Ethiopia – Ministry of Agriculture
*Palestine Trade Centre- Pal Trade
Argentina – Fundacion Exportar
Germany – CMA
*Pakistan- Pak Trade
Australia – Austrade
Greece – HEPO
Philippines – Department of Agriculture
Austria – WKO
Hungary – AMC
Poland – Ministry of Agriculture
Belgium – AWEX, FIT
*Hong Kong – Hong Kong National Pavilion
Serbia – SEDP
Bosnia & Herzegovina – Foreign Trade & Commerce
India – APEDA
Singapore – IE Singapore
Brazil – ABEF, ABIEC, IBRAF
Indonesia – National Pavilion
Sri Lanka – SLEDP, Tea Board
Brunei – MIPR
Ireland – Bord Bia
South Africa – Consulate of South Africa
*Bulgaria - SME Promotin Agency
Italy – National Pavilion
Spain – ICEX
Canada – Canadian Consulate & AAFC
Jordan – JEA
Switzerland – OSEC
China – Chinese National Pavilion
Japan – MAAF



Syria – Enterprise and Business Centre
Chile – Pro Chile
Korea – AFMC
Taiwan – TAITRA
Croatia – Zagreb World Trade Centre
Latvia – Ministry of Agriculture
Thailand – DEP
Cyprus – Ministry of Commerce, Industry and Tourism
Lebanon – SLFI
Turkey – National Pavilion
*New

Denmark – EES
Lithuania – Agriculture & Food Market Regulation Agency
Turkish Cypriot Chamber of Industries – CTCI
Ecuador – CORPEI
Malaysia – Matrade
Uruguay – IMLAC
Egypt – EEA Expolink
Malawi – USAID
UK – Food from Britain
France – Sopexa
Netherlands – NCH
USA – US ATO, USDA
Northern Ireland – Invest Northern Ireland
Vietnam – Ministry of Agriculture & Fisheries
* New



"I have been in the food business for 20 years now and Gulfood offers the perfect opportunity for me to discover new ideas about what's happening around the world. This exhibition is rich in ideas which might help us increase our sales figures in Singapore, through the introduction of new recipes. Of course, this major exhibition opens door for networking and I am making the most of these few days to increase business opportunities". - *Nick Sitaldas, Atlas Food*

Gulfood Marketing and PR campaign delivers consistent audience growth:

Visitor Outreach

- Dedicated official show website for Gulfood 2009
- Dedicated website for Ingredients Middle East 2009
- Extensive Visitor Campaign including direct mailings, email blasts, media advertising and invitation distribution

Advertising

- Gulfood adverts placed in regional and international Trade publications
- Advertising in newspapers and dailies across the

MENA region

- Gulfood 2009 has directly advertised in more than 30 countries

PR & Publicity

- Extensive dedicated PR campaign with international and regional reach
- Regional Press Conferences and media briefings
- Total value of media coverage generated was over AED 7 million
- Media Attendees at Gulfood 2009: Over 300 journalists, reporters and editors from around the world including TV and Radio



Supporting events deliver thousands of specialist buyers

- Emirates International Salon Culinaire

Organised by the Emirates Culinary Guild (ECG), the UAE's association of professional chefs, Emirates International Salon Culinaire is a four day culinary extravaganza that includes seminars, competitions and demonstrations.

www.gulfood.com



The four day event took place at Gulfood 2009 in alliance with the Dubai World Trade Centre and thrilled and inspired audiences with:

Practical cookery competitions

- Food and food-safety seminars
- Buffet and banqueting showpieces
- Bakery and confectionery creations
- Pastry and blown-sugar showpieces
- Wedding cakes
- Practical cake decoration
- Plates of Dessert

- Chocolate carvings
- Practical ice-carvings by single competitors
- Huge and intricate ice-creations created by
- Gastronomic menus
- Vegetarian menus
- Traditional Arabian feasts
- New Arabian cuisine
- Traditional Arabic mezze

Seen as a critically-important event within the hospitality industry, the Emirates International Salon Culinaire is organised by the Emirates Culinary Guild, a member of the World Association of Chefs Societies (WACS) - a 52 nation alliance of chef's associations worldwide. Gulfood has been hosting the Emirates International Salon Culinaire since 1987. Emirates International Salon Culinaire has been a key component of the Gulfood exhibition. In 2009, the event brought together more than 1,300 culinary experts from around the world to compete for top honours in what has become the highlight of an annual event. The Emirates Culinary Guild is a member of WACS, the governing body of the 52-nation alliance of chef's associations worldwide.

• **Dubai International Food Safety Conference**
 The 4th Dubai International Conference organised by Dubai Municipality and supported by the Ministry of Environment and Water in UAE, ADFCA, UAE University, FAO and IAFP took place from 24 to 26 February 2009, at the Al Multaqa Ballroom of Dubai International Convention and Exhibition Centre, alongside Gulfood 2009. The conference was a unique meeting that provided numerous opportunities to interact and exchange knowledge, in different research areas, between scientists as well as international policy and regulatory decision makers. Over 1,100 Delegates gathered for the Conference and it has emerged as a unique annual gathering forum for the international community to discuss various aspects of the food safety.



Delegate profile:

- Food Manufacturers and Retailers
- Trainer, Consultant or Auditors
- Owner or Manager of Food Business
- Chef or Food and Beverage Manager
- Food Importer, Exporter
- Government Food Control or Health Officials
- Member of Academia, research Scholar, student
- Food trader or Gulfood Exhibitor



Programme focused on:

- Use of biopesticides – A safe solution
- Managing Cleaning :Validation, Monitoring and Verification of Cleaning Programmes
- Developing and using Laboratory and Technical Capacity Available in the Region
- Building a Food Regulatory System using Scientific, Risk-based Approach
- Use of Food Colours- Perspectives from the East and The West
- Microbiological Aspects of Novel Food Processing Technologies
- Allergen Management: An International Industry Perspective
- Compliance and Enforcement
- Food safety risk management: Principles and practice
- Balancing Food Safety and Food Security – FAO Perspective
- Nestle's Approach to Product Recalls
- Protect Your Brand by Providing Best Practices in the Beverage Industry

Beverage Opportunity Workshops at Gulfood

Organised by Zenith International Ltd and in association with beverage innovation magazine, the workshops were a series of management and technical briefings on beverage trends, innovation and opportunities for the Gulf region. Speakers included market leading companies, Zenith International experts and global suppliers to the industry including Blue Marlin Brand Design, NSF, Sidel and Wild.

Topics included:

- Global and regional beverage trends
- Functional beverages
- True innovation and how to avoid the constraints of your current core business
- How to make your brand the hottest selling product in town
- Supply chain planning and control
- Home and office deliver



Gulfood 2010

The 15th Gulf Food, Hotel and Equipment Exhibition and Salon Culinaire

21 – 24 February 2010

The 15th edition will be at the Dubai International Convention and Exhibition Centre to form one of the world's leading trade platforms for the industry.

Events and Conferences alongside Gulfood 2010:

- Restaurant & Café Middle East
- Ingredients Middle East- Co-Located Event
- Emirates International Salon Culinaire
- 5th Dubai International Food Safety Conference
- Beverage Workshops
- And many more...



For further information, please contact the team directly or visit: www.gulfood.com

Gulfood Project Team

Mark Napier – Director Exhibition & Events
T: +9714 308 6935
E: mark.napier@dwtc.com

Goli Vossough – Project Manager
T: +9714 308 6062
E: goli.vossough@dwtc.com

Julian Roach- Project Manager
T: +9714 308 6462
E: julian.roach@dwtc.com

Precilla D'Souza – Asst. Project Manager
T: +9714 308 6047
E: precilla.dsouza@dwtc.com

Magdalene Njau – Project Administrator
T: +9714 308 6546
E: magdalene.njau@dwtc.com

Imee Mengoy- Project Administrator
T : +9714 308 6968
E : imee.mengoy@dwtc.com



INGREDIENTS Middle East

2009 POST SHOW REPORT

The Region's Only Premier International
Ingredients Exhibition for Food, Beverage
and Health Food
23 – 26 February 2009
Dubai Airport Expo
Co-Located with Gulfood 2009

www.ingredientsme.com

"The show has grown a lot since the first edition. The coupling with Gulfood gives it another dimension entirely. All relevant food and ingredient industries active in the region were present. This show becomes a fixed cross in our agendas." - *Nicolas Touillon, Director of Sales, Fortitech Europe ApS*

Ingredients Middle East FACTSHEET

Show Name: Ingredients Middle East the Region's
Premiere International Ingredients Exhibition for Food,
Beverage and Health Food

Type: Trade Only Exhibition

Venue: Airport Expo Dubai

Frequency: Annual

Halls: Central Hall

Dates: 23 – 26 February 2009

Opening Hours: 11:00 – 6:00 (23 – 25 February-2009)
11:00 – 5:00 (26 February-2009)

Website: www.ingredientsme.com

Organiser: Dubai World Trade Centre L.L.C



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DUBAI WORLD TRADE CENTRE

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Exhibitor Profile:

Amino Acids • Antioxidants • Bakery Ingredients • Beneficial Algae • Bifido Algae • Bioactive Components • Blood Products • Bulking Agents • Chelating Products • Colour Additives • Cultures & Fermentation Starters • Dairy Ingredients • Dietary Supplements • Dough Strengtheners • Egg Ingredients • Emulsifiers • Encapsulated Ingredients • Enzyme Preparations • Essential Oils • Fat Replacers • Fats & Oils & Waxes • Fibres • Firming Agents • Fish Powder & Extracts • Flavours & Aromas • Flavour Enhancers • Fruit Products & Extracts • Gelling Agents & Gums • Herbs, Spices & Seasonings • Humectants • Hydrocolloids & Stabilizers • Isoflavones • Lactic Acid & Bacteria • Leavening Agents • Lipids • Marine Based Ingredients • Microbiology Testing Identification • Nut Products • Nutrients • Oleosins • Organic Ingredients • Phytochemicals • Plant Extracts • Pre & Pro – Biotics • Preservatives • Proteins



• Saps • Stabilizers, Thickeners & Binders • Starches • Sugars & Sweeteners • Vitamins & Minerals • Yeast Nutrients

Visitor Profile:

Visitor Profile: Foodservice Consultants • Food Beverage & Supplement Manufacturers Producers & Retailers • Food Packaging • Food Safety • Quality & Service Professionals • Government & Trade Associations • Ingredient Manufacturers • Suppliers • Traders & Distributors • Institutes and Universities • Microbiologists • Press • Researchers & Scientists Wholesale & Retail Buyers from the Bakery & Confectionery Trade

Supported by

Gulfood – The region’s largest and most important industry event of the year and a strategic business platform for all key sectors within the food and hospitality trade.

Exhibitor Overview

- 88 companies represented
- 12 UAE exhibitors
- 23 countries represented at Ingredients Middle East



Companies represented

Advanced Global Industries
Agus SP. Z O.O.
Al Feeli Trading
Al Lotus Meat Processing Equipment Trading
Alfred L. Wolff GmbH
All Needs Gen Trading LLC
Aloe Jaumave SA De CV
Amar Singh Chawal Wala
Areej Vegetable Oils & Derivatives (SAOG)
Armor Proteines
Aromsa Besin Aroma
Banawi Mane Flavours Company
Beijing Mei-quan Food Co. Ltd.
Beijing Milkyway Trade Company
Bellakt
Bellstone Hi-Tech International
Beneo Palatinit GmbH
Bonilait Proteines
C Cretors General Trading LLC
Chhatariya Dehydrates Exports
China Orient Chemical Group
Crust 'n' Crumb Food Ingredients Pvt. Ltd
D.D. Williamson
Dalian Blue Ocean & Champaign Trade Co. Ltd
Dalian Greensnow Egg Products Development
Dalian Hengcheng Agricultural Products Ltd
Dan Goods Food Industries
Delta Aromatic International
DeutscheBack GmbH & Co KG
Devashree Foods Pvt Ltd
DLA NATURALS INC
Ensigns Health Care Pvt Ltd
Erisler Gida San. ve Tic. A.S.
Euro-Diagnostica
Expolanka Ltd
Fonar Al Khaleej Tr.
Fazlani Exports PVt Ltd
Fivestar Dehydration Pvt. Ltd.
Foodchem International Corporation
Fortitech Europe APS
Golden Falcon Chemicals, Ingredients & Specialities (Division of Golden Falcon General Trading LLC)
Heinrich Thylmann GmbH & Co. KG
Hydrosol GmbH & Co. KG
Ichnyansky Milk Caning Factory
Iftekhar Ahmed & Co
Imperovo Foods
Implast Chocolate Moulds
Inner Mongolia Kerchin Cattle Industry Co. Ltd.
International Aromatics
Jaffan Brothers
Jilin Jinyi Egg Products Co., Ltd.
Kanegrade Middle East (BR)
Khedut Feeds & Foods Pvt Ltd.
Khushi Trading Co LLC
Korfez Un Ve Gida Tem.San.Ith.Ihr.Paz.Ltd.Sti.
MAFCO Worldwide Corporation
Mainfrucht GmbH & Co. KG
Maskem Group

Maysa Gida San.Tic.A.S.
Muehlenchemie GmbH & Co. KG
New Orient International Trading Co. Ltd
Ningbo Wuzhouxing Group Co.Ltd
Orient Resources Company
Orkila
Palsgaard A/S
Plantextrakt GmbH & Co. KG
Raj Foods International
Rikevita (Singapore) Pte. Ltd.
Roha Dyechem Pvt Ltd
S.A.S. Liot
Shandong Feida Group Co Ltd
Shanghai Honghao Chemicals Co. Ltd
Sonic Biochem Extractions Limited
Stearinerie Du Bois
SternEnzym GmbH & Co KG
SternLife GmbH & Co. KG
SternVitamin GmbH & Co KG
Stern-Wywiol Gruppe Holding GmbH & co KG
Super Continental Pte Ltd
Synthite industrial chemicals ltd
The Gum Arabic Company Ltd
The Istanbul Chamber of Commerce
Tianjin Meihua Foodstuffs Co Ltd
Vallabhadas Kanji Ltd
Vidhi Dyestuffs Mfg Ltd
Zhejiang Hualong Food Co. Ltd
Zhejiang Songyou Foods Co. Ltd.
Zhucheng Dongxiao Biotechnology Co. Ltd



Countries represented:

Belarus	United Arab Emirates
Hong Kong	Emirates
Philippines	Egypt
Turkey	Netherlands
China	Singapore
India	United States
Poland	France
Ukraine	Oman
Denmark	Sri Lanka
Mexico	Ukraine
Saudi Arabia	

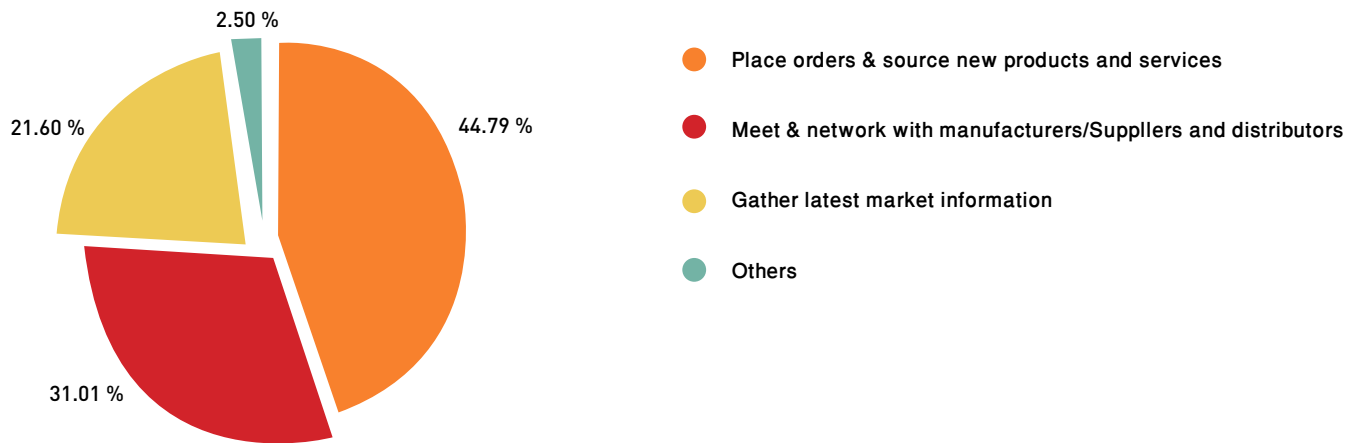
Visitor Overview

- 86% of visitors rated Ingredients Middle East exhibition as Excellent to Good
- 79% of visitors rated Ingredients Middle East as a must attend industry event
- Trade visitors attended from 110 countries

Visitors from over 110 countries:



- | | | | |
|--------------------------|------------|-----------------------|--------------|
| Afghanistan | Denmark | Lebanon | Portugal |
| Algeria | Djibouti | Libya | Qatar |
| Angola | Egypt | Luxembourg | Romania |
| Argentina | Ethiopia | Macedonia | Russia |
| Armenia | France | Malaysia | Saudi Arabia |
| Australia | Gambia | Maldives | Senegal |
| Austria | Georgia | Malta | Serbia |
| Azerbaijan | Germany | Mauritania | Seychelles |
| Bahrain | Ghana | Mauritius | Singapore |
| Bangladesh | Greece | Mexico | Slovakia |
| Belarus | Guinea | Moldova | Slovenia |
| Belgium | Guyana | Morocco | Somalia |
| Belize | Haiti | Mozambique | South Africa |
| Brazil | Hong Kong | Myanmar | South Korea |
| Brunei Darussalam | Hungary | Nepal | Spain |
| Bulgaria | India | Netherlands | Sri Lanka |
| Cambodia | Indonesia | New Zealand | Sudan |
| Canada | Iran | Niger | Sweden |
| Central African Republic | Iraq | Nigeria | Switzerland |
| Chad | Ireland | North Korea | Syria |
| Chile | Italy | Norway | Tanzania |
| China | Japan | Oman | Thailand |
| Comoros | Jordan | Pakistan | Tunisia |
| Cote D'Ivoire | Kazakhstan | Palestinian Territory | Turkey |
| Cyprus | Kenya | Philippines | Uganda |
| Czech Republic | Kuwait | Poland | Ukraine |
| United Arab Emirates | Zambia | | |



* Data taken from visitor survey 2009



“Great opportunity to meet customers, build strong business relationships and discuss future developments” - Pawel Korniluk, Commercial Assistant, Agus Sp. z o.o.

Visitor Profile at Ingredients Middle East – Company Activity

Company Activities

Company Activities	Percentage
Distributor	5.15%
Finished Food	11.2%
Beverages	4.84%
Halal Foods	5.7%
Ingredients	5.6%
Manufacturer	3.65%
Finished Food	6.68%
Beverages	3.12%
Halal Food	3.46%
Ingredients	3.27%
Retailer	0.90%
Finished Food	4.71%
Beverages	2.3%
Halal Food	2.8%
Ingredients	2.43%
Consultant	3.34%
Education/Training	1.16%
Food Processing	6.57%
Food Quality/ Safety Services	3.29%
Government/ Trade Association	1.12%
Institute/University	0.46%
Marketing/Sales	7.8%
Microbiology	0.52%
Research/Scientific	0.59%
Packaging	4.58%
Others (please specify)	4.76%

Percentage



*Data taken from visitor survey 2009



"IME 2009 was one of the most successful trade shows for our company wherein not only 'Quantity' but "Quality" buyers have come in contact with us. I would definitely participate next year and every year with a much larger stand space because I believe IME is the best platform to reach out to buyers across all origins". - *Iqbal Fazlani, Managing Director & CEO, Fazlani Exports Pvt. Ltd*

Ingredients Middle East 2010 will take place from 21 – 24 February 2010, alongside Gulfood 2010 adding an additional 9500 buyers, at Dubai International Convention and Exhibition Centre

Ingredients Middle East Project Team

Mark Napier – Group Exhibition Director

T: +971 308 6935

E: mark.napier@dwtc.com

Julian Roach – Project Manager

T: +9714 308 6462

E: julian.roach@dwtc.com

Imee Mengoy – Project Administration

T : +9714 308 6968

E : imee.mengoy@dwtc.com



If you require further information on Ingredients Middle East, please contact the project team directly or visit the website on: www.ingredientsme.com

Held alongside Gulfood

Co-located event

