



Gulfood

20-24 FEB 2023
— DUBAI WORLD TRADE CENTRE

THE WORLD'S MOST

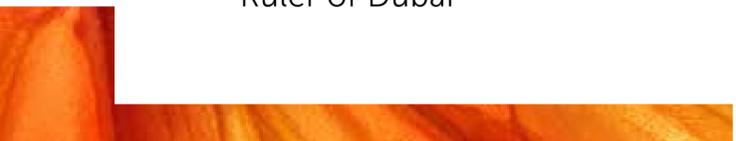
ICONIC F&B EVENT

BIGGER. GREENER.



Aligned with our vision to be a leading player in shaping the future of vital sectors that drive global prosperity and growth, the UAE continues to bring together nations, markets and industries to discuss vital issues that impact the sustainability of economies and societies. The UAE is committed to providing an exceptional standard of living for all people living in the country, as part of which we place the highest priority on ensuring food security and creating strong and resilient food supply chains and ecosystems. Furthermore, we seek to foster the sharing of knowledge and advance the adoption of new technologies and solutions that promote equitable access to food resources and the sustainable production, distribution and consumption of food worldwide.

H. H. Sheikh Mohammed bin Rashid Al Maktoum
Vice President and Prime Minister
of the United Arab Emirates and
Ruler of Dubai



25 HALLS

OF NEW
DISCOVERIES





OUR BIGGEST

EDITION YET

5223

Exhibitors from
125 countries

30%

Larger show size
than previous
editions

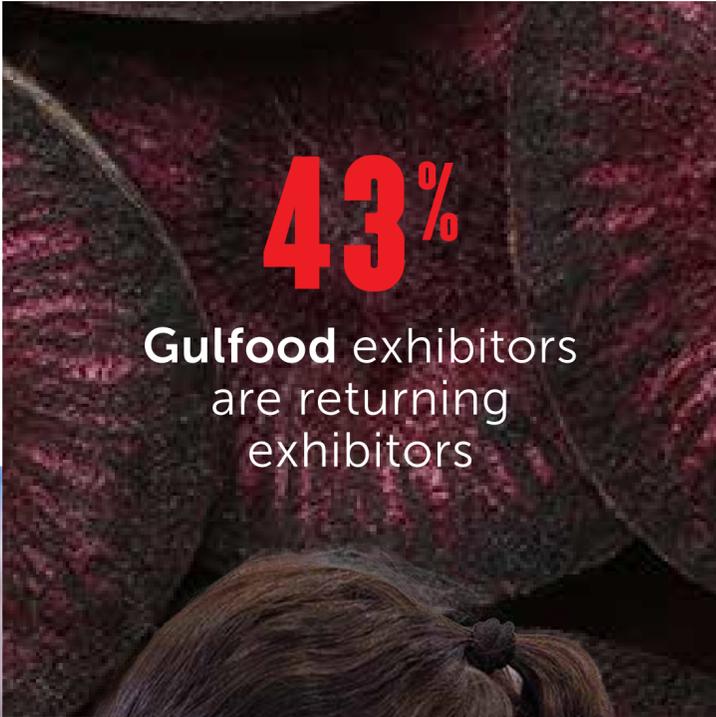
40%

For the first time ever,
recorded visitor growth
from international markets

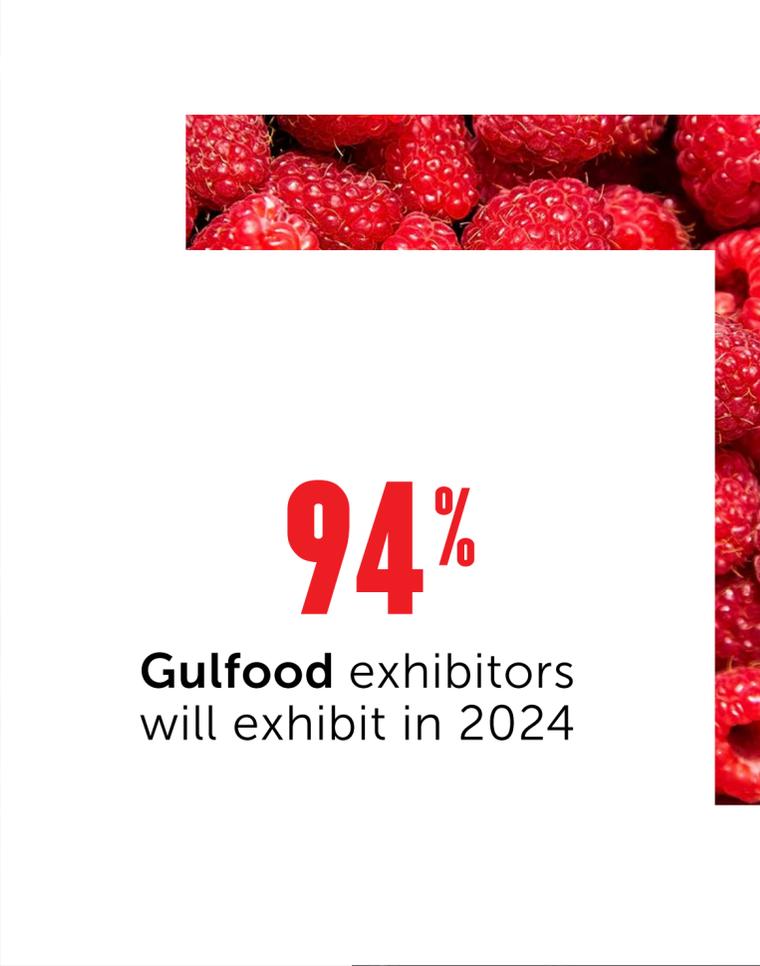
134,460

Visitors from
195 countries





43%
Gulfood exhibitors
are returning
exhibitors



94%
Gulfood exhibitors
will exhibit in 2024



91%
exhibitors reported
a healthy ROI



46%
exhibitors secured
a deal during
Gulfood 2023.

RECORD EXPANSION ACHIEVED WITH GULFOOD PLUS

10,000 SQM
of new
halls

1500 new exhibitors,
including first-timers
new to the show



**RECORD-BREAKING
ECONOMIC IMPACT UNLOCKED
ON THE SHOW FLOOR**

**CREATING AN EVER-LASTING
IMPACT ON THE WORLD'S
FOOD & BEVERAGE INDUSTRY**

Over
USD\$12BN
Worth of Trade Deals



Gulfood 2023
increased YOY to
USD\$1.4M

GLOBAL FOCAL POINT FOR FOOD TRANSFORMATION



We are a billion-dollar company employing 23,000 people. We have never seen such a show opening, made over 100 high-quality contacts and fully expect to generate double-digit incremental revenue as a result of the show. As the largest F&B platform in the world, Gulfood is making a huge positive impact and has clearly positioned itself as the industry leader

Tolga Sezer
CEO
Solico Group



Gulfood is a hub and presents a captive audience looking for premium produce. We've been coming for over 10 years as we really take this market seriously. We also ship & export about 300-million-pound worth of goods and produce for food and drinks to the MENA region and we expect that to grow.

James Keating
Head Of Consumer Industries for EMEA
- Regional Director ME
Scottish Development International



We have been participating in **Gulfood** since 2009 & the growth of this year's exhibition is remarkable – the number of visitors & deals that took place are amazing. This year we launched new products, including soft drinks (Kinza) & energy drinks (LiftUp), & have achieved a remarkable sales volume throughout the show. We concluded deals at **Gulfood 2023** amounting to almost 20 million US dollars

Bandar Okrin
CEO
Jameel International Foodstuff Trading L.L.C



ENABLING POWERFUL INDUSTRY GROWTH



Absolutely fantastic, seems like every year it is getting more and more mature!

Abbas Khan
General Manager
Regency Group Grand Hypermarkets



Gulfood is one of the most important events in Asia. In fact, it's a collection of events clustered into one event. **Gulfood** not only collects so many products, brands, food technologists, manufacturers, producers, traders, distributors and exhibitors under one roof. It also facilitates great conversations around the topics that are most important to humanity now and for generations to come. Sustainability, environment, technology and the way all these interact with each other to create solutions and impact is truly an achievement of this show. The conversations were organised under different themes and the experts moderating and educating the general public were of very high quality. In 5 days, this show achieved so much that research institutes around the world could not have made the same impact.

Abdul Ghafoor
Managing Director
Penguin International FZCO



The event was truly spectacular, inspiring and full of ideas - an extensive range of products worldwide, represented by equally passionate professionals, & innovations.

Abd Elaziz Essam
Marketing Manager
Minlo

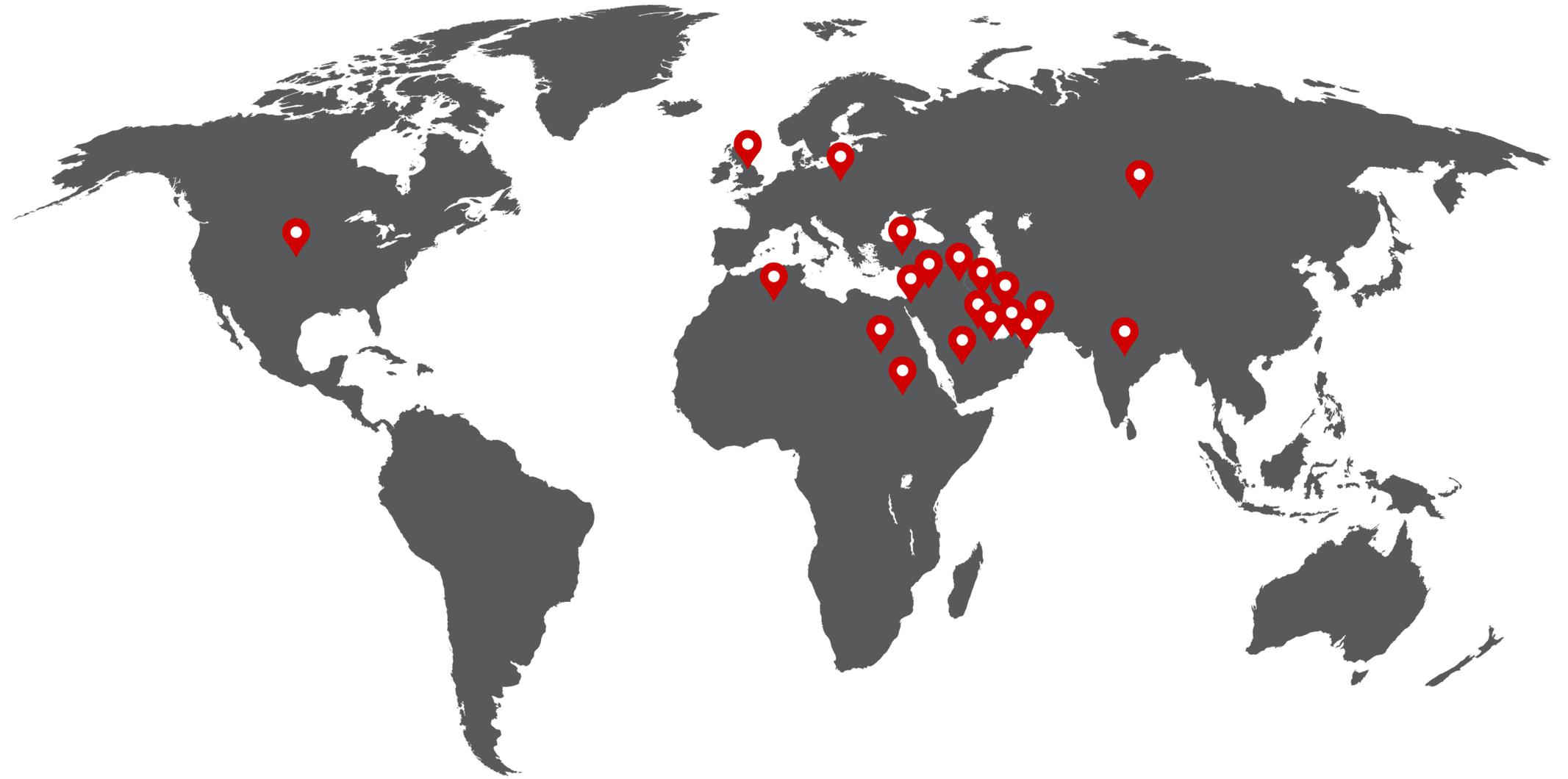


Gulfood for me was a place to see innovations happening around the world in the Food Industry. Also, it helped me understand where the world is headed in the next 5 years. **Gulfood** is much more than a place to meet buyers and suppliers it's a platform that showcases developments happening around the world.

Jai Goenka
Partner
J S Import Export



BRINGING TOGETHER F&B COMMUNITIES FROM AROUND THE WORLD TO SHAPE THE FUTURE OF FOOD



TOP 20 VISITING COUNTRIES





The burgeoning African F&B market, Sustainability, and Web 3.0 technology in the food industry were the top topics of interest for **Gulfood Inspire** attendees



100

Speakers new to the show

69

International speakers

150+

Experts from 30 countries shared original insights into industry trends & opportunities



FOOD VERSE

Culinary innovations reaches new heights in a fully immersive Web 3.0 journey

FIRST GLOBAL FOOD IN THE METAVERSE EXPERIENCE

FOODVERSE WAS THE
MOST VISITED GULFOOD
2023 INITIATIVE



50+

Sessions by key tech partners from across the world



FOODVERSE PARTNERS



THE WORLD'S ONLY LIVE PLATFORM REFLECTING THE DIVERSITY OF THE GLOBAL CULINARY LANDSCAPE

TOP TABLE



GULFOOD
**TOP
TABLE**

100

Chefs

70+

Masterclasses

120+

New dishes created

More than

80%

of attendees highly rated
Top Table agenda, chefs,
and masterclasses

dubai
world
cuisine

BORN IN DUBAI, PRESENTED WORLDWIDE

**ESTABLISHING DUBAI AS THE GLOBAL
CULINARY CAPITAL THROUGH CITY-
WIDE DINNERS CURATED EXCLUSIVELY
BY MICHELIN-STARRED CHEFS**

Maaemo ARMANI / RISTORANTE marguerite



Art
di Daniele Sperrando



folly

FRENCH RIVIERA
Beach

ossiano

°BRIX

CURE



GULFOOD
YouthX



UNITING GLOBAL CULINARY TALENT ON ONE STAGE, AT THE INTERNATIONAL FINALS OF THE YOUTHX YOUNG CHEF CHALLENGE

**4 TEAMS FROM INDIA,
THAILAND, MEXICO & UAE**

S O F I T E L

سوفيتل دبي ذا أوبيليسك
DUBAI THE OBELISK



ROSEWOOD
PHUKET

WINNING TEAM SOFITEL DUBAI THE OBELISK

awarded a one-week internship
with Heinz Beck in Italy





THE WORLD'S BEST, POWERFUL FOOD INNOVATIONS UNVEILED



REVALA OU
BEST DAIRY PRODUCT
Lactose Free Dairy Soft Ice Cream



NUDIE SNACKS
BEST PLANT-BASED PRODUCT
Nudie Snacks Cauliflower Crisps



AMERICANA
BEST MEAT OR POULTRY PRODUCT
XTREME Strips – Flamin Chili



MAISON AMARELLA
BEST FROZEN OR CHILLED PRODUCT
Date Sugar Based Macarons



MAC WORLD MIDDLE EAST FZE - AE
BEST SAUCE, CONDIMENT OR PRESERVE PRODUCT
Eatopia Honey Jam



FRESH JUICE TEA
BEST BEVERAGE PRODUCT
Tea in Citrus



TERTULIA BRUGGE S.A.
BEST SUSTAINABLE PRODUCT
El Gusto Drip Coffee



ROSENA DK OU
BEST HEALTH AND WELLNESS PRODUCT
Eternal Youth Beauty Bites



MUST KUUSLAUK OU
BEST ORGANIC PRODUCT
Black Garlic Flower



LLC NATURES TEA & CHOCOLATE FACTORY
BEST PACKAGING PRODUCT
Buckwheat Chocolate with Coconut

GULFOOD
GREEN
AWARDS
 2023

**WE CREATED A
 MOMENTOUS SHIFT
 TOWARDS SUSTAINABLE
 FOOD PRODUCTION
 WITH OUR NEWLY-
 LAUNCHED GULFOOD
 GREEN INITIATIVE**



84%

visitors endorsed the importance of the newly launched **Gulfood Green awards** initiative for the F&B community

WINNERS

Food Waste Management Award



Green Food Innovation Award



Green Foodservice Industry Award



Sustainability Professional of the Year



Emma Banks
 Vice President of F&B

Sustainability Company of the Year





GULFOOD FOREST

The first international tree-planting campaign in 4 countries, enabling families and local communities to become self-sufficient



5000+

Trees planted

COUNTRIES

UAE, Indonesia
Ecuador, Uganda

Carbon sequestered over lifetime

1,250,000.0 KG CO2

GlobalForest
Powered by EcoMatcher

To see all details of each forest, click the forest icon in this map

Forest Name:
Gulfood Forest

Company:
Gulfood

Total trees:
5,000 Trees

Carbon sequestered to date:
45,810.2 Kg CO2

Carbon sequestered over lifetime:
1,250,000.0 Kg CO2

Click to see what we did and plant your tree now!
<https://www.ecomatcher.com/gulfood/>

Gulfood Forest

Map data: 1000 trees in South America, 2000 trees in Africa, 1000 trees in Asia, 1000 trees in Europe.



CREATING LIMITLESS CONNECTIONS



150K
CONNECTIONS
MADE



11K
CONFIRMED
MEETINGS



ENGAGING OUR COMMUNITIES WITH UNRIVALLED REACH



84.6M⁺

Total impressions on
INSTAGRAM



46M⁺

Total impressions on
FACEBOOK



2.8M⁺

Total impressions on
LINKEDIN



8M⁺

Total impressions on
TIKTOK

Over

160M

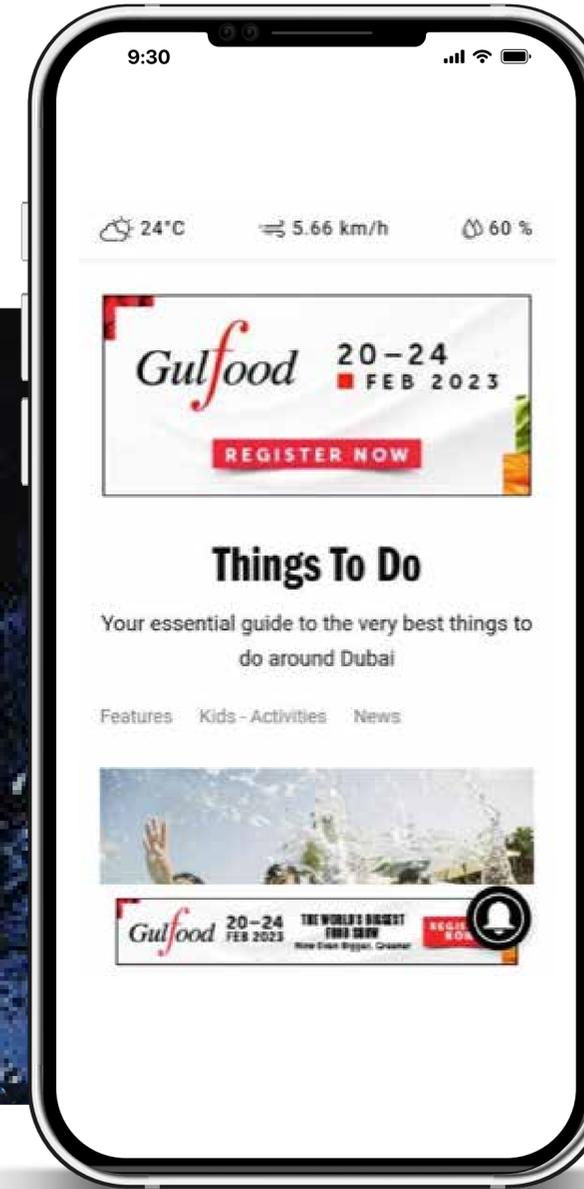
digital ad
impressions

55%

growth in user social
platforms

Gulfood 2023 was selected by
TikTok as one of their '**Top Ads**'
in the **TikTok** Creative Center

MARKETING & PR OVERVIEW



+**2.4m** website sessions from **226** countries



1.4m new website users with **38%** female audience



160m ad impressions served in just **3** months across **20** markets



4.2m organic impressions with the engagement rate **60%** higher than the industry benchmark



Campaign diversity in ad formats, markets & channels led to record-breaking growth & engagement rate, 60% higher than the industry average

THANK YOU TO OUR SPONSORS

Platinum Sponsor



Category Sponsor
Beverage



Category Sponsor
Pulses & Grains



Street Food Festival
Sponsor



Gold Sponsors



Top Table Sponsor



Registration Sponsor



Lanyards Sponsor



Visitor Badge Sponsor



Silver Sponsors



Carrier Bags Sponsors



Mobile App Sponsor



Sustainability Partners



Official Radio
Station



Strategic Knowledge
Partner



Headline Media Partners



THANK YOU TO OUR MEDIA PARTNERS

CATERER
MIDDLE EAST

HOTELIER
MIDDLE EAST

Hotel&Catering
NEWS Middle East



Food&Beverage
networker

FOOD
BUSINESS
GULF & MIDDLE EAST

Gulf AGRICULTURE
TRADE MAGAZINE
YOUR GATEWAY TO THE MIDDLE EAST AGRIBUSINESS

Hospitalitynews
MIDDLE EAST

dubaieye
103.8

FMCG & HORECA
BUSINESS

hidubai

TecnAlimentaria.it
INTERNATIONAL MAGAZINES

ASIA & Middle East
FOOD TRADE
JOURNAL FOR LEADERS IN FOOD & BEVERAGES

Food & Ingredients Turkey
international food & ingredients magazine

foodHQ
Satisfying World Cravings

EDITRICE zeus
www.editricezeus.com
food&beverage
www.allfoodonline.com
Food&beverage | **AllFood**
MAGAZINE | WEB PORTAL

FoodTechBiz

trade india.

FOODBEV MEDIA

Egy Exporter

Insight Food
Technology

Food Business Africa
WWW.FOODBUSINESSAFRICA.COM

Asia Media Food Package

PAKISTAN FOOD JOURNAL
PRODUCTS - TECHNOLOGY - SERVICES

MEATINGPOINT

Türkiye'nin İhracat Dergisi
turkish trade -magazine-

Food&BeverageNews

Ingredients
SOUTH ASIA